

AN OPEN LETTER TO THE MINISTER OF CANADIAN HERITAGE, AND THE
PRESIDENT AND CEO, EXECUTIVE VICE PRESIDENTS, AND VICE PRESIDENTS
OF THE CANADIAN BROADCASTING CORPORATION

To the Honourable Pablo Rodriguez, Minister of Canadian Heritage,
and the Senior Executive Team of the CBC:

- Catherine Tait, President and CEO
- Miguel Baz, Vice-President, Legal Services, General Counsel and Corporate Secretary
- Michel Bissonnette, Executive Vice-President, Radio-Canada
- Daniel Boudreau, Executive Vice-President, Technology & Infrastructure
- Marco Dubé, Vice-President, People and Culture
- Carol Najm, Vice-President and Chief Financial Officer
- Barbara Williams, Executive Vice President
- Claude Galipeau, Executive Vice President, Corporate Development

Re: A Call to Inform the Canadian Public of our Climate Crisis

Our world is facing a climate crisis. The pace and intensity of the impacts of the crisis are accelerating: the heat waves, wildfires, flooding, droughts, and other extreme weather events, all around the world, with a current 1.2 degree Celsius temperature increase.

There is no amount of anthropogenic carbon dioxide emissions that we can 'safely' burn that will not exacerbate the current situation. Therefore, we need to stop permitting and/or subsidizing any new fossil fuel infrastructure.

Canada must, along with the rest of the developed world, cut its emissions immediately and dramatically, reducing them to zero in the next two decades, or we will continue on our current pathway to a 3 or 4 degree Celsius temperature increase.

Because the mandate of the CBC, our national public broadcaster, is to inform the Canadian public, truthfully and honestly,

We, the undersigned, urge the President and CEO of the CBC, its Executive Vice-Presidents, and Vice-Presidents to direct the CBC to do the following, across all programs and platforms:

1. In place of the benign term 'climate change', to use '**climate crisis**', as this is the reality that Canadians and the rest of the world are facing.
2. Connect the dots, and tell the truth: that the heat waves, wildfires, flooding, droughts, and other extreme weather events taking place all around the world are not being 'caused by climate change' but are '**primarily caused by the continuing extraction, processing and burning of fossil fuels**'. Only by informing Canadians about what is causing the climate crisis will they demand

that the public and private sectors take the actions necessary to avert greater disaster, prevent a 3 to 4 degree temperature increase, reduce the impact of the crisis as much as possible, and prepare for the inevitable challenges ahead.

We also urge the CBC to join [Covering Climate Now](#), the world's largest media collaborative dedicated to helping newsrooms tell the whole climate story, honestly and factually, from the heartbreaking impacts of the crisis around the world to realistic solutions. By doing so, the CBC will enhance its credibility, and reinforce its commitment to Canada's efforts to address the climate crisis. The Guardian, the Toronto Star, and TVO are Covering Climate Now members.

Time is of the essence. The Canadian public must become convinced of the dire situation that our country and our planet face. Accurate, compelling reporting and programming that emphasize the causal relationship between fossil fuel extraction, processing, and use, and the climate crisis at every opportunity is critical to ensuring that the public understands and mobilizes to address this existential crisis. The facts will speak for themselves if they are given voice by our national broadcaster.

We recognize and appreciate that the CBC is already running television and radio shows that inform the public about the climate crisis, including What on Earth, the Nature of Things, the Current, and Day 6. There should be a daily climate emergency report on all CBC radio morning shows, The World at Six, and The National, telling Canadians how this battle for our lives is unfolding at home and around the world. The volume needs to be turned up to make the public more aware of the urgency of our situation, if we are to have a chance of meeting the IPCC's challenge of cutting emissions by 50% by 2030, to have a chance at limiting warming to 1.5 C. People need to become hopeful that the solutions can be scaled up at the speed needed to reach the target.

The CBC must rise to this challenge to keep the national trust and take this critical opportunity to avert the looming climate crisis. We, the undersigned, call for a public response to this request in the form of an explicit statement of intent to report regularly, candidly, and comprehensively on the situation, events, implications, and responses required to address our climate crisis, the greatest existential threat to all life on earth.

We would very much appreciate the opportunity to meet with you to discuss the concerns raised in this letter, and the ways that the CBC may be able to respond.

Sincerely,

Lyn Adamson
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416-731-6605

On behalf of the 50 following groups:

Canada's Clean 50
Canadian Association of Physicians for the Environment
Canadian Health Association for Sustainability and Equity (CHASE)
Canadian Voice of Women for Peace
Citizens United for a Sustainable Planet
Clean Air Partnership
Climate Action for Life-long Learners (CALL)
Climate Change Toronto
Climate Emergency Unit
Climate Justice Saskatoon
Climate Pledge Collective
ClimateFast
Council of Canadians Ottawa
County of Lanark Environmental Action Network
Delta Management Group Inc.
Drawdown Toronto
Extinction Rebellion Ottawa
For Our Kids Burnaby
For Our Kids Toronto
Green 13
ParkdaleHighPark4ClimateAction (PHP4CA)
Fridays For Future Toronto
GNAR Inc – Sustainable Home Design
Grandmothers Act to Save the Planet (GASP)
Greater Victoria Climate Hub
Just Earth
KAIROS Guelph
Mobilize TO
Naturopathic Doctors for Environmental and Social Trust
Nith Valley Ecoboosters
Ontario Climate Emergency Campaign
Parents 4 Climate
Peoples Climate Movement
Plant Based Treaty
Registered Nurses' Association of Ontario
Renewing the Future
Seniors for Climate Action Now
Shift Action for Pension Wealth and Planet Health
StopPlastics
South Island Climate Action Network
Sustainability and Environmental Justice @ Engineers Without Borders UofT
Target Climate

The Global Sunrise Project
Toronto Climate Save
Toronto East End Climate Collective (TEECC)
Toronto 350
Windfall Ecology Centre
Youth Climate Save Canada
YU Fossil Free
Yellow Point Ecological Society





GREATER VICTORIA
CLIMATE HUB



KAIROS
KAIROS Guelph

Mobilizeto



NESTND



RNAAO



shift

ACTION FOR
PENSION WEALTH
AND PLANET HEALTH



STOP Plastics



TORONTO ← 350.org



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TORONTO EAST END CLIMATE COLLECTIVE

