

EMAIL Received by FOCA:

From: TSOL Casting1 [<mailto:TSOLCasting1@franticfilms.com>]

Sent: March 14, 2018 12:21 PM

Subject: CBC Casting Inquiry - The Stats of Life

Good Afternoon,

My name is Andrea and I am the Casting Director for a television show called Stats of Life on CBC, which falls between Marketplace and The Fifth Estate. We are currently casting an exciting episode on Summer Homes (cottages, cabins, lake houses) and what it looks like for Canadians across the country. I am not sure if you will be able to assist with this, but I thought I would reach out and see.

The Stats of Life is a positive television show that takes a unique look at the statistics that define our nation - we explore how Canadians really live. If you would like to see the first season of the show, you can check it out on the CBC website through this link: <http://www.cbc.ca/thestatsoflife/>

I was wondering if it might be possible to send out a casting call (PDF attached) to your community to let them know about this opportunity? If they are selected, we would be filming with them and their family for four days this spring/summer.

Some ideas of storylines we are looking for:

- Families that have had a cottage or cottages in the family for years
- Families that have cottages on islands (maybe they are renovating)
- Families that just bought a cottage property and are going to be using it for the first time this summer

These are just some examples. Basically, we are looking for unique and interesting stories to tell around this topic.

Please let me know if you could pass this information onto your contacts/ email list and or if you need more information.

Looking forward to hearing from you,

Andrea Lynett
The Stats of Life
Casting Director
E: tsolcasting1@franticfilms.com

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From: Terry Rees
Subject: FW: CBC Casting Inquiry - The Stats of Life

Hi Andrea,
This looks like an interesting show – I'd never seen it but I will now be on the lookout!

FOCA can probably do a call out through our various channels. We have members all over the Province of Ontario.

One thing I'm curious about is your basic premise of connecting stats to "real life". Interestingly, a large number of people we speak to are seasonal property owners and as such aren't counted by StatsCan. I'm curious what stats might you be trying to profile/connect?

I look forward to learning more about this.

Terry Rees, Executive Director
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Learn more: www.foca.on.ca

From: TSOL Casting1 [<mailto:TSOLCasting1@franticfilms.com>]
Sent: March 15, 2018 9:25 AM
Subject: RE: CBC Casting Inquiry - The Stats of Life

Hi Terry,

Thank you for getting back to me so quickly!

We do compare stats to real life, but the stats don't just revolve around cottages. What happens is we look at the storylines that we are following and see what type of stats might exist for that particular story:

i.e:

- How many Canadians own boats
- How many Canadians own a summer home
- What's the average age of people who own a cottage

Those are just some examples. If we can't find the stats, we work with CBC's Research team to create a poll that gets sent out to Canadians to answer, and that's how we also get some of our stats. So nothing is made up or taken from thin air.

Does that answer your question? Thank you again for agreeing to send it out to your members. We are looking for some strong stories of people who may have had a cottage in their family for years, and now 30 members of the family enjoy it, or first time cottage owners. These are just a couple examples, but I know they are out there :)

Thanks again and please let me know if you have any more questions,
Andrea