



CBC Ombudsman
Mr. Jack Nagler
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Minister of Canadian Heritage
Hon. Pablo Rodríguez
House of Commons
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Dear Mr. Nagler and Hon. Mr. Rodríguez;

Many in the firearm community have suspected a media bias against firearm owners' voices and in favour of gun-control measures.

Instead of speculating, the Canadian Coalition for Firearm Rights commissioned a report over the summer, which studied the level of bias in CBC reporting on gun-control and firearm ownership. We were able to identify three key areas in which our research shows the CBC has a consistent bias in coverage.

These areas are:

1. An overall bias toward gun-control positions
2. A bias to United States coverage and debates
3. An experience or journalist knowledge bias

We believe that these concerns are easily remedied.

The Canadian Broadcasting Corporation holds a fiduciary responsibility to represent all Canadians and their voices in the questions which concern them. Firearm legislation and calls for gun-control directly concern the community of 2.2 million firearm owners and the CBC should make all reasonable attempts to include those voices. In tackling the two secondary bias claims it is likely that the overall bias may be addressed.

The second, a strong U.S. focus, can be addressed by relying less on U.S. examples in discussions about firearms and by using Canadian content. We also noted that U.S. wire services or the selection picked up by CBC editors also consistently ignored most perspectives other than the exclusively gun-control narrative. American examples are incredibly misleading as the regulatory system, reasons for ownership and structure of rights are entirely dissimilar to Canada's.

The third, is manifested in an apparent lack of experience or knowledge covering the topic by individual journalists.

This niche topic can be difficult to master but the problem of misunderstanding the issue can be remedied simply with a commitment to include the voices of gun owners and sport shooters in articles related to our sport. Better education and a simple commitment by CBC journalists to reach out to at least one credible source of input from firearm owners or advocates, would level the playing field when discussing gun-control.

We believe enacting these two small changes would pull coverage to a place of fairness and balance.

In the interest of ensuring the concerns and perspectives that Canadians of all different walks of life bring to our cultural tapestry; we present this letter in conjunction with our full report, to the CBC Ombudsman and our Honourable Minister of Canadian Heritage. Please notify us of whatever remedies your offices will be able to provide in ensuring the voices of firearm owners, hunters, and sport shooters are accounted for by our National Broadcaster.

We remain available to your office and to all the Canadian journalists who work hard to keep us informed. We appreciate your serious consideration in the task of providing a balanced perspective and a fair look at the concerns and passions of all Canadians.

Sincerely,



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