



Saving the CBC: Balancing Profit and Public Service

Wade Rowland

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Asked to name the institutions that best define this country, most Canadians place our public broadcaster somewhere high on the list. But there is a very real danger that the CBC will not survive beyond the next two years in any recognizable form. Decades of budget cuts have left it dangerously weakened, and now a massive loss of television advertising revenue is predicted with the loss of NHL hockey rights to private broadcasters. Saving the CBC looks back at the history of the public broadcaster, digs into the goals and ideals of public service media, and plots a detailed plan for survival and growth.

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