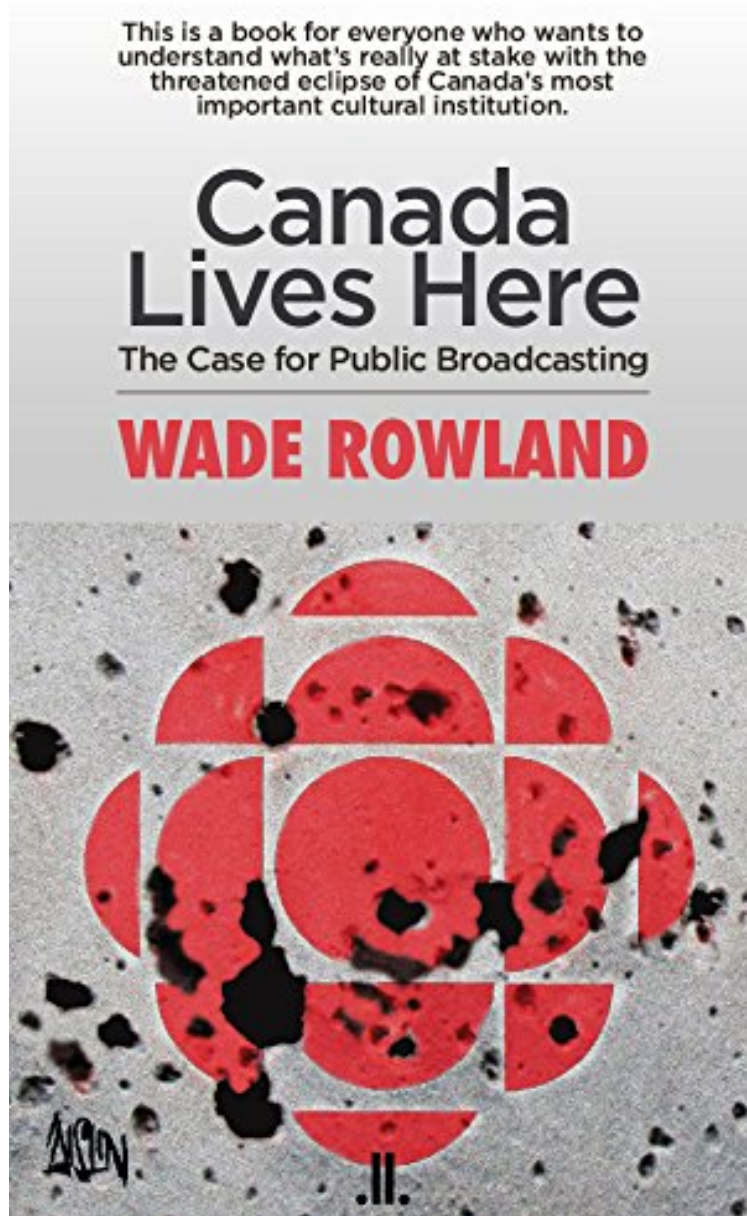


(Free) Canada Lives Here: The Case for Public Broadcasting

Canada Lives Here: The Case for Public Broadcasting

Wade Rowland

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Wade Rowland : Canada Lives Here: The Case for Public Broadcasting before purchasing it in order to gage whether or not it would be worth my time, and all praised Canada Lives Here: The Case for Public Broadcasting:

0 of 0 people found the following review helpful. Totally fascinating By Sarah Woods My boyfriend (who works in TV

news) read this book and was raving about it, so, even though I'm not in the TV industry -- or Canadian, for that matter, I picked it up. Before I knew it I was halfway through, and it took me about a week to finish. It's a shockingly interesting book -- and a tale of caution for PBS in the USA. I had no idea how important public broadcasting was and how much it helps shape our culture until I read this. I also had no idea about the important differences between repurposed and potentially misleading news for the sake of views and ad dollars, versus publically-funded and for-the-people researched and thoughtful newscasts. Fascinating!

Canada Lives Here tells the tumultuous story of public broadcasting in Canada, from its inception in 1933 to the CBC's current, controversial attempts to adapt to collapsing revenues and new technologies. It explores in detail the struggle to preserve public space and foster community in an environment devoted to profit-making, arguing that the ideals of public service broadcasting are more relevant now than ever. Rowland, author of the influential *Saving the CBC: Balancing Profit and Public Service* (2013), identifies the issues crucial to the CBC's survival and proposes carefully considered policy options. This is a book for everyone who wants to understand what's really at stake with the threatened eclipse of the nation's most important cultural institution.

FARLEY MOWAT ON SAVING THE CBC: "This book should be read by everyone who gives a damn about Canada and the publicly owned broadcaster that unites us in telling our own stories on radio and television. Wade Rowland convincingly documents the slow, politically directed erosion of the CBC and he has the expertise to show us how to save, and expand, this vital component in Canadian life. Will we listen to him? I hope to God we have enough sense to do so." "This is an urgent, important and timely book about how public broadcasting in Canada is being eviscerated. The CBC has been abandoned, both by a government that should support it but won't, and by a management culture, unable to handle the political, economic and technological headwinds affecting all media but especially public broadcasting. The CBC was once Canada's greatest cultural gift to the world, now in a perilous state of programming and financial decrepitude. But it's not yet lost. Wade Rowland gives us reasons for optimism, showing us how the CBC might yet be saved - if it can demonstrate that it can engage Canadians as citizens first, not just as deliverables to commercial and political interests." --Jeffrey Dvorkin. University of Toronto
About the Author
Ranked among Canada's leading literary journalists, Wade Rowland is the author of more than a dozen non-fiction books including *Ockham's Razor*, *Greed, Inc.*, and *Saving the CBC*. He spent many years in television news production at the network level and has held senior management roles at both CTV and CBC, where he was also senior producer of the consumer affairs program *Marketplace*. Rowland holds a Ph.D. in Communication and Culture and is currently Associate Professor at York University. Born in Montreal, he grew up in Regina and Winnipeg and currently lives in rural Port Hope, Ontario, with his wife Christine Collie Rowland.