

Fwd: Letter to Parties regarding New Brunswick Election on Sept 22, 2014

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>
To: Gino Apponi <gino.apponi@cbc.ca>

Thu, Jul 24, 2014 at 10:30 PM

We will have to confirm with _____ but this was the intention. Jen

s.19(1)

Begin forwarded message:

s.21(1)(a)

s.21(1)(b)

From: Gino Apponi <gino.apponi@cbc.ca>
Date: July 24, 2014 at 8:58:08 PM EDT
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Subject: **Fwd: Letter to Parties regarding New Brunswick Election on Sept 22, 2014**

I should get back to him tomorrow.
G

Begin forwarded message:

From: Mike Darley <mike.darley@cbc.ca>
Date: July 24, 2014 at 12:40:39 PM EDT
To: Gino Apponi <gino.apponi@cbc.ca>
Subject: **Letter to Parties regarding New Brunswick Election on Sept 22, 2014**

Hi Gino,

Does News plan to send out the attached letter to the political parties in advance of the upcoming N.B. election campaign?

The campaign period begins on August 21'st with polling on Sept 22.

Best!

Mike

 **Letter re Political Ads - USE of footage.pdf**
58K

April 22, 2014


To Whom It May Concern:

As news organizations, the use of our content in political advertisements without our express consent may compromise our journalistic independence and call into question our journalistic ethics, standards and objectivity.

Accordingly, in anticipation of the upcoming elections, we wish to advise that effective immediately our organizations will not accept any political advertisement which uses our content without our express authorization. Additionally, we will not accept and will cease to broadcast any political advertisement if notified that such advertisement uses any other broadcaster's content without its authorization.

Thank you,





Jennifer McGuire
General Manager and Editor in
Chief, CBC News and Centres





Wendy Freeman
President CTV News




Troy Reeb
Senior Vice President,
Global News and Station
Operations, Shaw Media




Michel Cormier
Executive Director, News and
Current Affairs




Dave Budge
General Manager – CityNews



Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fwd: Letter to Parties regarding New Brunswick Election on Sept 22, 2014

1 message

Gino Apponi <gino.apponi@cbc.ca>
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Thu, Jul 24, 2014 at 1:08 PM

Lets discuss

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

----- Forwarded message -----

From: **Mike Darley** <mike.darley@cbc.ca>
Date: Thu, Jul 24, 2014 at 12:40 PM
Subject: Letter to Parties regarding New Brunswick Election on Sept 22, 2014
To: Gino Apponi <gino.apponi@cbc.ca>

Hi Gino,

Does News plan to send out the attached letter to the political parties in advance of the upcoming N.B. election campaign?

The campaign period begins on August 21'st with polling on Sept 22.

Best!

Mike

s.21(1)(a)

s.21(1)(b)

 **Letter re Political Ads - USE of footage.pdf**
58K



Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>

Fwd: FYI - Letter signed by CBC-Bell-Rogers-Shaw re news footage in political ads.

1 message

Steven Guiton <steven.guiton@cbc.ca> 24 octobre 2014 12:58
À : "McKinnon, Angus" <angus.mckinnon@cbc.ca>, Anne Marie Migneault <anne-marie.migneault@radio-canada.ca>

Let's chat.

Steven Guiton
Vice-President Technology and Chief Regulatory Officer
CBC/Radio-Canada
Tel./Tél.: (613) 288-6188
steven.guiton@radio-canada.ca

----- Forwarded message -----

From: **Anne-Marie Migneault** <anne-marie.migneault@radio-canada.ca>
Date: 25 April 2014 17:35
Subject: FYI - Letter signed by CBC-Bell-Rogers-Shaw re news footage in political ads.
To: "Guiton, Steven" <steven.guiton@cbc.ca>, ANGUS MCKINNON <angus.mckinnon@cbc.ca>

FYI, my comments on a the attached letter signed by CBC-Bell-Rogers-Shaw re news footage in political ads. See the "CONCLUSION" paragraph for a summary.

AM

----- Forwarded message -----

From: **Mike Darley** <mike.darley@cbc.ca>
Date: 2014-04-25 17:23 GMT-04:00
Subject: Re: Comments_Fwd: Final version Political ad letter
To: Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>

Hi Anne-Marie,

Yes this does help....copying Gino so he will gain further perspective...

Thank you very much!

s.21(1)(b)

Mike

s.23

On Fri, Apr 25, 2014 at 5:15 PM, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> wrote:
Hi Mike

I understand that this attached letter is already signed by Executive directors of news of Bell, CBC/Radio-Canada, Rogers and Shaw, but that it has not yet been sent to political parties

Here are my comments from an Advertising Standards perspective:

Hope this helps,
AM

Anne-Marie Migneault
Director, Advertising Standards Head Office
CBC/Radio-Canada

s.21(1)(a)

s.21(1)(b)

----- Forwarded message -----

From: **Mike Darley** <mike.darley@cbc.ca>
Date: 2014-04-25 12:37 GMT-04:00
Subject: Fwd: Final version Political ad letter
To: Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>

Hi Anne-Marie,

I just spoke with Gino about the attached and am fine with complying, as mutual enforcement among the broadcasters is in my opinion the best way to achieve the goal of protecting our properties and our integrity.

Specifically, I'm OK with a process where I contact News if I receive political advertising that contains

Regards,

Mike

----- Forwarded message -----

s.21(1)(b)

From: **Gino Apponi** <gino.apponi@cbc.ca>

Date: Fri, Apr 25, 2014 at 11:04 AM

Subject: Fwd: Final version Political ad letter

To: Mike Darley <mike.darley@cbc.ca>

Cc: Robert Bishop <robert.bishop@cbc.ca>

Hi Mike,

I just left you a voice mail to discuss the attached. Let's connect when you can.

G



Letter re Broadcaster footage in Political Ads_signed by broadcasters.pdf

58K



Steven Guiton <steven.guiton@cbc.ca>

Letter to political parties v. Our templates decisions for approval of political ads

1 message

Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> 15 May 2014 at 13:14
 To: JEAN MONGEAU <jean.mongeau@radio-canada.ca>, Gino Apponi <gino.apponi@cbc.ca>, Michel Cormier <michel.cormier@radio-canada.ca>
 Cc: "Guiton, Steven" <steven.guiton@cbc.ca>, ANGUS MCKINNON <angus.mckinnon@cbc.ca>, "Darley, Mike" <mike.darley@cbc.ca>, CODE_PUBLICITAIRE_MONTREAL <codepub@radio-canada.ca>, Claude Landry <claudel.landry@radio-canada.ca>

Hello,

FYI, you will find in yellow at the end of the email below the items that we will verify before approving political ads, to reflect the letter of agreement signed by news services owned by CBC/Radio-Canada, CTV/BellMedia, Global/Shaw or City/Rogers concerning news footage in political ads.

If news footage is present, we will contact you (before rejecting the ad) to discuss next steps.

Anne-Marie Migneault
 Directrice Bureau chef du code publicitaire/
 Director Advertising Standards Head Office
 CBC/Radio-Canada
 Tel: 514-597-6285
 anne-marie.migneault@radio-canada.ca



----- Forwarded message -----

From: **Anne-Marie Migneault** <anne-marie.migneault@radio-canada.ca>
 Date: 2014-05-15 12:58 GMT-04:00
 Subject: Decision: Ontario English Catholic Teachers Association - Registered Third Party for Ontario elections - Carlos M
 To: "Darley, Mike" <mike.darley@cbc.ca>
 Cc: CODE_PUBLICITAIRE_MONTREAL <codepub@radio-canada.ca>

From: Advertising Standards Head Office (A-M Migneault)

To: Mike Darley (Advertising Standards Toronto)

Cc: Code publicitaire Montréal

Advertiser: Ontario English Catholic Teachers Association

Message: Carlos M – Television

Received on: May 13, 2014

Decision: Acceptable as **political advertising** from a **Registered third party** (i.e.: person or group other than a political party or candidate)

Restrictions: Yes.

- May not air in or directly adjacent to News programs.
- Not for broadcast in shows that deal with Ontario provincial politics.
- May not air during legislated blackout periods, i.e. May 7 – 20 inclusive and June 11 - 12 inclusive.

Remarks: This **link to Elections Ontario web site confirms that the group is registered:**
<http://www.elections.on.ca/en-CA/CandidatesAndParties/Third+Parties+2014GE.htm>

Mike confirmed that he has checked the following items, and that they are in compliance:

1. Ad **must contain an identifying statement** as prescribed by section subsection 22(9) of the Elections Finance Act:

22(9) *A political advertisement in any medium shall name, (a) the person, corporation, trade union, registered party or registered constituency association who is causing it to appear; and (b) any other person, corporation, trade union, registered party or registered constituency association who is sponsoring or paying for it.*

Guidelines from Elections Ontario further clarify as follows:

10: *All ... broadcast or telecast advertisements must show the name of the registered constituency association, registered candidate, registered political party, registered third party, person, corporation or trade union that caused it to appear and sponsored or paid for it.*

2. Ad does not include video or audio content appearing to come from news services owned by CBC/Radio-Canada, CTV/BellMedia, Global/Shaw or City/Rogers.



Gino Apponi <gino.apponi@cbc.ca>

Fwd: Letter to Political Parties about use of Footage - A-2014-00032

1 message

Gino Apponi <gino.apponi@cbc.ca>

Fri, Jun 20, 2014 at 12:09 PM

To:

Cc: Jenniter McGuire <jenniter.mcguire@cbc.ca>

s.19(1)

Hello all,

This is just an FYI that you will be contacted by our ATIP office to be formally consulted on an access to information request we received. Some of your emails are probably in the package. They will go over them with you and explain the obligations and process to you. I believe as third parties you need to agree to any release.

The original request was for:

Provide copies of all documents, including e-mails, memos, media lines, analysis, reports, correspondence, briefing notes, etc. regarding the letter from broadcasters, including CBC, to political parties regarding the use of material in political ads, since January 1, 2014.

Not sure who made the request.

Let me know if you have any questions or concerns. I will give them your contact info after I send this and you should get something soon.

G



s.21(1)(a)

s.21(1)(b)

Gino Apponi <gino.apponi@cbc.ca>

Re: Political ads and ATI documents

1 message

Gino Apponi <gino.apponi@cbc.ca>
To: Jack Nagler <jack.nagler@cbc.ca>

Tue, Oct 14, 2014 at 2:46 PM

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

On Tue, Oct 14, 2014 at 2:42 PM, Jack Nagler <jack.nagler@cbc.ca> wrote:

Sure.

Refresh my memory, if you can - what was the Ontario debate issue that triggered this? Can we discuss that publicly?

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Gino Apponi
Sent: Tuesday, October 14, 2014 2:39 PM
To: Jack Nagler
Reply To: Gino Apponi
Subject: Political ads and ATI documents

Hi Jack,

Can you draft something for Jennifer?

Thanks.
G

05/11/2014

CBC Radio-Canada Mail - Re: Political ads and ATI documents

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

Monday update

1 message

Chuck Thompson <chuck.thompson@cbc.ca> Mon, Oct 20, 2014 at 7:56 AM
 To: Alison Fraser <alison.fraser@cbc.ca>, AMANDA YOUNG <amanda.young@cbc.ca>, ANGUS MCKINNON <angus.mckinnon@cbc.ca>, Annette Kirk <annette.kirk@cbc.ca>, Aoife Casey <aoife.casey@cbc.ca>, "Bertrand, John" <john.bertrand@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, BONNIE BROWNLEE <bonnie.brownlee@cbc.ca>, Carolyn Bissett <carolyn.bissett@cbc.ca>, "Catto, Sally" <sally.catto@cbc.ca>, CHRIS BALL <chris.ball@cbc.ca>, Chris Boyce <chris.boyce@cbc.ca>, Christine Cook <christine.cook@cbc.ca>, CINDY WITTEN <cindy.witten@cbc.ca>, Daniel Fricker <daniel.fricker@cbc.ca>, David Demchuk <david.demchuk@cbc.ca>, David Jang <david.jang@cbc.ca>, David Masse <david.masse@cbc.ca>, Denise Wilson <denise.wilson@cbc.ca>, "Dettman, Jennifer" <jennifer.dettman@cbc.ca>, "Dube, Marco" <marco.dube@radio-canada.ca>, "Dyer, Heaton" <heaton.dyer@cbc.ca>, Fiona Conway <fiona.conway@cbc.ca>, France Belisle <france.belisle@cbc.ca>, France Belisle <france.belisle@radio-canada.ca>, Fred Mattocks <fred.mattocks@cbc.ca>, "GABOURY, JACQUES" <jacques.gaboury@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, "Groen, Linda" <linda.groen@cbc.ca>, Heather Conway <heather.conway@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, JANE COLLINS <jane.collins@cbc.ca>, JEAN MONGEAU <jean.mongeau@radio-canada.ca>, JEANNE CHAN <jeanne.chan@cbc.ca>, Jeff Keay <jeff.keay@cbc.ca>, Jeff Ulster <jeff.ulster@cbc.ca>, JEFFREY ORRIDGE <jeffrey.orrIDGE@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Julie McCambley <julie.mccambley@cbc.ca>, Julie Page <julie.page@radio-canada.ca>, "Knapp, Tim" <tim.knapp@cbc.ca>, Liliane Le <liliane.le@cbc.ca>, Lisa Clarkson <lisa.clarkson@cbc.ca>, Liz Hughes <liz.hughes@cbc.ca>, "Marjetti, Susan" <susan.marjetti@cbc.ca>, Mark Starowicz <mark.starowicz@cbc.ca>, Martine Menard <martine.menard@cbc.ca>, "Michel, Johnny" <johnny.michel@cbc.ca>, NADIA FLAIM <nadia.flaim@cbc.ca>, Neil McEneaney <neil.mceneaney@cbc.ca>, Nicole Durrant <nicole.durrant@cbc.ca>, "OUELLETTE, RON" <ron.ouellette@cbc.ca>, Patricia Pleszczynska <patricia.pleszczynska@radio-canada.ca>, "Payan, Kevin" <kevin.payan@cbc.ca>, PETER HILL <peter.hill@cbc.ca>, Rena Nano <rena.nano@cbc.ca>, RICHARD KANEE <richard.kanee@cbc.ca>, Roger Belanger <roger.belanger@cbc.ca>, Sarah Carney <sarah.carney@cbc.ca>, Sarah Lue <sarah.lue@cbc.ca>, Seema Patel <seema.patel@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, Shelagh Kinch <shelagh.kinch@radio-canada.ca>, "Spencer, Todd" <todd.spencer@cbc.ca>, "Stein, Janice" <janice.stein@cbc.ca>, "Steinmetz, Mark" <mark.steinmetz@cbc.ca>, Sue Dando <sue.dando@cbc.ca>, "Thadani-Anthony, Serena" <serena.thadani-anthony@cbc.ca>, TINA TATTO <tina.tatto@cbc.ca>, Trevor Pilling <trevor.pilling@cbc.ca>, "Troyer, Jill" <jill.troyer@cbc.ca>, "Weissent, Trevor" <trevor.weissent@cbc.ca>, "WIMBS, JOHN" <john.wimbs@cbc.ca>

Good morning,

Ezra Levant starts us off with his take on how senior News execs came together to express their collective position on news content being used in political ads:

<http://www.torontosun.com/2014/10/19/media-consortium-takes-on-tories>

Here's a follow up item to Levant's column from the StarPhoenix:

http://www.thestarphoenix.com/Media+censorship/10306554/story.html?__federated=1

As I flagged on Friday, last night's episode of Heartland was one for the record books:

<http://www.calgarysun.com/2014/10/19/heartland-gallops-into-the-record-books-with-its-125th-episode-making-it-the-longest-running-one-hour-drama-in-canadian-tv-history>

The CBC and the Canadian Film Centre have launched a digital comedy workshop; Julia Cummins posted the details in this Playback item:

The CBC and the Canadian Film Centre have partnered to fuel the funny in Canada with a new digital comedy workshop to incubate new comedy properties for Canadian television.

The Jumping Screens Comedy Workshop will invite four online creators to participate in the program, whose properties already have a strong presence and audience on YouTube or other online platforms.

Through the pre-development lab program, the online creators will work with the lab's production team to develop up to 10 five-minute sketches or webisodes over the course of five months, starting in January. At least one of the digital properties that go through the program will then be selected for development on CBC Television.

"The intention for this particular workshop is to figure out how we can develop the next generation comedy series that we could put on TV – CBC in particular – starring this YouTube talent," Ana Serrano, chief digital officer at the CFC told *Playback Daily*.

The program also aims to disrupt the development process, Serrano added, by measuring audience reaction to changes in the content. For example, the first three of the 10 sketches created through the workshop may focus on voice, while other sketches may play with different elements such as format or plot structure. The creators can then put these sketches on their own online channels (such as YouTube) and on CBC's Punchline online comedy channel to see how existing audiences react to the changes.

While the first year of the program will be invitation-only, the CFC plans to open it up to applicants in coming years, as well as add other international broadcast partners.

That's it for now.

Chuck

Chuck Thompson
Head of Public Affairs
CBC English Services
416-205-3747
416-509-3315 (cell)

CBC  Radio-Canada

Sean Moreman <sean.moreman@cbc.ca>

Legal issues - Group Letter from Bell-Shaw-Rogers-CBC/RC to political parties re use of news footage

1 message

Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>

Mon, Jun 9, 2014 at 4:00 PM

To: Sean Moreman <sean.moreman@cbc.ca>

Cc: "Darley, Mike" <mike.darley@cbc.ca>, DANIELLE STONE <danielle.stone@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, ANGUS MCKINNON <angus.mckinnon@cbc.ca>, Jennifer Lang <jennifer.lang@cbc.ca>

Hi Sean

The Advertising Standards Head Office has agreed to flag to M. Apponi any political ad which contains news footage.

By the way, the Group Letter was again today the subject of media attention. See the attached Prince Arthur Herald, which concludes that "This censorship should be challenged by all political parties".

Best regards,

Anne-Marie Migneault
Director Advertising Standards Head Office
Directrice Bureau chef du Code publicitaire
CBC/Radio-Canada
Tel: 514-597-6285
anne-marie.migneault@radio-canada.ca

s.21(1)(a)

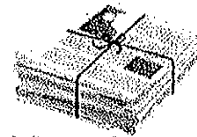
s.21(1)(b)

CBC  Radio-Canada

2 attachments **Letter re Broadcaster footage in Political Ads_signed by broadcasters.pdf**
58K **Media coverage_Ontario Election_Political Speech & Advertising_The Prince Arthur Herald.pdf**
6180K

Press Feed Deadline looms for decision on Northern Gateway pipeline - Toronto Star

THE PRINCE ARTHUR HERALD



Newsletter

FR EN

Marketing for Politicians
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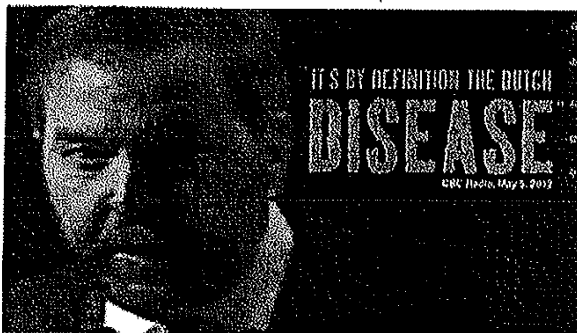
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SAMUEL MOSONYI

2014-06-09

Ontario Election: Political Speech & Advertising



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Political speech is seemingly under attack from the last place we might expect: Canadian media

broadcasters. CBC, Radio Canada, CTV, Rogers, and Shaw (which owns Global TV) announced last month that they would no longer air political advertisements that include material taken from their airwaves without express authorization.

"As news organizations, the use of our content in political advertisements without our express consent may compromise our journalistic independence and call into question our journalistic ethics, standards and objectivity," they wrote.

According to the CRTC, "during an election campaign, broadcasters play an important role in informing Canadians about the issues, political parties and candidates involved." Under section 335(1) of the Canada Elections Act, every broadcaster is required to provide prime-time advertising to all registered political parties. The Act also appoints a Broadcasting Arbitrator, who issues specific guidelines on the content of messages, as well as to deal with disputes between political parties and broadcasters.

Under the most recent guidelines issued by the Broadcasting Arbitrator, the political messaging must accord with the federal Broadcasting Act and to the conditions of the broadcasters' licences under the Act. A broadcaster can refuse to publish an advertisement that is obscene or profane, exposes individuals or groups to hatred, or is in contravention of the law. These criteria are strict and reflect the importance our society places on protecting political discourse. Furthermore, a broadcaster is not allowed to censor a political ad "unless the political ad contravenes the regulations or the licence conditions." The rationale provided by the broadcasters appears not to meet this criteria.

The Supreme Court noted in *Libman* that "political expression is at the very heart of the values sought to be protected by freedom of expression [under the Charter]." Ironically, last year, the Liberal Democratic Reform Critic, Stéphane Dion, wrote to the Commissioner of Canada Elections to protest a Conservative ad that contained footage owned by the Huffington Post and CTV. Dion cited copyright infringement and concocted a farfetched challenge that the unpaid use of copyrighted material constituted a "non-monetary contribution" from the media

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Germany & EU Elections

outlets to the Conservative Party, violating the prohibition on corporate donations to political parties.

Copyright is not always absolute, and there are times when others are allowed to use the creator's original work. According to Thomas Rose:

Article 29.1 provides for example that fair dealing for the purpose of criticism or review does not infringe copyright as long as the source of the material is clearly identified in the ad. This means that as long as the ad clearly identifies for example CTV's Power Play as the source of the clip it contains, then presumably it would be alright to use the material.

Protecting copyright is not an illegitimate purpose, but this approach is less than ideal for political advertisements. Ads are often the easiest and most effective way for political parties to communicate their message to the electorate. Often, to back up a claim, a quotation is taken from an article or interview and cited. While the broadcasters' motivation is understandable, an interview may contain information that should be in the public domain.

For instance, Justin Trudeau made his ill-advised comments on the perpetrators of the Boston Marathon bombings in a televised CBC interview: "There's no question this happened because there's someone who feels completely excluded." A Conservative attack ad featured the interview, along with the citation "CBC, April 16, 2013" and a voiceover. Every political party should have the right to include excerpts of the interviews or quotations of their opponents in an advertisement.

Political parties rely on election advertising to persuade the electorate to vote for them. This political expression is a significantly important aspect of public discourse and should be accorded the highest priority and protection. This censorship should be challenged by all political parties, and the Guidelines preventing the censorship of political advertisements should be upheld by the Broadcasting Arbitrator.

More from Samuel Mosonyi | @smosonyi

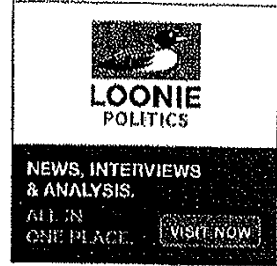
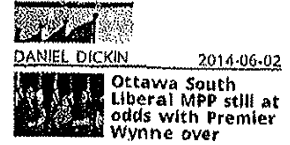
Prince Arthur Herald
Photo Credit: CBCnews

Recommend 4 people recommend this. Sign Up to see what your friends recommend.

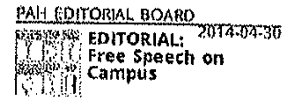
Election Services

electionsource.com


Tabulator coding, Accuracy testing, Ballot printing, Election Support.



Editorial Posts



Facebook comment area with a warning message: 'Warning: http://www.princearthurherald.com/ontario-election-political-speech-advertising-558 is unreachable.' and a 'Comment using...' button.

CBC  Radio-Canada

Sean Moreman <sean.moreman@cbc.ca>

Fwd: FW: fyi-hows this

1 message

Sean Moreman <sean.moreman@cbc.ca>
To: DANIELLE STONE <danielle.stone@cbc.ca>

Mon, Jun 9, 2014 at 2:14 PM

----- Forwarded message -----

From: **Jennifer McGuire** <jennifer.mcguire@cbc.ca>
Date: Fri, Apr 4, 2014 at 3:55 PM
Subject: Fwd: FW: fyi-hows this
To: Sean Moreman <sean.moreman@cbc.ca>, Jonathan Whitten <jonathan.whitten@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

Hi there,

This is the language that has been agreed upon by the broadcasters. The intent is to have it apply to both federal and provincial elections. Sean, can you please flag any concerns? We will need to get Michel's sign off and get him on board. Then we will need to communicate internally to a few more stakeholders before it gets released. I have the logos and signatures. Arlene will compile. We will not release until the Quebec election is done. Jennifer

Sean A. Moreman
Senior Legal Counsel
Canadian Broadcasting Corporation
T: 416-205-6494

 **letter re political ads.docx**
12K

Re: Transcript of QP today

1 message

Chuck Thompson <chuck.thompson@cbc.ca>

9 octobre 2014 16:08

À : Shaun Poulter <shaun.poulter@cbc.ca>

Cc : Gino Apponi <gino.apponi@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Michel Cormier <michel.cormier@radio-canada.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Marc Pichette <marc.pichette@radio-canada.ca>, Louis Lalonde <louis.lalonde@radio-canada.ca>, Emmanuelle LAMARRE-CLICHE <elcliche@radio-canada.ca>, Martine Menard <martine.menard@cbc.ca>, Jocelyne_J Brule <jocelyne_j.brule@radio-canada.ca>, Stephanie Duquette <stephanie.duquette@radio-canada.ca>

The Prime Minister just took a question in Whitby about this issue and more or less echoed what Minister Glover said in QP.

Chuck Thompson
Head of Public Affairs
CBC English Services
416-205-3747
416-509-3315(cell)

Mr. Speaker, artists looking for copyright changes have been told to wait until 2017. But the conservative party gets served right now, this fall, by a copyright change bootlegged into an omnibus bill. Journalists will have their news content taken, they would say stolen, without permission or remuneration, and then they will be forced to broadcast their own stuff in partisan attack ads. It's expropriation without compensation. It degrades integrity and freedom of the press. Why does this government behave like such a tin pot banana republic!

ANSWER:

Thank you, Mr. Speaker. Firstly, we are not going to comment on rumours and speculation. That said, our position has been very clear. There is a public interest in ensuring that politicians are accountable for their actions and accountable for what they say in public settings. Major television networks should not have the ability to censor what can and cannot be broadcast to Canadians. We believe that this is always protected under the fair dealing provisions of the law and if greater certainty is necessary, we will provide it.

SUPPLEMENTARY:

To better protect the property of artists but when the conservative party wants to change

legislation to steal the content from news agencies and artists for attack ads, is the government doesn't hesitate to obey. Why do the conservatives want to steal the property of shows like (speaking french) or (speaking french) for attack ads? What lack of honesty are they planning?

ANSWER:

Thank you, Mr. Speaker. As I just said, we will not comment on rumours or speculation. Having said that, our position has always been clear. The public wants to hold politicians accountable to what they do and say in public. The large TV networks should not have the right to censor what can or what cannot be used or broadcast to Canadians. We feel that has always been protected under the fair dealings provisions of the act. If greater certainty is required, we will provide it.

QUESTION:

Mr. Speaker, as you've now heard the conservatives have a plan to change copyright rules in order to create an advantage for themselves in the next election. I guess the unfair Elections Act wasn't enough. Talk about repeat offenders. It seems they're once again trying to tilt the playing field in their own favour so my questions for the minister of democratic reform, not the minister of heritage. Will he ensure that the amendment comes before the house for proper study or will he have it stuffed into yet another omnibus budget bill?

ANSWER:

Mr. Speaker, I'm pleased to stand and say that I've already answered part of the question that was just asked but don't take it from me, I would like to read what Michael Geist, law professor of the university of Ottawa had to say. Copyright law should not be used to stifle legitimate speech and attempts to use copyright to claim absolute rights over the use of a portion of a video clip is surely counter to basic principles of fair dealing in Canada. He agrees with us, Mr. Speaker.

SUPPLEMENTARY:

Canadians expect the government to make laws in the interests of everyone, but the conservatives make laws for their progress only. Now it's changing the copyright act to use broadcast images for their attack ads. Can the minister of democratic reform name one single independent expert who recommended this change?

ANSWER:

Thank you, Mr. Speaker. Perhaps she missed the previous response so I'm going to repeat what what Michael Geist, law professor at the University of Ottawa said. He said, the copyright act must not be used to limit the freedom of speech in a legitimate fashion and trying to use copyright to claim absolute rights over the use of a portion of a video sequence is contrary to the principles of fair use in Canada. Once again, he is completely in agreement with us, and so should they be.

Re: PLEASE READ: News video conference call

1 message

Maryse Bertrand <maryse.bertrand@radio-canada.ca>
À : ginette.deguise@radio-canada.ca, Amanda Pyle <amanda.pyle@cbc.ca>
Cc : "Gadoury, Sylvie" <sylvie.gadoury@radio-canada.ca>

9 octobre 2014 11:36

Sylvie and Amanda
thank you for this.

Thanks for briefing me after you have concluded.
Best
Maryse
Envoyé de mon smartphone BlackBerry 10 sur le réseau Rogers.

De: Ginette DeGuise
Envoyé: jeudi 9 octobre 2014 11:11
À: Amanda Pyle
Répondre à: Ginette DeGuise
Cc: Gadoury, Sylvie; Bertrand, Maryse
Objet: Re: PLEASE READ: News video conference call

Hi Amanda,

Sylvie will participate to that conference call- today at noon.

Thanks,

Ginette

----- Forwarded message -----

From: **Amanda Pyle** <amanda.pyle@cbc.ca>
Date: 2014-10-09 10:53 GMT-04:00
Subject: Fwd: PLEASE READ: News video conference call
To: Ginette DeGuise <ginette.deguise@radio-canada.ca>

----- Forwarded message -----

From: **Amanda Pyle** <amanda.pyle@cbc.ca>
Date: Thu, Oct 9, 2014 at 10:52 AM
Subject: PLEASE READ: News video conference call
To: Martine Larouche <martine.larouche@radio-canada.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Chantale Gionet <chantale.gionet@radio-canada.ca>, Cristina Tonner <crisrina.tonner@cbc.ca>, Fabrice Morhardt <fabrice.morhardt@radio-canada.ca>, Jack Nagler <Jack.Nagler@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, Jocelyne_J Brule <jocelyne_j.brule@radio-canada.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>

Hi:

Gino has asked me to set up a conference call for today.

Please let me know if we can make this happen at noon. If the following are not able to attend can they send a delegate please?

Participants: Maryse, Chuck, Shaun, Stephanie, Heather, Michel, Gino, Louis, Emmanuelle Lamarre-Cliche, Marc Pichette and Jack Nagler

Thanks
Amanda

--

Ginette de Guise

Adjointe exécutive de la vice-présidente et avocat-conseil
Services immobiliers et Services juridiques
Executive Assistant to the Vice-President and General Counsel
Real Estate Services and Legal Services

CBC  Radio-Canada

Tél. : 514 597-3811
Fax : 514 597-4087
ginette.deguise@radio-canada.ca

9/10/2014

Conservatives to change copyright law, allowing free use of news content in political ads | CTV News

Conservatives to change copyright law, allowing free use of news content in political ads

CTVNews.ca Staff

Published Wednesday, October 8, 2014 10:00PM EDT

The Conservative government is planning to change Canada's copyright law to allow political parties to use content published and broadcast by news organizations for free in their own political ads.

An internal Conservative cabinet document obtained by CTV News details an amendment to the Copyright Act which would allow "free use of 'news' content in political advertisement intended to promote or oppose a politician or political party."

The amendment would also remove "the need for broadcasters to authorize the use of their news content." And it would force media outlets to run political ads even if their own footage and content was used in a negative message to voters.

RELATED STORIES

Trudeau calls byelection attack ad 'misleading and, quite frankly, disgusting'

More Conservative MPs say 'no' to anti-Trudeau attack ads

Tory attack ads take aim at Trudeau hours after win

The internal document warns that media outlets will vehemently claim their work is being unfairly targeted for the benefit of political parties. The document provides instructions to Conservatives to come up with a strong communication plan to manage the reaction.

The proposed legislation is buried in the latest instalment of the omnibus bill, which is sure to pass in the House of Commons, given the Conservative majority. The bill will be introduced in the coming weeks.

Opposition parties say sneaking in a change to the Copyright Act in the massive bill is "deceitful" and designed to give the Conservative campaign an edge ahead of next year's federal election.

"Changing copyright law ... to improve their odds of winning over the Canadian public as opposed to improving copyright law to improve the economy, let's say, is disrespectful," NDP finance critic Nathan Cullen told CTV News.

"And to bury it in the middle of an omnibus bill suggests that they knew this wouldn't be popular."

Cullen said using material gathered by journalists for attack-ad purposes without having to ask for news outlets' permission is "disrespectful" and "shameful."

"If I say something unflattering or if I do something that looks a little embarrassing, suddenly it's a Conservative ad," he said.

"They just don't seem to have any ethical boundary at all. Anything goes, as long as it plays to their advantage."

Deputy Liberal Leader Ralph Goodale accused the Conservatives of "choosing a very devious process" to bypass copyright rules that currently prevent them from using media outlets' material.

"This is an attempt to take something that is clearly illegal at the moment...and to change the law so that the rules will now suit Conservative practices," he said.

Goodale said the move would disadvantage news organizations and, "most seriously, it will blur the line between news and propaganda."

Although the copyright amendment would allow all political parties to use news content, Cullen said the NDP is "guided by a different ethic" and does not want to produce attack ads or "smear campaigns."

PHOTOS



Foreign Affairs Minister John Baird speaks to media in the foyer of the House of Commons in Ottawa, Tuesday, Sept. 16, 2014. (Sean Kilpatrick / THE CANADIAN PRESS)

New Copyright Exception For Political Advertising

Presentation by the Minister of Canadian Heritage

The government is planning to change Canada's copyright rules so that political parties can use content from media organizations, for free, in their political ads.

The Conservative Party has already been accused of lifting content from media organizations without permission, for use in attack ads against Liberal Leader Justin Trudeau.

Some media outlets teamed up and sent a letter to all political parties in May, warning them that use of their content without express authorization will not be tolerated.

Pollster Nik Nanos said the proposed copyright change will make it "very easy to quickly produce attack ads in order to turn things around.

"I think the Conservatives think they're going to need to be very agile in the next election and quite negative in order to tear down the Liberal and the Trudeau brand. And what this does is provide them the opportunity to have that flexibility," he said.

Nanos said it appears that Trudeau is "a much more elusive figure to run attack ads against," so the Conservatives are trying to deploy "every resource they can."

With a report from CTV's Ottawa Deputy Bureau Chief Laurie Graham

MOST WATCHED



Video shows cop allegedly stealing from man



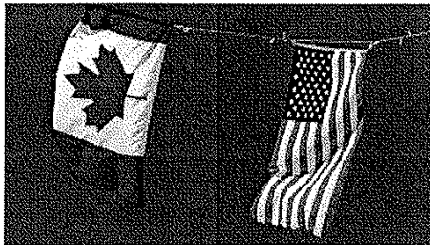
Extended: Intruder confronted by Windsor homeowner



CTV Vancouver: Caught with his pants down

1 2 3 4

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- Former Liberal foreign affairs minister upset by party's opposition to Iraq mission
- Irwin Cotler criticized for abstaining from combat mission vote
- Conservatives to change copyright law, allowing free use of news content in political ads

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Bell Media Television

CBC  Radio-Canada

Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>

Fwd: News video

1 message

Maryse Bertrand <maryse.bertrand@radio-canada.ca>
À : "Gadoury, Sylvie" <sylvie.gadoury@radio-canada.ca>

9 octobre 2014 11:07

Voici le premier courriel.

Ginette
pour

Maryse Bertrand, Ad. E.
Vice-présidente / Vice-President
Services immobiliers, Services juridiques et avocat-conseil
Real Estate Services, Legal Services and General Counsel

CBC  Radio-Canada

T : 514-597-4643
F : 514-597-4087
maryse.bertrand@radio-canada.ca

----- Forwarded message -----

From: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Date: 2014-10-09 10:34 GMT-04:00
Subject: Re: News video
To: Maryse Bertrand <maryse.bertrand@radio-canada.ca>
Cc: Hubert T Lacroix <ht.lacroix@cbc.ca>, "heather.conway@cbc.ca" <heather.conway@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, Michel Cormier <michel.cormier@radio-canada.ca>, Louis Lalande <louis.lalande@radio-canada.ca>, Stephanie Duquette <stephanie.duquette@radio-canada.ca>, Gino Apponi <gino.apponi@cbc.ca>

Ok. Gino will be my delegate. Jen

Sent from my iPhone

On Oct 9, 2014, at 8:32 AM, Maryse Bertrand <maryse.bertrand@radio-canada.ca> wrote:

I was thinking about an internal conversation first as a prelude to a broader discussion with other news organisations.

Envoyé de mon smartphone BlackBerry 10 sur le réseau Rogers.

De: Jennifer McGuire
Envoyé: jeudi 9 octobre 2014 10:28
À: Hubert T Lacroix
Répondre à: Jennifer McGuire
Cc: heather.conway@cbc.ca; Maryse Bertrand; Shaun Poulter; Chuck Thompson; Bill Chambers; Michel Cormier; Louis Lalande; Stephanie Duquette; Gino Apponi
Objet: Re: News video

Hi there,

Sent from my iPhone

On Oct 9, 2014, at 8:21 AM, Hubert T Lacroix <ht.lacroix@cbc.ca> wrote:

Please invite Stéphanie on this call. I will be in the office around noon, but am at the end of my bberry.

From: Heather Conway
Sent: Thursday, October 9, 2014 10:16
To: Maryse Bertrand
Reply To: Heather Conway
Cc: Shaun Poulter; Chuck Thompson; Bill Chambers; Jennifer McGuire; Michel Cormier; Hubert T Lacroix; Louis Lalande
Subject: Re: News video

agree with maryse, let's do a call.

On Thu, Oct 9, 2014 at 10:13 AM, Maryse Bertrand <maryse.bertrand@radio-canada.ca> wrote:

Envoyé de mon smartphone BlackBerry 10 sur le réseau Rogers.

De: Shaun Poulter
Envoyé: jeudi 9 octobre 2014 10:01
À: chuck.thompson@cbc.ca
Répondre à: Shaun Poulter
Cc: Bill Chambers; Heather Conway; jennifer.mcguire@cbc.ca; Michel Cormier; Hubert T Lacroix; Louis Lalande; Maryse Bertrand
Objet: Re: News video

From: Chuck Thompson
Sent: Thursday, October 9, 2014 9:59 AM
To: Shaun Poulter
Reply To: Chuck Thompson
Cc: Bill Chambers; Heather Conway; jennifer.mcguire@cbc.ca; Michel Cormier; Hubert T Lacroix; Louis Lalande; Maryse Bertrand
Subject: Re: News video

9/10/2014

Messagerie CBC Radio-Canada - Fwd: News video

s.21(1)(a)

I don't think we should be commenting on a news story from CTV, only when and if we get more official information.

s.21(1)(b)

On Oct 9, 2014 9:55 AM, "Shaun Poulter" <shaun.poulter@cbc.ca> wrote:

From: Jennifer McGuire
Sent: Thursday, October 9, 2014 9:25 AM
To: Michel Cormier
Reply To: Jennifer McGuire
Cc: Shaun Poulter; Bill Chambers; Heather Conway; Hubert T Lacroix; Maryse Bertrand; Louis Lalande; Chuck Thompson
Subject: Re: News video

Hi again,

Sent from my iPhone

On Oct 9, 2014, at 7:15 AM, Michel Cormier <michel.cormier@radio-canada.ca> wrote:

Michel

2014-10-09 8:15 GMT-04:00 Jennifer McGuire

<jennifer.mcguire@cbc.ca>:

Good morning.

s.19(1)

s.21(1)(a)

s.21(1)(b)

Looking for your thoughts and views. Jennifer

<http://www.ctvnews.ca/politics/conservatives-to-change-copyright-law-allowing-free-use-of-news-content-in-political-ads-1.2046197>

CBC  Radio-Canada

Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>

Question Period

1 message

Shaun Poulter <shaun.poulter@cbc.ca>

9 octobre 2014 14:31

À : Chuck Thompson <chuck.thompson@cbc.ca>, Martine Menard <martine.menard@cbc.ca>, Stephanie Duquette <stephanie.duquette@radio-canada.ca>, France Belisle <france.belisle@radio-canada.ca>, Gino Apponi <gino.apponi@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, Maryse Bertrand <maryse.bertrand@radio-canada.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>

In QP today, Shelly Glover responded:

s.21(1)(b)

"We are not going to comment on rumour and speculation"

"We believe there is a public interest in ensuring politicians are held to account for what they say and do.

Our position has always been clear.

The large tv networks should not have the right to censor what can and cannot be used in ads

We believe this has always been protected under fair dealings in the Copyright Act and if greater certainty is necessary we will provide it."

I'll send the transcript shortly

Re: Confidential - political advertising

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

9 octobre 2014 10:25

À : Heather Conway <heather.conway@cbc.ca>

Cc : Shaun Poulter <shaun.poulter@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, Louis Lalande <louis.lalande@radio-canada.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Maryse Bertrand <maryse.bertrand@radio-canada.ca>, Hubert T Lacroix <ht.lacroix@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Michel Cormier <michel.cormier@radio-canada.ca>

Hi there,

Will do. All media requests are going to Chuck .

Jen

Sent from my iPhone

On Oct 9, 2014, at 8:22 AM, Heather Conway <heather.conway@cbc.ca> wrote:

Hi Jennifer please wait until we have had an opportunity to discuss, thanks Heather

On Thu, Oct 9, 2014 at 10:17 AM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Forwarding on Jennifer's behalf.

Thanks

Amanda

----- Forwarded message -----

From: **Jennifer McGuire** <jennifer.mcguire@cbc.ca>

Date: Tue, May 6, 2014 at 2:20 PM

Subject: Confidential - political advertising

To: Shaun Poulter <shaun.poulter@cbc.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Bill Chambers <bill.chambers@cbc.ca>

Cc: Michel Cormier <michel.cormier@radio-canada.ca>, Sean Moreman <sean.moreman@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>

Hi there,

I think you are all in the loop, but just giving you an official heads up that we will be sending out the joint note (attached) to the federal political parties today. Sylvie, Sean Moreman was involved with us in crafting this. It has also been through the legal departments of all the other media organizations. So not changeable unless there are huge flags.


Questions or concerns, please let me know.
Jen

s.21(1)(a)

s.21(1)(b)

--
Jennifer McGuire
General Manager and Editor in Chief,
CBC News and Centres
jennifer.mcguire@cbc.ca

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

CBC  Radio-Canada

Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>

a sample of the articles

1 message

Shaun Poulter <shaun.poulter@cbc.ca>

20 octobre 2014 10:34

À : Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>

<http://www.winnipegsun.com/2014/10/19/media-consortium-takes-on-tories>

--

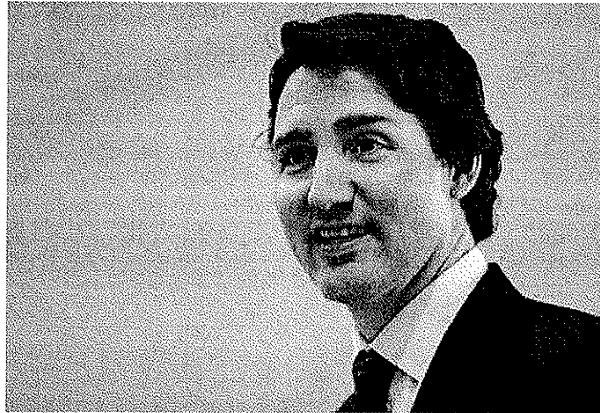
LEVANT

Media consortium takes on Tories



BY EZRA LEVANT, QMI AGENCY

FIRST POSTED: SUNDAY, OCTOBER 19, 2014 08:37 AM CDT | UPDATED: SUNDAY, OCTOBER 19, 2014 08:48 AM CDT



SUN+

Conservative attack ads on Liberal Leader Justin Trudeau were cited as an example by media executives calling themselves the Consortium why they need to co-ordinate their policies. (QMI Agency file photo)

When I coined the phrase "the Media Party," I didn't mean that the liberal groupthink in the media is a conspiracy.

It's subconscious--it's that journalists are a monoculture. They're usually from the same social circles, with the same backgrounds and biases.

But a bombshell access to information document released this month shows senior executives at the CBC, CTV, Global and CityNews actually do have secret conversations, and send confidential e-mails to each other, co-ordinating and manipulating their policies.

And while they used a Justin Trudeau clip as an example, the broadcasters seek to protect all of their broadcasts from use in political ads.

In that 137-page document, these media executives call themselves the "Consortium," and they are led by Jennifer McGuire, the head of news for the CBC.

The reason McGuire assembled the Consortium is made clear in the documents -- stamped "confidential" in 38 different places.

The CBC was upset that the Conservative Party was running TV ads criticizing Justin Trudeau's soft-on-terrorism policies.

Here's what McGuire wrote on page 58: "We are seeing news content (in the case of the Justin Trudeau ads, CBC News content) being grabbed and used without permission and out of context in attack ads ... In the past we have all argued against this legally using copyright infringement. Our legal team is confident that with the shifts in case law w.r. t fair dealing this might not be a successful route."

So the head of CBC News writes a confidential memo to her competitors, complaining that the mean Conservatives used a six-second clip of Justin Trudeau without permission and out of context.

But copyright law permits the use of short excerpts from any work -- a book, a magazine, a TV news clip -- without payment, and even without permission.

McGuire's letter concedes that CBC lawyers say they have no legal grounds to object to the fair use of news footage.

McGuire surely knew that -- her news department is built on the concept of fair use of other people's copyrights. Imagine a newscast without a quick soundbite, or a book excerpt, or an image from the Internet.

The Consortium **YOU HAVE READ 1 OF 10 COMPLIMENTARY SUN ARTICLES** The CBC may have.

Login or Subscribe to a SUN+ package now. [Get more details here.](#)
In the 1988 election, the TV networks ganged up on the Liberal party, and banned their TV ads that had short clips from the televised leaders debate.

The Federal Court of Appeal smacked down the networks, and ordered them to run the ads, accusing them of "censorship."

McGuire knew what she was proposing had no legal basis. And she knew that if the CBC alone imposed such a policy, it wouldn't have much impact -- her competitors at CTV, Global and CityNews would get all the ads, and all the ad money.

So she secretly reached out to her competitors and asked them to join her cartel. But she didn't reach out to the Sun News Network.

Here's what McGuire wrote on page 86: "There is no appetite from the other broadcasters to widen the group to include Sun."

Of course not. We're not part of their little club. We're for free speech.

In the past week, Consortium journalists have screeched about how illegal it is that Conservatives use news footage in TV ads -- something their own lawyers say is perfectly legal. But -- funny enough! -- those same Consortium journalists haven't had a word to say about the secret agreement amongst the companies on this matter.


That's the first rule of the Consortium: You don't talk about the Consortium.

Here's more news. Section 45 of the Competition Act makes it illegal to cut deals with your competitors to "to fix, maintain, control, prevent, lessen or eliminate the production or supply of the product."

Like TV ads.

Violating that law can result in a 14-year jail term, and \$25 million in fines.

No one's guilty of anything yet. If the Competition Bureau starts an investigation of the Consortium, you can bet Consortium reporters will bury that story, too.

Energy East Pipeline 
action.energyeastpipeline.com
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West-East Pipeline

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Re: Political advertising

1 message

Emmanuelle LAMARRE-CLICHE <elcliche@radio-canada.ca>

9 octobre 2014 13:51

À : Michel Cormier <michel.cormier@radio-canada.ca>

Cc : Marc Pichette <marc.pichette@radio-canada.ca>

ok

Emmanuelle Lamarre-ClicheChef de cabinet, Bureau du Vice-président principal des Services français
Chief of Staff, Office of the Executive Vice-President, French Services

1400, boul. René Lévesque est

Montréal, Québec H2L 2M2

514-597-5462

elcliche@radio-canada.ca

www.radio-canada.ca

Devez-vous vraiment imprimer ce courriel?

L'information contenue dans ce document est confidentielle et privilégiée

2014-10-09 13:39 GMT-04:00 Michel Cormier <michel.cormier@radio-canada.ca>:

15:15. Est-ce qu'on fait ça chez toi Emmanuelle?

----- Forwarded message -----

From: **Gino Apponi** <gino.apponi@cbc.ca>

Date: 2014-10-09 13:18 GMT-04:00

Subject: Fwd: Political advertising

To: Michel Cormier <michel.cormier@radio-canada.ca>

Hi Michel

The time has changed

G

Begin forwarded message:

s.19(1)**From:****To:**

<jennifer.mcguire@cbc.ca>, "gino.apponi@cbc.ca" <gino.apponi@cbc.ca>,

Subject: Political advertising

4/11/2014

Messagerie CBC Radio-Canada - Re: Political advertising

When: October-09-14 3:15 PM-3:45 PM (UTC-05:00) Eastern Time (US & Canada).
Where: conference call

Note: The GMT offset above does not reflect daylight saving time adjustments.

~~*~*~*~*~*~*~*~*

1-877-414-7821

Conference Access Code is

s.16(2)

s.19(1)

03/11/2014

CBC Radio-Canada Mail - Fwd: Legal issues - Group Letter from Bell-Shaw-Rogers-CBC/RC to political parties re use of news footage



Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fwd: Legal issues - Group Letter from Bell-Shaw-Rogers-CBC/RC to political parties re use of news footage

1 message

Gino Apponi <gino.apponi@cbc.ca>
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Mon, Jun 9, 2014 at 4:05 PM

FYI

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

----- Forwarded message -----

From: **Anne-Marie Migneault** <anne-marie.migneault@radio-canada.ca>
Date: Mon, Jun 9, 2014 at 4:00 PM
Subject: Legal issues - Group Letter from Bell-Shaw-Rogers-CBC/RC to political parties re use of news footage
To: Sean Moreman <sean.moreman@cbc.ca>
Cc: "Darley, Mike" <mike.darley@cbc.ca>, DANIELLE STONE <danielle.stone@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, ANGUS MCKINNON <angus.mckinnon@cbc.ca>, Jennifer Lang <jennifer.lang@cbc.ca>

Hi Sean

I have been informed that you were the lawyer consulted by Gino Apponi with respect to the Group Letter signed by Bell, Shaw, Rogers and CBC/Radio-Canada concerning the use of news footage in political ads and that the letter (attached) was sent to political parties. This email is to ensure that we are all on the same page, as decisions on the refusal of ads usually have to be taken very quickly.

The Advertising Standards Head Office has agreed to flag to M. Apponi any political ad which contains news footage,

By the way, the Group Letter was again today the subject of media attention. See the attached Prince Arthur Herald, which concludes that "This censorship should be challenged by all political parties".

Best regards,

Anne-Marie Migneault
Director Advertising Standards Head Office
Directrice Bureau chef du Code publicitaire
CBC/Radio-Canada
Tel: 514-597-6285

03/11/2014

CBC Radio-Canada Mail - Fwd: Legal issues - Group Letter from Bell-Shaw-Rogers-CBC/RC to political parties re use of news footage

anne-marie.migneault@radio-canada.ca



2 attachments

 **Letter re Broadcaster footage in Political Ads_signed by broadcasters.pdf**
58K

 **Media coverage_Ontario Election_ Political Speech & Advertising _The Prince Arthur Herald.pdf**
6180K

03/11/2014

CBC Radio-Canada Mail - Re: Political Advertising

s.21(1)(a)

s.21(1)(b)



Jennifer McGuire <jennifer.mcguire@cbc.ca>

Re: Political Advertising

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Tue, May 6, 2014 at 4:28 PM

To:

Cc:

Cormier <michel.cormier@radio-canada.ca>

Michel

On May 6, 2014, at 2:30 PM,

wrote:

From:

Sent: Tuesday, May 06, 2014 2:13 PM

To: 'Jennifer McGuire';

Michel Cormier

Subject: RE: Political Advertising

<image001.jpg>

03/11/2014

CBC Radio-Canada Mail - Re: Political Advertising

This e-mail message, together with any related message I receive, is privileged, confidential and subject to copyright. Any unauthorized use or disclosure is prohibited.

Ce message électronique, de même que tout message connexe que je reçois, est privilégié, confidentiel et protégé par le droit d'auteur. Toute utilisation ou divulgation en est strictement interdite.

From: Jennifer McGuire [mailto:jennifer.mcguire@cbc.ca]

Sent: Tuesday, May 06, 2014 2:10 PM

To:

Michel Cormier

Subject: Political Advertising

Hi Everyone,

Here is the final version of our letter which will go out by registered mail to the federal political parties today.

While we are not putting out any kind of a press release, we need to anticipate a reaction should it get leaked. Is our view that the letter stands alone or will we put up a spokesperson on this should we get media calls?

Jennifer

03/11/2014

CBC Radio-Canada Mail - Re: Political Advertising

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03/11/2014

CBC Radio-Canada Mail - Re: Political Advertising



Jennifer McGuire <jennifer.mcguire@cbc.ca>

Re: Political Advertising

1 message

s.21(1)(a) s.20(1)(b)
s.21(1)(b)

Jennifer McGuire <jennifer.mcguire@cbc.ca>
To:
Cc:
Cormier <michel.cormier@radio-canada.ca>

Tue, May 6, 2014 at 2:44 PM

Michel

On Tue, May 6, 2014 at 2:30 PM,

wrote:

From:

Sent: Tuesday, May 06, 2014 2:13 PM

To: 'Jennifer McGuire';

Michel Cormier

Subject: RE: Political Advertising



03/11/2014

CBC Radio-Canada Mail - Re: Political Advertising

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03/11/2014

CBC Radio-Canada Mail - Re: Political Advertising

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—
Jennifer McGuire
General Manager and Editor in Chief,
CBC News and Centres
jennifer.mcguire@cbc.ca

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

03/11/2014

CBC Radio-Canada Mail - Re: Political Advertising



Jennifer McGuire <jennifer.mcguire@cbc.ca>

Re: Political Advertising

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Tue, May 6, 2014 at 2:28 PM

To:

Cc:

Michel

Cormier <michel.cormier@radio-canada.ca>

On Tue, May 6, 2014 at 2:12 PM,

wrote:

This e-mail message, together with any related message I receive, is privileged, confidential and subject to copyright. Any unauthorized use or disclosure is prohibited.

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From: Jennifer McGuire [mailto:jennifer.mcguire@cbc.ca]**Sent:** Tuesday, May 06, 2014 2:10 PM**To:**

Michel Cormier

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While we are not putting out any kind of a press release, we need to anticipate a reaction should it get leaked. Is our view that the letter stands alone or will we put up a spokesperson on this should we get media calls?

Jennifer

Jennifer McGuire
General Manager and Editor in Chief,
CBC News and Centres
jennifer.mcguire@cbc.ca

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca



Jack Nagler <jack.nagler@cbc.ca>

Fwd: Letter to political parties v. Our templates decisions for approval of political ads

1 message

Gino Apponi <gino.apponi@cbc.ca>

Thu, May 15, 2014 at 2:00 PM

To: Jennifer McGuire <Jennifer.McGuire@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, Robert Bishop <robert.bishop@cbc.ca>

FYI

Begin forwarded message:

From: Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>
Date: May 15, 2014 at 1:14:38 PM EDT
To: JEAN MONGEAU <jean.mongeau@radio-canada.ca>, Gino Apponi <gino.apponi@cbc.ca>, Michel Cormier <michel.cormier@radio-canada.ca>
Cc: "Guiton, Steven" <steven.guiton@cbc.ca>, ANGUS MCKINNON <angus.mckinnon@cbc.ca>, "Darley, Mike" <mike.darley@cbc.ca>, CODE_PUBLICITAIRE_MONTREAL <codepub@radio-canada.ca>, Claude Landry <claudel.landry@radio-canada.ca>
Subject: Letter to political parties v. Our templates decisions for approval of political ads

Hello,

FYI, you will find in yellow at the end of the email below the items that we will verify before approving political ads, to reflect the letter of agreement signed by news services owned by CBC/Radio-Canada, CTV/BellMedia, Global/Shaw or City/Rogers concerning news footage in political ads.

If news footage is present, we will contact you (before rejecting the ad) to discuss next steps.

Anne-Marie Migneault
 Directrice Bureau chef du code publicitaire/
 Director Advertising Standards Head Office
 CBC/Radio-Canada
 Tel: 514-597-6285
 anne-marie.migneault@radio-canada.ca



----- Forwarded message -----

From: Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>
Date: 2014-05-15 12:58 GMT-04:00
Subject: Decision: Ontario English Catholic Teachers Association - Registered Third Party for Ontario elections - Carlos M
To: "Darley, Mike" <mike.darley@cbc.ca>
Cc: CODE_PUBLICITAIRE_MONTREAL <codepub@radio-canada.ca>

From: Advertising Standards Head Office (A-M Migneault)

To: Mike Darley (Advertising Standards Toronto)

Cc: Code publicitaire Montréal

Advertiser: Ontario English Catholic Teachers Association

Message: Carlos M – **Television**

Received on: May 13, 2014

Decision: Acceptable as **political advertising** from a **Registered third party** (i.e.: person or group other than a political party or candidate)

Restrictions: Yes.

- May not air in or directly adjacent to News programs.
- Not for broadcast in shows that deal with Ontario provincial politics.
- May not air during legislated blackout periods, i.e. May 7 – 20 inclusive and June 11 - 12 inclusive.

Remarks: This **link to Elections Ontario web site confirms that the group is registered**: <http://www.elections.on.ca/en-CA/CandidatesAndParties/Third+Parties+2014GE.htm>

Mike confirmed that he has checked the following items, and that they are in compliance:

1. Ad **must contain an identifying statement** as prescribed by section subsection 22(9) of the Elections Finance Act:

22(9) A political advertisement in any medium shall name, (a) the person, corporation, trade union, registered party or registered constituency association who is causing it to appear; and (b) any other person, corporation, trade union, registered party or registered constituency association who is sponsoring or paying for it.

Guidelines from Elections Ontario further clarify as follows:

10: *All ... broadcast or telecast advertisements must show the name of the registered constituency association, registered candidate, registered political party, registered third party, person, corporation or trade union that caused it to appear and sponsored or paid for it.*

04/11/2014

CBC Radio-Canada Mail - Fwd: Letter to political parties v. Our templates decisions for approval of political ads

2. Ad does not include video or audio content appearing to come from news services owned by CBC/Radio-Canada, CTV/BellMedia, Global/Shaw or City/Rogers.

Fwd: Topic of my call

1 message

Chuck Thompson <chuck.thompson@cbc.ca>

Thu, Oct 9, 2014 at 3:38 PM

To: Heather Conway <heather.conway@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Louis Lalande <louis.lalande@radio-canada.ca>, Michel Cormier <michel.cormier@radio-canada.ca>, Gino Apponi <gino.apponi@cbc.ca>, "Duquette, Stephanie" <stephanie.duquette@radio-canada.ca>, "Keay, Jeff" <jeff.keay@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, Martine Menard <martine.menard@cbc.ca>, France Belisle <france.belisle@cbc.ca>, "Bertrand, Maryse" <maryse.bertrand@radio-canada.ca>, Marc Pichette <marc.pichette@radio-canada.ca>, "Gadoury, Sylvie" <sylvie.gadoury@radio-canada.ca>, Jack Nagler <jack.nagler@cbc.ca>, Emmanuelle LAMARRE-CLICHE <elcliche@radio-canada.ca>

Terry and I had a good conversation, covered what has transpired thus far and, in the end, I told him the statement I provided earlier was as much as we're prepared to say at this time.

More to come I'm sure...

Chuck Thompson
 Head of Public Affairs
 CBC English Services
 416-205-3747
 416-509-3315 (cell)

----- Forwarded message -----

From: **Terry Milewski** <terry.milewski@cbc.ca>
 Date: Thu, Oct 9, 2014 at 3:12 PM
 Subject: Topic of my call
 To: Chuck Thompson <chuck.thompson@cbc.ca>

Chuck -

Thanks,

Terry

Office 613 288 6909
 Cell 613 715 1223

Re: Fwd: Highlights 11 Octobre 2014 / Highlights October 11 2014

1 message

Chuck Thompson <chuck.thompson@cbc.ca>

Sat, Oct 11, 2014 at 1:29 PM

To: Martine Menard <martine.menard@cbc.ca>

Not yet but I've taken to twitter in the meantime.

On Oct 11, 2014 1:24 PM, "Martine Menard" <martine.menard@cbc.ca> wrote:

Yes.....through Jeffrey s emails.....have u heard from paper....

On Oct 11, 2014 1:18 PM, "Chuck Thompson" <chuck.thompson@cbc.ca> wrote:

Yup. Have you seen any of the emails I've sent?

On Oct 11, 2014 1:15 PM, "Martine Menard" <martine.menard@cbc.ca> wrote:

Oh boy....nasty.....

----- Forwarded message -----

From: "Olivier Boileau" <olivier.boileau@radio-canada.ca>

Date: Oct 11, 2014 12:43 PM

Subject: Highlights 11 Octobre 2014 / Highlights October 11 2014

To: "Roger Belanger" <roger.belanger@cbc.ca>

Cc:

Highlights 11 Octobre 2014 / Highlights October 11 2014**The Globe & Mail, Saturday October 14, 2014****The Deal: How the CBC lost it all**

The only revenue the CBC will get is from renting its studios, offices and some staff to the conquerors. Not long after the Rogers people moved into the CBC building, a notice went up: The eighth-floor boardroom was now off-limits to CBC staffers. If they wanted to use it, a request had to be made through Rogers....The anger of the staff at the CBC and Hockey Night is directed at network president Hubert Lacroix and the two executives in charge of negotiations with the NHL last year...."They weren't dealing with reality at all," one staffer said of the reassuring messages from the CBC brass....The rank and file bitterly disagreed and the hard feelings spilled over shortly after the Rogers announcement. Lacroix held a town-hall session with CBC employees to explain what happened and had to speak amid shouts for his resignation.

David Shoalts

The Globe & Mail, Saturday October 14, 2014**The Star: Strombo Steals the big show**

During his CBC days, Stroumbouloupoulos sat toe-to-toe with interviewees, gradually invading their personal space until he'd annexed the lot of it. You half-expected him to get up, sit down in Stephen Fry's lap and start playing with his hair. It may be smart journalistic technique, but it's uncomfortable viewing.

Cathal Kelly

Sun News, Friday October 10, 2014**Real anti-Christian bigotry, fake company**

It was billed by the CBC as an "exclusive" investigation: a sweet, young B.C. girl named Bethany Paquette had applied for a job as a guide with an adventure tourism company called Amaruuk...Except Amaruuk isn't real...The CBC was just as much a victim of a hoax as was Bethany. But the CBC shouldn't abandon the story now.

EZRA LEVANT

Winnipeg Free Press, Saturday October 11, 2014

Rogers shoots, we score New broadcast deal means every night is hockey night in Canada

Yes, the venerable Saturday night institution will still occupy its usual doubleheader place on CBC – the public broadcaster will still carry HNIC for at least four more years, but it no longer has any financial stake or reaps any financial rewards from the show. -- but the real home of Hockey Night in 2014-15 and beyond will be Rogers-owned Citytv and its various Sportsnet specialty channels.

Brad Oswald

The Toronto Star, Saturday October 11, 2014

The Last Day of Doyle

After six seasons of satisfying audiences, the creators of the series, together with CBC management, decided that the time had come to say goodbye to the somewhat fantastical world of Jake Doyle, Newfoundland private eye extraordinaire, with his GTO and his battered leather jacket.

Richard OUzounian

Le Soleil, Vendredi le 10 Octobre 2014.

La télé en direct en déclin

Les émissions qui atteignent le million de téléspectateurs en direct se font de plus en plus rares, et la courbe descendante est particulièrement marquée depuis le début de la saison. Sauf pour de grands rendez-vous comme Le banquier et Tout le monde en parle, le public regarde de moins en moins sa télé en direct. Certaines séries écotent davantage que d'autres, comme Les pêcheurs sur ICI Radio-Canada Télé. Malgré ses grandes qualités.

Richard Thérien

Huffingtonpost, Vendredi 10 Octobre, 2014

« C'est grâce au vaudou si je travaille à Radio-Canada depuis 44 ans » - Francine Grimaldi

On entend souvent dire que Francine Grimaldi a pratiquement inventé le métier de chroniqueuse culturelle à Radio-Canada. Toutefois, la série d'événements qui a mené la vadrouilleuse dans le giron de la société d'État est moins connue. Voici comment Francine Grimaldi est devenue une des plus rayonnantes personnalités de Radio-Canada.

Yahoo news, Vendredi 10 octobre 2014

Prix littéraires Radio-Canada - 10 choses qui pourraient vous arriver si vous gagnez le Prix de la nouvelle Radio-Canada

Imaginez ce qui pourrait vous arriver si vous remportez le Prix de la nouvelle Radio-Canada. Survol en 10 points d'un monde de possibilités.

Yahoonews, Friday October 10, 2014

That's Dr. Connolly: CBC Radio host to receive honorary doctorate

CBC radio personality Don Connolly is one of three people who will be receiving honorary degrees from Saint Mary's University at its upcoming convocation ceremonies. Connolly is the co-host of CBC's Information Morning for mainland Nova Scotia.

The Toronto Star, Saturday October 11, 2014

Hockey night in Canada return to CBC

Are you ready for some Hockey? CBC television is ready for the NHL.

Dan Ladd

The Toronto Star, Saturday October 11, 2014

CBC documentary offer a study in contrast

Two wonderful Canadian documentaries with a very different bent on a similar topic- Gorilla doctors and royals and animals- air back-to-back thursday October 16, at 8 and 9 p.m on CBC television

Micheal Korb

Le Devoir, Samedi 11 Octobre, 2014

Les médias, instruments de guerre partisane (Lettre)

Le gouvernement a confirmé cette semaine son intention de modifier la Loi sur le droit d'auteur pour permettre aux formations politiques d'utiliser sans autre permission tout matériel journalistique gratuitement dans des publicités électorales. Des « éléments de nouvelles » sortis de leur contexte pourront donc être remâchés à la sauce partisane voulue....Ce projet conservateur est dans les faits une

contre-attaque à un consortium de diffuseurs (CBC/Radio-Canada, Bell Media, Shaw et Rogers) qui se sont unis en mai dernier pour prévenir les partis qu'ils n'accepteront aucune publicité politique utilisant leur contenu sans un consentement explicite.

The Toronto Star & The Hill times, Saturday October 11, 2014

Political speech and copyright law don't mix

The provision would allow politicians and political parties to use news content in their political advertising without prior permission....the CBC ombudsman rejected a complaint over the use of materials in a news report without permission, citing fair dealing. This particular proposal appears to have been triggered by a warning earlier this year from Canadian broadcasters to the political parties advising that they would not air

Micheal Geist

The Ottawa Citizen, Saturday October 11, 2014

Tories aim to use journalists' work in attack ads

CTV had got its hands on a document submitted to cabinet by Heritage Minister Shelly Glover seeking authority to amend the Copyright Act to allow political parties to use clips from news broadcasts in their political ads. This is something that the networks and the Tories have been quietly tussling over for a few years.

Stephen Maher

The Toronto Star, Saturday October 11, 2014

Tories, PQ share agenda on media independence

Like the Harper Conservatives, the PQ believes that the media is ideologically stacked all against it. From its perspective, having a sovereigntist fellow traveller control of the province's most read tabloids and its most watched television station is only fair.

Chantal Hebert

The Ottawa Sun, Saturday October 11, 2014

Words come back to haunt

And if it's not something you're able or prepared to stand up and defend in the House on its own, it's probably not worth passing to begin with. But if it's said on air or in print, it's fair game.

Le Droit, Samedi le 11 Octobre 2014

Suspicion

comme s'il n'était pas suffisamment suspect, il a fallu une « enveloppe brune » pour apprendre, grace au reseau CTV, que le ministere du Patrimoine propose un amendement qui permettrait spécifiquement aux partis politiques d'utiliser gratuitement le travail des journalistes pour l'utiliser a des fins partisans. Pris les culottes baissées, le gouvernement se defend en utilisant l' argument de la censure.

Pierre Jury

Le Journal de Montréal Samedi le 11 Octobre 2014

Les Médias ne veulent pas servir la politique

Les médias ont peur de perdre leur crédibilité si le gouvernement Harper permet l'utilisation du contenu journalistique `des fin de publicités politiques.

Fanny Arnaud

Le journal de Montréal, Samedi le 11 Octobre 2014

Notre télé nous ressemble-t-elle vraiment?

«Nous remarquons une réelle difficulté au Québec à illustrer la diversité dans laquelle nous vivons dans les différentes émissions, confirme Jerome Pruneau, directeur général du DAM (Diversité Artistique Montréal). J'ai fait l'exercice l'hiver dernier avec trois séries très populaires

Emmanuelle Plante

The Wire report, Friday October 10, 2014

Blais' differences with government come into focus

CRTC Chairman Jean-Pierre Blais' differences with his government bosses came to the fore during two recent hearings on key telecommunications policy matters. In the two hearings, one on the future of the TV industry and another on the wholesale wireless market, Blais has had to chart a challenging course between incumbent companies and upstart challengers while asserting his agency's independence in the face of what some labeled government interference.

PETER HENDERSON

The National Post, Saturday October 11, 2014

49% of the internet use is now Mobile

There are now 1.3 million Canadians who in the course of a month will only use a mobile device to access the Internet and won't use a computer at all, said comScore's Paul Rich, a senior account manager.

Micheal Oliveira

—
Olivier Boileau

Communications institutionnelles/ Corporate communications

Re: Good morning, this is

1 message

Chuck Thompson <chuck.thompson@cbc.ca>

Fri, Oct 17, 2014 at 1:13 PM

To:

And in my role, I'm speaking on behalf of the CBC.

Chuck Thompson
Head of Public Affairs
CBC English Services
416-205-3747
416-509-3315 (cell)

On Fri, Oct 17, 2014 at 1:06 PM,

wrote:

Okay, well I'm asking if the CBC would, not you.

On Fri, 17 Oct 2014 13:02:44 -0400, Chuck Thompson wrote:

I'm not going to speculate on "what if" scenarios.

Chuck Thompson
Head of Public Affairs
CBC English Services
416-205-3747
416-509-3315 (cell)

On Fri, Oct 17, 2014 at 12:57 PM,

wrote:

Should legislation be passed, will the CBC consider a court challenge?

On Fri, 17 Oct 2014 12:56:19 -0400, Chuck Thompson wrote:

Hi

With respect to your question, CBC/Radio-Canada's position on this matter is on the record. As is the case with several other Canadian media organizations, we believe using our content in political ads without permission may compromise our journalistic independence and call into question our journalistic ethics, standards and objectivity.

Best,
Chuck

Chuck Thompson
Head of Public Affairs
CBC English Services
416-205-3747 [3]

416-509-3315 [4] (cell)

On Fri, Oct 17, 2014 at 11:55 AM, wrote:

Terrific.

On Fri, 17 Oct 2014 11:41:32 -0400, Chuck Thompson wrote:

Hi
I'll follow up with you this afternoon.

Chuck
On Oct 17, 2014 11:39 AM, "John Wimbs" wrote:

Hi, Connecting you with Chuck Thompson, who is the best person to help you with this.. thanks.

John

On Fri, Oct 17, 2014 at 10:37 AM, wrote:

I was hoping I could speak to someone at the CBC regarding the Conservative plan to expropriate news content. Is that possible?

- Regards

John Wimbs
Director of Publicity
CBC
(416) 205-7902 [1] office
(416) 528-8258 [2] cell

Links:

[2] <mailto:john.wimbs@cbc.ca> [2] [4]

Links:

[4] <mailto:john.wimbs@cbc.ca> [8]

Links:

[2] <mailto:john.wimbs@cbc.ca>

[8] <mailto:john.wimbs@cbc.ca>

Re: Statement Request

1 message

Chuck Thompson <chuck.thompson@cbc.ca>

Thu, Oct 9, 2014 at 2:20 PM

To: Valerie Boyer <valerie.boyer@radio-canada.ca>

CBC/Radio-Canada's position on this matter is on the record. As is the case with several other Canadian media organizations, we believe using our content in political ads without permission may compromise our journalistic independence and call into question our journalistic ethics, standards and objectivity.

Beyond that, I'm not going to comment on a news report that, as yet, has not been substantiated.

Chuck Thompson
Head of Public Affairs
CBC English Services
416-205-3747
416-509-3315 (cell)

s.68.1

On Thu, Oct 9, 2014 at 2:07 PM, Valerie Boyer <valerie.boyer@radio-canada.ca> wrote:

Hello Mr. Thompson,

Following our conversation

As I mentioned

Thanks in advance,

Valerie

Valerie Boyer
CBC News
Producer, Parliamentary Bureau
The National
Twitter: @vcrboyer
Email: valerie.boyer@cbc.ca
Cell: 613-883-3280
Office: 613-288-6628
181 Queen Street
Ottawa ON K1P 1K9

Fwd: Invitation: TBC - News Video (Dial-in #: 416-933-3829 / 1 866-602-69... @ Thu 9 Oct 2014 12pm - 12:30pm (Chuck Thompson))

1 message

Chuck Thompson <chuck.thompson@cbc.ca>
To: Gino Apponi <gino.apponi@cbc.ca>

Thu, Oct 9, 2014 at 12:45 PM

Chuck Thompson
Head of Public Affairs
CBC English Services
416-205-3747
416-509-3315 (cell)

----- Forwarded message -----

From: **Chuck Thompson** <chuck.thompson@cbc.ca>

Date: Thu, Oct 9, 2014 at 12:37 PM

Subject: Re: Invitation: TBC - News Video (Dial-in #: 416-933-3829 / 1 866-602-69... @ Thu 9 Oct 2014 12pm - 12:30pm (Chuck Thompson))

To: Amanda Pyle <amanda.pyle@cbc.ca>

Cc: Shaun Poulter <shaun.poulter@cbc.ca>, Marc Pichette <marc.pichette@radio-canada.ca>, Michel Cormier <michel.cormier@radio-canada.ca>, Louis Lalande <louis.lalande@radio-canada.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Stephanie Duquette <stephanie.duquette@radio-canada.ca>, Emmanuelle LAMARRE-CLICHE <elcliche@radio-canada.ca>, Heather Conway <heather.conway@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, Martine Menard <martine.menard@cbc.ca>, Louise Pesant <louise.pesant@radio-canada.ca>, Ginette DeGuise <ginette.deguise@radio-canada.ca>, Cristina Tonner <crisrina.tonner@cbc.ca>, Fabrice Morhardt <fabrice.morhardt@radio-canada.ca>, Chantale Gionet <chantale.gionet@radio-canada.ca>, Jocelyne_J Brule <jocelyne_j.brule@radio-canada.ca>, "Keay, Jeff" <jeff.keay@cbc.ca>

Here's the position I'm recommending we take until there are any further developments:

CBC/Radio-Canada's position on this matter is on the record. As is the case with several other Canadian media organizations, we believe using our content in political ads without permission may compromise our journalistic independence and call into question our journalistic ethics, standards and objectivity.

Beyond that, I'm not going to comment on a news report that, as yet, has not been substantiated.

Chuck Thompson
Head of Public Affairs
CBC English Services
416-205-3747
416-509-3315 (cell)

On Thu, Oct 9, 2014 at 11:12 AM, Gino Apponi <gino.apponi@cbc.ca> wrote:

TBC - News Video (Dial-in #: 416-933-3829 / 1 866-602-6932; Conf ID: more details »

When Thu 9 Oct 2014 12pm – 12:30pm Eastern Time - Toronto

Calendar Chuck Thompson

Who • Gino Apponi- organiser

- Amanda Pyle- creator, optional
- Shaun Poulter
- Marc Pichette
- Michel Cormier
- Louis Lalande
- Sylvie Gadoury
- Stephanie Duquette
- Emmanuelle LAMARRE-CLICHE
- Heather Conway
- Jack Nagler
- Chuck Thompson
- Martine Menard
- Louise Pesant - optional
- Ginette DeGuise - optional
- Cristina Tonner - optional
- Fabrice Morhardt - optional
- Chantale Gionet - optional
- Jocelyne_J Brule - optional

Going? **Yes** - **Maybe** - **No** more options »

Invitation from Google Calendar

You are receiving this email at the account chuck.thompson@cbc.ca because you are subscribed for invitations on calendar Chuck Thompson.

To stop receiving these notifications, please log in to <https://www.google.com/calendar/> and change your notification settings for this calendar.

Re: News video

1 message

Chuck Thompson <chuck.thompson@cbc.ca>

Thu, Oct 9, 2014 at 10:36 AM

To: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Cc: Maryse Bertrand <maryse.bertrand@radio-canada.ca>, Hubert T Lacroix <ht.lacroix@cbc.ca>, "heather.conway@cbc.ca" <heather.conway@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, Michel Cormier <michel.cormier@radio-canada.ca>, Louis Lalande <louis.lalande@radio-canada.ca>, Stephanie Duquette <stephanie.duquette@radio-canada.ca>, Gino Apponi <gino.apponi@cbc.ca>

And he's in the loop and will organize the call.

Chuck Thompson
Head of Public Affairs
CBC English Services
416-205-3747
416-509-3315 (cell)

On Thu, Oct 9, 2014 at 10:34 AM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Ok. Gino will be my delegate. Jen

Sent from my iPhone

On Oct 9, 2014, at 8:32 AM, Maryse Bertrand <maryse.bertrand@radio-canada.ca> wrote:

I was thinking about an internal conversation first as a prelude to a broader discussion with other news organisations.

Envoyé de mon smartphone BlackBerry 10 sur le réseau Rogers.

De: Jennifer McGuire

Envoyé: jeudi 9 octobre 2014 10:28

À: Hubert T Lacroix

Répondre à: Jennifer McGuire

Cc: heather.conway@cbc.ca; Maryse Bertrand; Shaun Poulter; Chuck Thompson; Bill Chambers; Michel Cormier; Louis Lalande; Stephanie Duquette; Gino Apponi

s.21(1)(a)

s.21(1)(b)

Objet: Re: News video

Hi there,

Sent from my iPhone

On Oct 9, 2014, at 8:21 AM, Hubert T Lacroix <ht.lacroix@cbc.ca> wrote:

Please invite Stéphanie on this call. I will be in the office around noon, but am at the end of my bberry.

From: Heather Conway
Sent: Thursday, October 9, 2014 10:16
To: Maryse Bertrand
Reply To: Heather Conway
Cc: Shaun Poulter; Chuck Thompson; Bill Chambers; Jennifer McGuire; Michel Cormier; Hubert T Lacroix; Louis Lalande
Subject: Re: News video

s.21(1)(a)

s.21(1)(b)

agree with maryse, let's do a call.

On Thu, Oct 9, 2014 at 10:13 AM, Maryse Bertrand <maryse.bertrand@radio-canada.ca> wrote:

Jennifer can Gino take the lead in organizing this and I'll make sure that either me or Sylvie can attend? Thanks

Envoyé de mon smartphone BlackBerry 10 sur le réseau Rogers.

De: Shaun Poulter
Envoyé: jeudi 9 octobre 2014 10:01
À: chuck.thompson@cbc.ca
Répondre à: Shaun Poulter
Cc: Bill Chambers; Heather Conway; jennifer.mcguire@cbc.ca; Michel Cormier; Hubert T Lacroix; Louis Lalande; Maryse Bertrand
Objet: Re: News video

From: Chuck Thompson
Sent: Thursday, October 9, 2014 9:59 AM
To: Shaun Poulter
Reply To: Chuck Thompson
Cc: Bill Chambers; Heather Conway; jennifer.mcguire@cbc.ca; Michel Cormier; Hubert T Lacroix; Louis Lalande; Maryse Bertrand
Subject: Re: News video

On Oct 9, 2014 9:55 AM, "Shaun Poulter" <shaun.poulter@cbc.ca> wrote:

From: Jennifer McGuire
Sent: Thursday, October 9, 2014 9:25 AM
To: Michel Cormier
Reply To: Jennifer McGuire
Cc: Shaun Poulter; Bill Chambers; Heather Conway; Hubert T Lacroix;

Maryse Bertrand; Louis Lalande; Chuck Thompson
Subject: Re: News video

Hi again,

Jennifer

Sent from my iPhone

On Oct 9, 2014, at 7:15 AM, Michel Cormier <michel.cormier@radio-canada.ca> wrote:

Michel

2014-10-09 8:15 GMT-04:00 Jennifer McGuire
<jennifer.mcguire@cbc.ca>:
Good morning,

Looking for your thoughts and views. Jennifer

<http://www.ctvnews.ca/politics/conservatives-to-change-copyright-law-allowing-free-use-of-news-content-in-political-ads-1.2046197>

Re: FYI - www.cbc.ca - Political parties blocked from using broadcasters' content in ads

1 message

Chuck Thompson <chuck.thompson@cbc.ca>
To: Michel Hachey <michel.hachey@radio-canada.ca>

Fri, May 9, 2014 at 2:25 PM

Hi Michel,

The short answer is we implemented this policy (with the other broadcasters) to protect the integrity and copyright of the content.

Chuck Thompson
Head of Media Relations
CBC English Services
416-205-3747
416-509-3315 (cell)

On Fri, May 9, 2014 at 2:08 PM, Michel Hachey <michel.hachey@radio-canada.ca> wrote:
ok thanks.

On Fri, May 9, 2014 at 12:46 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:
I don't but I'll get some for you...

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Michel Hachey
Sent: Friday, May 9, 2014 12:02 PM
To: Chuck Thompson
Reply To: Michel Hachey
Subject: Fwd: FYI - www.cbc.ca - Political parties blocked from using broadcasters' content in ads

Chuck, Martine tells me you have key messages on this? Can you please share, she wants them on our issues management site. Thanks.

----- Forwarded message -----

From: Roger Belanger <roger.belanger@cbc.ca>
Date: Thu, May 8, 2014 at 1:27 PM
Subject: FYI - www.cbc.ca - Political parties blocked from using broadcasters' content in ads
To: France Belisle <france.belisle@radio-canada.ca>
Cc: Bill Chambers <bill.chambers@cbc.ca>, Martine Menard <martine.menard@cbc.ca>, Daniel Lauzon <daniel.lauzon@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, Michel Hachey <michel.hachey@radio-canada.ca>, Sarah Lue <sarah.lue@cbc.ca>

www.cbc.ca, Thursday May 8, 2014
12:51 PM ET

Political parties blocked from using broadcasters' content in ads
A group of Canadian TV companies say they won't air political ads that use their material
James Fitz-Morris, CBC News

Most of Canada's major broadcasters are cracking down on political parties using their material in advertising.

In a letter sent to political parties today, representatives from CBC, Radio Canada, CTV, Rogers, and Shaw — which owns Global Television — said they would no longer air political advertisements that include material taken from their airwaves without their express authorization.

"As news organizations, the use of our content in political advertisements without our express consent may compromise our journalistic independence and call into question our journalistic ethics, standards and objectivity," the broadcasters wrote.

Broadcasters have for years complained to political parties about this practice, but to no avail. Instead of taking the political parties to court for copyright infringement, the TV companies have mutually agreed to not air material that offends their standards.

Quebecor, the company that owns Sun TV and TVA, is the only major broadcaster to not sign the letter.

www.cbc.ca/news/politics/political-parties-blocked-from-using-broadcasters-content-in-ads-1.2636138

—
Michel Hachey
Advisor, Media Relations and Issues Management
Conseiller, Relations avec les médias et gestion des enjeux
CBC/Radio-Canada

(613) 288-6335

CBC  **Radio-Canada**

Re: FYI - www.cbc.ca - Political parties blocked from using broadcasters' content in ads

1 message

Chuck Thompson <chuck.thompson@cbc.ca>
To: France Belisle <france.belisle@radio-canada.ca>

Thu, May 8, 2014 at 3:26 PM

Thanks, saw it.

Chuck Thompson
Head of Media Relations
CBC English Services
416-205-3747
416-509-3315 (cell)

On Thu, May 8, 2014 at 2:50 PM, France Belisle <france.belisle@radio-canada.ca> wrote:

france.belisle@radio-canada.ca
Directrice, Communications et Relations publiques
Director, Communications and Public Relations
613.288.6039 / cell: 613.301.0552

----- Forwarded message -----

From: **Roger Belanger** <roger.belanger@cbc.ca>
Date: 2014-05-08 13:27 GMT-04:00
Subject: FYI - www.cbc.ca - Political parties blocked from using broadcasters' content in ads
To: France Belisle <france.belisle@radio-canada.ca>
Cc: Bill Chambers <bill.chambers@cbc.ca>, Martine Menard <martine.menard@cbc.ca>, Daniel Lauzon <daniel.lauzon@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, Michel Hachey <michel.hachey@radio-canada.ca>, Sarah Lue <sarah.lue@cbc.ca>

www.cbc.ca, Thursday May 8, 2014
12:51 PM ET

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www.cbc.ca/news/politics/political-parties-blocked-from-using-broadcasters-content-in-ads-1.2636138

Fw: Confidential - political advertising

1 message

Chuck Thompson <chuck.thompson@cbc.ca>

Tue, May 6, 2014 at 2:28 PM

To: Heather Conway <heather.conway@cbc.ca>

Assume you're aware of this...

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Jennifer McGuire <jennifer.mcguire@cbc.ca>**Sent:** Tuesday, May 6, 2014 2:21 PM**To:** Shaun Poulter; Sylvie Gadoury; Bill Chambers**Reply To:** Jennifer McGuire**Cc:** Michel Cormier; Sean Moreman; Gino Apponi; Chuck Thompson**Subject:** Confidential - political advertising

Hi there,

I think you are all in the loop, but just giving you an official heads up that we will be sending out the joint note (attached) to the federal political parties today. Sylvie, Sean Moreman was involved with us in crafting this. It has also been through the legal departments of all the other media organizations. So not changeable unless there are huge flags.

Questions or concerns, please let me know.

Jen

 **Letter re Political Ads (1).pdf**

58K

Fw: Confidential - political advertising

1 message

Chuck Thompson <chuck.thompson@cbc.ca> Tue, May 6, 2014 at 2:28 PM
To: Martine Menard <martine.menard@cbc.ca>, France Belisle <france.belisle@radio-canada.ca>, BONNIE BROWNLEE <bonnie.brownlee@cbc.ca>, Guylaine Bergeron <guylaine.bergeron@radio-canada.ca>

FYI

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Sent: Tuesday, May 6, 2014 2:21 PM
To: Shaun Poulter; Sylvie Gadoury; Bill Chambers
Reply To: Jennifer McGuire
Cc: Michel Cormier; Sean Moreman; Gino Apponi; Chuck Thompson
Subject: Confidential - political advertising

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Questions or concerns, please let me know.
Jen

 Letter re Political Ads (1).pdf
58K

Re: Confidential - political advertising

1 message

Chuck Thompson <chuck.thompson@cbc.ca>

Tue, May 6, 2014 at 3:23 PM

To: sean.moreman@cbc.ca, Jennifer McGuire <jennifer.mcguire@cbc.ca>

Cc: Shaun Poulter <shaun.poulter@cbc.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Bill Chambers <bill.chambers@cbc.ca>, Michel Cormier <michel.cormier@radio-canada.ca>, Gino Apponi <gino.apponi@cbc.ca>

Makes sense to me...I just asked Jen the same question as we will undoubtedly get asked if this applies to the provincial parties as well.

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Sean Moreman**Sent:** Tuesday, May 6, 2014 3:21 PM**To:** Jennifer McGuire**Reply To:** Sean Moreman**Cc:** Shaun Poulter; Sylvie Gadoury; Bill Chambers; Michel Cormier; Gino Apponi; Chuck Thompson**Subject:** Re: Confidential - political advertising

Good afternoon All:

Just a thought.

Sean

On Tue, May 6, 2014 at 2:20 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Hi there,

I think you are all in the loop, but just giving you an official heads up that we will be sending out the joint note (attached) to the federal political parties today. Sylvie, Sean Moreman was involved with us in crafting this. It has also been through the legal departments of all the other media organizations. So not changeable unless there are huge flags.

Questions or concerns, please let me know.
Jen

s.21(1)(a)

s.21(1)(b)

Sean A. Moreman
Senior Legal Counsel
Canadian Broadcasting Corporation
T: 416-205-6494