

Canada Media Fund  
C/o Valerie Creighton, President and CEO  
4-50 Wellington Street East  
Toronto, Ontario M5E 1C8

November 28, 2013

Re: The Canada Media Fund Industry Consultation 2013

Dear Ms. Creighton,

I am writing on behalf of ACTRA's 22,000 members to express our strong opposition to the Canadian Media Production Association (CMPA) proposal to amend existing Essential Requirements exceptions such that non-Canadian performers could play the role of protagonist in CMF-funded productions.

Currently one point on the CAVCO scale may go to a non-Canadian performer who has significant recognition among Canadian audiences, provided that the non-Canadian does not play the role of the protagonist. The CMPA proposes this exception be "tweaked", opening the door to non-Canadians being permitted to play the role of the protagonist in CMF-funded productions.

The CMPA's unfortunate and misguided proposal would undoubtedly result in a substantial increase in non-Canadian performers playing the leading roles in live-action Canadian scripted entertainment. The Canada Media Fund has the important responsibility of fostering, developing, financing and promoting the production of Canadian content. As we have often discussed, the success of our industry depends in large part on our ability to build a Canadian star system. The CMF's support is critical for production of Canadian content, and the growth of our industry, creation of jobs for Canadians, and the promotion of Canadian talent. The idea that the CMF would be asked by the CMPA to undermine this important role is unfortunate, and appears to be based on the CMPA's view that it would be easier to attract foreign financing if non-Canadians (read US performers) can play the protagonists in CMF-funded productions.

Canadian performers, ACTRA members, are world class and are leading advocates for a strong and vibrant film and television industry. We work closely with producers and industry associations to encourage production, promote our talent, and advocate for government support. Canadian performers do not deserve to be marginalized by the CMPA's proposal, and relegated to second place behind non-Canadian performers in CMF-funded projects.

We strongly urge the CMF to reject the CMPA's proposal.

Sincerely,

Stephen Waddell

Cc. Michael Hennessey, Reynolds Mastin, Marla Bolton, Stéphane Cardin[[cid:image006.png@01CEEC5F.0E45D970](#)][[cid:image006.png@01CEEC5F.0E45D970](#)]

Stephen Waddell  
National Executive Director | ACTRA

625 Church St. • Suite 300 • Toronto ON • M4Y 2G1  
1.800.387.3516 toll-free | 416.489.1311 4022/416.644.1500