

**INTERVENTION SUBMISSION**

to:

*“Responding to the New Environment: A Call for Comment”*  
Review of the Canadian Communications Legislative Framework

from:

**Canada Charity Partners**  
**Partenaires Philanthropiques du Canada**  
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*“Virtual TV Studio for Youth and Community”*  
*“Intergenerational Video Project”*

*Questions:*

*8.1 How can the concept of broadcasting remain relevant in an open and shifting communications landscape?*

*8.2 How can legislation promote access to Canadian voices on the Internet, in both official languages, and on all platforms?*

*10.1 How can we ensure that Canadian and non-Canadian online players play a role in supporting the creation, production, and distribution of Canadian content?*

*12.1 How can the principle of cultural diversity be addressed in a modern legislative context*

*13.4 How can CBC/Radio-Canada promote Canadian culture and voices to the world, including on the Internet?*

*13.5 How can CBC/Radio-Canada contribute to reconciliation with Indigenous Peoples and the telling of Indigenous stories by Indigenous Peoples?*

*14.5 How can accountability and transparency in the availability and discovery of digital cultural content be enabled, notably with access to local content?*

## **RESPONSE**

### EXECUTIVE SUMMARY

The broadcasting system can and must play a decisive role in creating the Canada of today and tomorrow. The next generation, amongst them new immigrants and indigenous communities, are facing both social and economic difficulties, and have fled to the internet. The old broadcasting model has not yet risen to the challenge of reaching out to new viewership to sustain the industry into the future.

We propose a new model of broadcaster collaboration which empowers the talent and potential of youth and all community members together, no matter their origins. Our project proposes the setting-up of an online Virtual TV Studio for Youth and Community, which will provide mentorship and collaboration online, with resources necessary to enable a youth to be the best communicator she or he can be, for academic, artistic, and entrepreneurial purposes. A new broadcasting economy would be created through artistic creation, supported by a block-chain Open Badge system that values personal creativity, mentorship, collaboration, and young entrepreneurship. Canadian talent development would naturally explode from the efficiencies of scale achieved by this mass project, providing a breeding ground to tell Canadian stories that would benefit Canadian and worldwide broadcasters.

We propose a legislated startup contribution of \$ 20,000,000 for our Virtual TV Studio for Youth and Community project. This would enable both business plan and web-infrastructure development as well as a sustaining endowment for continued operation. Self-sufficiency would be achieved from projected success of the market-based Open Badge system both for participants and the Virtual TV Studio for Youth and Community, as value growth and shared revenue would benefit all.

The broadcast industry would see audience development reverse its decline, as competition kicks in for ownership of the hearts and minds of the next generation, and their families.

### A NEW INITIATIVE

In this new internet era, the entire Canadian broadcasting system, local broadcasters and national broadcasters alike, faces the same challenge. TV viewers are changing their viewing habits. What are consumers entitled to expect from a broadcasting network? Our strategy is to break with old conventions and inspire innovation and leadership to engage viewers in a new form of experience, building relationships with them, and maintaining those communication AND broadcasting channels into the future.

Canada Charity Partners / Partenaires Philanthropiques du Canada ( CCP / PPC ) believes that through collaboration and synergy between broadcasters' resources and the Internet's potential for effective outreach, its Virtual TV Studio for Youth and Community initiative could become a key player, a must-see in the efforts to educate, engage and empower diverse young people who seek a greater outlet for their creativity, their willingness to make a difference, and an extraordinary way for people who want to share their knowledge and experience.

Our Virtual TV Studio for Youth and Community could potentially benefit all broadcasters, youth, seniors, and families across the country, and provide an infrastructure that would connect the Canadian broadcasting system with viewers and their communities. Giving young people of all cultures the means to act as communicators, creators and viewers is an important element in ensuring the longevity of the Canadian broadcasting system, while having an impact on the cultural and mental health of communities.

The Virtual TV Studio leverages the existing broadcasting infrastructure to enhance ROI by bonding youth and families together with the industry.

The Virtual TV Studio is a secure, collaborative, mentored web space where youth, seniors, and families can EXPRESS their realities and engages their creativity. The Virtual TV Studio provides resources and focusing opportunities for idea development and digital media project completion for young participants in English and French. It partners with youth and the educational system by providing a youth-owned tool-kit that empowers the student without the burden of direct intervention by the teacher, encouraging youth creativity, involvement, academic achievement, and entrepreneurship. It helps make schooling relevant and will help reduce the drop-out rate, through team-based projects.

The Virtual TV Studio facilitates cultural growth, taking diversity and youth creative involvement to the next level:

- To engage in the world around them
- To have a voice and be perceived as engaged
- To showcase multicultural talent
- To encourage cross-cultural and intergenerational dialogue
- To empower when no one else seems to be listening

The Virtual TV Studio will reach out to youth aged 12-24, adults and seniors from coast to coast, no matter their origin or socio-economic background, as well as mentors of any age.

The Virtual TV Studio will offer opportunities for diverse youth to:

- Conceive, write, shoot, edit, produce, and showcase individual New Media and broadcast projects of their imagination;
- Be mentored by professionals (volunteers from the industry) and peer-to-peer support;
- Be provided with potential multi-platform broadcast windows;
- Target new modes of video and interactive diffusion;
- Achieve academic credit for completed projects;
- Channel their talent towards new opportunities

Young and older participants in The Virtual TV Studio will develop enhanced technical and communication skills, and a better understanding of the media content creation process. The Virtual Studio fosters talent development and personal growth by enabling participants to express their realities through digital content creation. Enhanced academic and entrepreneurial opportunities are offered.

As a community, The Virtual TV Studio brings about a RENEWAL of the meaning of online COMMUNITY through its mentorship and collaborative components. By leveraging the talent, humour, and creativity of young and old participants, in projects useful to society, the Studio encourages youth, seniors and their families to make the world a better place.

Broadcast Industry Participation in the The Virtual TV Studio is a proactive way to help increase the talent pool for the film, television, and broadcast industries by enticing youth to discover tools and techniques linked with content creation. It's also the perfect TESTING GROUND for new ideas and concepts amongst Canada's most diverse generation yet. By partnering with young people and their mentors, and supporting their creativity, broadcasters benefit from a renewal of identification with the broadcasters by potential viewers, who realize that the industry believes in them.

## OPEN BADGE

Open Badge is a world-wide movement dedicated to imprinting one's personal competencies into an online presence. The acts of receiving and giving mentorship, along with artistic, academic, and entrepreneurial achievement can be burned into one's own electronic badge, which can effectively be valued as a "coin", and value-enhanced as achievement is determined. The system can be managed through the block-chain.

This new badge economy is marketable and is attractive to brands and rewards systems, that will reflect on any participant's involvement in the Virtual Studio, and see personal electronic coin-value growth as personal engagement grows. "Get-a-job !" complaints from family members will give way to "Nice-Job !" complements as the participant IS the job.

Open Badge is rooted in early work funded and initiated by the MOZILLA and MACARTHUR Foundations. In late 2016, it was announced that the Open Badges standard would transition officially to IMS Global. IMS Global announced their commitment to Open Badges as an inter-operable standard for digital credentials. A common vehicle for the movement is BADGR.

A proper market study of this initiative applicable to our Virtual TV Studio needs yet to be commissioned.

## INTERIM MODEL

As a charitable organization focused on the health and well-being of the community, CCP believes that one of the most pressing issues facing seniors and youth today is lack of opportunities to share their stories. Young people, of all origins, are increasingly socially isolated by their addiction to their smart devices while the elderly are too often socially isolated, usually voiceless, unable to share their wisdom, history and experiences.

The first milestone of our proposal suggests an infrastructure for on-line and in-person mentoring between the broadcasting/marketing and community sectors. Digital production tools include not only smart phones and online editing, but also the creation and sharing of ideas, to help develop the message and artistic expression. Through our team of mentors, we want to encourage intergenerational production and engagement workshops and empower young Canadian and neo-Canadians, through digital tools, to produce artistic productions based on the stories of the elders. We must not forget that immigrant youth very rarely have elderly people around them, even as they often originate from cultures where elder wisdom is highly respected. Giving young participants an active role in organizing these encounters, developing their communications skills, measuring the impact of such one-on-ones with seniors: these are the values we hold dear. The development of the potential of young consumers vis-à-vis the Canadian broadcasting system through these experiences will revitalize the industry. These younger and older communities of old or new stock can be considered as an important segment of the viewers targeted by the broadcast industry.

These encounters, broadcast on a web-channel such as within YouTube and reflected on broadcaster sites, will be coordinated, and produced, by youth and other members of the community, and mentored by professionals, and peers; young people will have the opportunity to develop professional skills sought by traditional broadcast networks ... but the side benefit is that they will have the opportunity to engage with elders who will share their stories. As we know, immigrant youth have virtually no elderly people in their lives after immigration ... leading to new and heartwarming relationships.

Already, CCP and its partner social agency, Collective Community Services, have launched an intergenerational video project in 2017, bringing together mentors, elders and youth to break the silos of society and tell the stories of our elders. The project, produced in English, was supported in part by the Foundation of Greater Montreal and will serve as inspiration for more projects of this nature, :

### [INTERGEN VIDEO PROJECT](#)

or

( <https://www.youtube.com/watch?v=6tnpYoG7C2k&list=PLQFhwFZ5w-QRoaE25P3Ja5cpKv4cD9PcW> )

### **ABOUT** : CANADA CHARITY PARTNERS / PARTENAIRES PHILANTHROPIQUES DU CANADA

The mission of **CCP / PPC** is to promote health and healing, and to advance education, while addressing and relieving poverty and other social issues. Through Agency Agreements, It commissions projects in Canada and Israel that advance its Canadian charitable Obects. Federal BN # 81833 5390 RR0001 .

### **ABOUT** : ELY BONDER

Ely is a retired newsvideo editor having served at CFCF TV NEWS (CTV NEWS MONTREAL) for some 35 years. He has served as an associate producer on such projects as Youth News Network, and received an RTNDA Honourable Mention for a 1988 news year-ender he produced showcasing children's perspectives on news in the world. He was a co-founder of CRTC application KIDSCAN (YOUTH BROADCASTING Inc) which went on to become the YTV specialty channel.