

**Pages 1208 to / à 1307
are withheld pursuant to sections
sont retenues en vertu des articles**

18(b), 68.1

**of the Access to Information Act
de la Loi de l'accès à l'information**

Fwd: 2 more questions on our paper during QP today.

1 message

Heather Conway <heather.conway@cbc.ca>
 To: Nicole Durrant <nicole.durrant@cbc.ca>

25 April 2017 at 12:09

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

From: **Liliane Le** <liliane.le@cbc.ca>

Date: Wed, Nov 30, 2016 at 3:26 PM

Subject: 2 more questions on our paper during QP today.

To: Hubert T Lacroix <ht.lacroix@cbc.ca>, Stephanie Duquette <stephanie.duquette@radio-canada.ca>, Alex Johnston <alex.johnston@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, Martine Menard <martine.menard@cbc.ca>, Bev Kirshenblatt <bev.kirshenblatt@cbc.ca>, Mark Allen <mark.allen@cbc.ca>, Emma Bédard <emma.bedard@cbc.ca>, Louis Lalonde <louis.lalonde@radio-canada.ca>, EMMANUELLE LAMARRE-CLICHE <elcliche@radio-canada.ca>, Heather Conway <heather.conway@cbc.ca>, Jeff Keay <jeff.keay@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Guylaine Bergeron <guylaine.bergeron@radio-canada.ca>, Marc Pichette <marc.pichette@radio-canada.ca>, SUSANNAH GOUINLOCK <susannah.gouinlock@cbc.ca>, Jacinthe LACOMBE-CLICHE <jacinthe.lacombe-cliche@cbc.ca>, Sarah Lue <sarah.lue@cbc.ca>, Roger Belanger <roger.belanger@cbc.ca>

... incluant une posée par le chef de l'opposition au PM.

Rona Ambrose (CPC): Sturgeon River—Parkland

Mr. Speaker, the CBC receives more than a billion dollars a year from taxpayers. Now they're looking for an extra 400 million dollars a year. That would mean another \$46 for every man, woman and child in this country. Money that Canadians cannot afford. We're already \$30 billion in deficit, and we cannot afford to keep spending. So will the Prime Minister assure Canadian families that they won't be on the hook for this. Do the right thing and just say no.

Justin Trudeau (Lib): Papineau

Once again, Mr. Speaker, the Conservatives are demonstrating that they don't understand the importance of cultural industries, of artists, of creators, not just the Canadian identity, but to growing the economy. The fact is investing in the stories that bind us together as a nation in both official languages, ensuring that Canadians understand each other's lives and experiences is at the heart of a mandate of the CBC and listening to Canadians is exactly why we are on this side of the house, and they are stuck in opposition.

Peter Van Loan (CPC): York—Simcoe

Standing up for our students is what we were sent here to do. Just a month ago the Liberals gave the CBC \$675 million on top of the billion dollars a year they already get. The CBC now says it's not enough, and they want another third of a billion dollars a year, and more from the hard-pressed Canadian taxpayers. When it comes to the CBC, it seems it's just never enough. The Liberals say they are open to this request from their friends. Will someone over there finally take the side of the taxpayers and halt the convoy of brinks trucks to the CBC.

Mélanie Joly (Lib): Ahuntsic—Cartierville

I must remind the honourable member that we invested 675 million into CBC Radio-Canada, because there were important cuts in the past ten years that really affected negatively our public broadcaster, and what -- and I would also advise my colleague and friend that we did public consultations on Canadian content, and the reality is that the members of the N.D.P. And the Bloc participated in consultations, and nobody from the Conservatives participated. And what we clearly heard is that Canadians love --

L

Fwd: Canadian governing bodies welcome increased Government funding

1 message

Heather Conway <heather.conway@cbc.ca>
To: Nicole Durrant <nicole.durrant@cbc.ca>

20 April 2017 at 14:25

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

From: **GREG STREMLAW** <greg.stremlaw@cbc.ca>
Date: Mon, Mar 27, 2017 at 8:29 AM
Subject: Canadian governing bodies welcome increased Government funding
To: Heather Conway <heather.conway@cbc.ca>

The Canadian Olympic Committee (COC) and Canadian Paralympic Committee (CPC) have expressed gratitude to the Government of Canada following the announcement that it would be increasing annual funding allocated to their Athlete Assistance Programme (AAP) by CAD\$5 million (£3 million/\$3.7 million/€3.5 million) over five years.

The first increase in 13 years, which will see 18 per cent more money invested in direct financial support to the country's high performance athletes, was confirmed by Finance Minister Bill Morneau in his 2017 budget.

Direct funding through to senior AAP carded athletes has remained at CAD\$18,000 (£10,800/\$13,500/€12,500) a year since 2004, despite a 24 per cent increase in cost of living.

AAP development carded athletes, meanwhile, receive \$10,800 (£6,500/\$8,100/€7,500).

The COC's Athletes' Commission, along with other athlete and sport organisations, including the COC and the CPC, has long advocated for increased assistance.

Athletes are eligible for AAP funding if they meet carding requirements set by their national sport federations based on their results at Olympic and Paralympic Games, World Championships and World Cup events.

The AAP is open to sports that are part of the upcoming Olympic and Paralympic Games programmes.

"I thank the Government for investing in our athletes and look forward to learning how this will be rolled out," Jeff Christie, chair of the COC Athletes' Commission and a two-time Olympian in luge, said.

"We need to give them stable funding so they can plan their lives, education and training, and remain in sport to represent Canada internationally.

"Olympians are key ambassadors for their communities.

"Their accomplishments unite Canadians like little else can and inspire youth to reach higher in whatever they choose to do in life.

"We will continue to work with the Government to find ways to better support athletes and the development of sport at all levels."



Canada won a total of 29 medals at last year's Paralympic Games in Rio de Janeiro ©CPC

Chelsey Gotell, chair of the CPC Athletes' Council and a 12-time Paralympic medallist in swimming, added: "On behalf of the Canadian Paralympic athlete community, we are very grateful for the support of the Government of Canada, especially through the Athlete Assistance Programme, and we are thrilled to hear of the increased investment in the AAP."

The Athletes' Council is an elected group of current and retired Paralympic athletes from within the past eight years that serves as a collective voice, advocating the best interests of Canada's Paralympic athletes and the Paralympic Movement within Canada.

"As a Paralympian, it is a privilege and an honour to compete for Canada on the international stage," Gotell added.

"National team athletes don't do it for the money.

"We do it because we love our sport, we want to push our limits, and we have a passion to be the best we can be.

"Our business is sport and our job is to win medals.

"This increased investment has exciting potential to help retain athletes in the sport system for a longer period of time, while also helping new athletes by providing resources to train at a world-class level sooner and longer - which will enhance ultimately Canada's performance at the Paralympic Games."

The budget also detailed CAD\$19 million (£11.4 million/\$14.2 million/€13.1 million) for aboriginal sport and CAD\$1.34 billion (£803.3 million/\$1 billion/€926.8 million) over the next 10 years for provincial and territorial sport, recreation and culture infrastructure development.

"We applaud the work of the [Justin] Trudeau Government and the Minister of Sport and Persons with Disabilities for their continued support of high performance sport, specifically through this increase in direct funding to athletes," Chris Overholt, the COC's chief executive and secretary general, said.

"We also congratulate the athletes who advocated for this initiative on behalf of their peers including COC Athletes' Commission chair Jeff Christie and former vice-chair Adam van Koeverden.

"This will make a huge difference for Canadian athletes who compete against the best in the world."

CPC President Gaétan Tardif added: "Our Paralympic athletes and coaches are role models for all Canadians and play a key part in generating national pride and inspiring more Canadians to be physically active.

"Minister [Carla] Qualtrough and this Government took the time to ask what was important, they listened and responded, and for this we are most grateful.

"We believe in accessibility, inclusivity and sport for all, from playground to podium.

"Thank you to the Government of Canada for this important new funding and for their deep belief in the value of sport."

Canada won a total of 22 medals at last year's Olympics Games in Rio de Janeiro, including four golds, three silvers and 15 bronzes.

At the Paralympics, the North American nation claimed eight golds, 10 silvers and 11 bronzes.

Greg StremLaw

Executive Director, CBC Sports

General Manager, Olympics

CBC/Radio-Canada Chef de Mission for PyeongChang 2018

Canadian Broadcasting Corporation

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Fwd: Class-action LGBTQ2

1 message


Heather Conway <heather.conway@cbc.ca>
To: Nicole Durrant <nicole.durrant@cbc.ca>

20 April 2017 at 10:06

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

From: **Jennifer McGuire** <jennifer.mcguire@cbc.ca>
Date: Mon, Apr 10, 2017 at 5:05 PM
Subject: Class-action LGBTQ2
To: Heather Conway <heather.conway@cbc.ca>
Cc: Cristina Tonner <cristina.tonner@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>

Hello,
Here is a list of stories on The National. Gino went back to 2012. Please let us know if you need us to go further.
Jennifer

 **LGBTQ--Nationalcoveragegoingbackto20120101.docx**
61K

2017-4-27

CBC Radio-Canada Mail - Fwd: Digital note

CBC  Radio-Canada

Nicole Durrant <nicole.durrant@cbc.ca>

Fwd: Digital note

1 message

Heather Conway <heather.conway@cbc.ca>
To: Nicole Durrant <nicole.durrant@cbc.ca>

19 April 2017 at 16:08

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

From: **Jeff Keay** <jeff.keay@cbc.ca>
Date: Fri, Feb 10, 2017 at 10:44 AM
Subject: Fwd: Digital note
To: Heather Conway <heather.conway@cbc.ca>

A great read.

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

From: **Heaton CBC** <heaton.dyer@cbc.ca>
Date: 10 February 2017 at 07:44
Subject: Fwd: Digital note
To: Shaun Poulter <shaun.poulter@cbc.ca>, Alex Johnston <alex.johnston@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Jeff Keay <jeff.keay@cbc.ca>

Good Friday morning folks..

The note below from Steve at CBC News caught my eye as a potential anecdote/proof point.

It remarks upon the high level of engagement with one of our digital stories.. a first hand account of a refugee "escaping" the US, to Canada.. in the depth of winter.

It speaks to original journalism and engaging Canadians around important stories with a range of perspectives.

Steve's data is below.. and here's the link to the story if you hadn't yet seen it:

<http://newsinteractives.cbc.ca/longform/desperate-journey-refugee-crossing-canada-us>

Begin forwarded message:

From: Steve Ladurantaye <steve.ladurantaye@cbc.ca>
Date: February 10, 2017 at 7:28:19 AM EST
To: Steven Ladurantaye <steve.ladurantaye@cbc.ca>
Subject: Digital note

Steve

2017-4-27

CBC Radio-Canada Mail - Fwd: Digital note

Most-read Thursday (page views)**Most-read Thursday (minutes read)****Most-read so far today****Top CBC stories on social (last 24 hours, by interactions)****Most watched video Thursday****People**

--

Steve Ladurantaye,
Managing editor @cbcnews
289-980-3937

--

Jeff Keay
Chief of Staff
Office of the Executive Vice-President, English Services
Office: 416.205.2867 | Mobile: 416.804.3262
205 Wellington St. W, Toronto ON M5V 3G7

CBC  **Radio-Canada**

21/04/2017 CBC Radio-Canada Mail - Fwd: Excerpt from Letter from distributors, producers and filmmakers to Trudeau and Joly against creation of a super agency...

CBC  Radio-Canada

Nicole Durrant <nicole.durrant@cbc.ca>

Fwd: Excerpt from Letter from distributors, producers and filmmakers to Trudeau and Joly against creation of a super agency merging Telefilm and CMF

1 message

Heather Conway <heather.conway@cbc.ca>
To: Nicole Durrant <nicole.durrant@cbc.ca>

20 April 2017 at 16:00

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

From: **Lisa Clarkson** <lisa.clarkson@cbc.ca>

Date: Thu, Apr 20, 2017 at 1:21 PM

Subject: Excerpt from Letter from distributors, producers and filmmakers to Trudeau and Joly against creation of a super agency merging Telefilm and CMF

To: Heather Conway <heather.conway@cbc.ca>, Sally Catto <sally.catto@cbc.ca>, JENNA BOURDEAU <jenna.bourdeau@cbc.ca>, Susan Kelly <susan.kelly@cbc.ca>, BONNIE BROWNLEE <bonnie.brownlee@cbc.ca>, HELEN DU TOIT <helen.du.toit@cbc.ca>

Cc: Chuck Thompson <chuck.thompson@cbc.ca>, Heaton Dyer <heaton.dyer@cbc.ca>

L

While TV production is protected by Canadian content quotas, there are no quotas to help support Canadian film, they state. Moreover, filmmakers can't "rely on the support of mainstream broadcasters who – with the occasional exception of the CBC – do not invest in theatrical films and have little interest in programming them." Telefilm, it argues, is the film industry's most important ally.

Read more: <http://playbackonline.ca/2017/04/20/industry-asks-government-not-to-merge-telefilm-cmf/#ixzz4eoLGI700>

--
Lisa Ann Clarkson
Executive Director
Business & Rights and Content Optimization
CBC
(416) 205-7216 (office)
(416) 476-7035 (cell)



25/04/2017

CBC Radio-Canada Mail - Fwd: Friday wins

CBC  Radio-Canada

Nicole Durrant <nicole.durrant@cbc.ca>

Fwd: Friday wins

1 message

Heather Conway <heather.conway@cbc.ca>
To: Nicole Durrant <nicole.durrant@cbc.ca>

25 April 2017 at 12:06

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

From: **Brodie Fenlon** <brodie.fenlon@cbc.ca>
Date: Fri, Dec 9, 2016 at 4:31 PM
Subject: Friday wins
To: BRODIE FENLON <brodie.fenlon@cbc.ca>

What's good digital journalism?

(Diana Barker plans to eventually rebuild her makeshift tent home at the Oceti Sakowin Camp near the Standing Rock Sioux Reservation in North Dakota. - Karen Pauls/CBC)

25/04/2017

CBC Radio-Canada Mail - Fwd: Friday wins



Take a look at these top comments on the Live:

17:06 Very poor media coverage in America. Great coverage in Canada.

Unlike · Reply · Message · 21 · December 4 at 11:16am

↳ 5 Replies

6:37 Thank you CBC!

Unlike · Reply · Message · 24 · December 4 at 11:05am

15:12 Thank you CBC for reporting this issue.

Unlike · Reply · Message · 13 · December 4 at 11:14am

19:36 Yay CBC

Unlike · Reply · Message · 5 · December 4 at 11:18am

16:18 thank you for just being CBC!

Unlike · Reply · Message · 4 · December 4 at 12:38pm

6:53 CBC Rocks! First time Viewer! New Mexico

Unlike · Reply · Message · 3 · December 4 at 12:39pm

5:18 Thank you again CBC!

Unlike · Reply · Message · 4 · December 4 at 3:13pm

12:57 love cbc

Unlike · Reply · Message · 5 · December 4 at 11:12am

25/04/2017

CBC Radio-Canada Mail - Fwd: Friday wins

Also, look at these fantastic photos:

(Veteran Brandee Paisano says she has an eight-year-old son and part of the reason she is at the Oceti Sakowin Camp is to make him proud --- Tyson Koschik/CBC)

(Ron His Horse Is Thunder says the potential completion of the Dakota Access Pipeline angers many people of the Standing Rock Sioux Tribe. --- Tyson Koschik/CBC)

25/04/2017

CBC Radio-Canada Mail - Fwd: Friday wins



25/04/2017

CBC Radio-Canada Mail - Fwd: Friday wins



s.18(b)
s.19(1)
s.21(1)(b)
s.68.1

25/04/2017

CBC Radio-Canada Mail - Fwd: Friday wins



Have a great weekend!

Brodie

--

Brodie Fenlon

Senior Director of Digital News

CBC News and Centres

CBCNews.ca .. Facebook

Twitter .. Instagram

P: 416-205-5661

T: @brodiefenlon

21/04/2017

CBC Radio-Canada Mail - Fwd: Join us and Prime Minister Trudeau at our 30th Annual Testimonial Dinner

CBC  Radio-Canada

Nicole Durrant <nicole.durrant@cbc.ca>

Fwd: Join us and Prime Minister Trudeau at our 30th Annual Testimonial Dinner

1 message

Heather Conway <heather.conway@cbc.ca>
To: Nicole Durrant <nicole.durrant@cbc.ca>

20 April 2017 at 14:26

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

From: **Jeff Keay** <jeff.keay@cbc.ca>

Date: Thu, Mar 2, 2017 at 4:15 PM

Subject: Fwd: Join us and Prime Minister Trudeau at our 30th Annual Testimonial Dinner

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

Cc: Cristina Tonner <cristina.tonner@cbc.ca>

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

From: **Kelly Cyr** <Kelly.Cyr@ppforum.ca>

Date: 2 March 2017 at 14:18

Subject: Join us and Prime Minister Trudeau at our 30th Annual Testimonial Dinner

To: "jeff.keay@cbc.ca" <jeff.keay@cbc.ca>

REGISTER NOW! ALMOST SOLD OUT! http://www.ppforum.ca/testimonial-dinner_2017



CELEBRATING 150 YEARS OF CANADIANS AT HOME AND ABROAD

**30TH ANNUAL
TESTIMONIAL DINNER
& AWARDS**

**APRIL 20, 2017
TORONTO**

Version Française

Join the Public Policy Forum in honouring Canadians who connect us to the world and the world to us. To mark the country's 150th, we are recognizing newcomers to Canada active in using public policy to improve the country and Canadians who have gone abroad to improve the world. And help us congratulate the first recipient of our new Emerging Indigenous Leader Award. We will also host a full lineup of events during the day on April 20, from special breakfasts to an encore Growth Summit. Watch for details in the coming weeks.

We are delighted to have Prime Minister Justin Trudeau host this unique gathering of Canadian policy leaders.



THIS YEAR'S HONOUREES



Louise Arbour

Former Supreme Court Justice and former High Commissioner for Human Rights, United Nations



Yaprak Baltacioğlu

Secretary, Treasury Board of Canada



Dominic Barton

Global Managing Partner, McKinsey & Company



Johann Koss

Founder,
Right To Play International



Margaret MacMillan

Warden of St Antony's College,
Oxford



Naheed Nenshi

Mayor,
City of Calgary

EMERGING INDIGENOUS LEADER AWARD RECIPIENT



Alika Lafontaine

Collaborative Team Lead,
Indigenous Health Alliance

Come celebrate with us on April 20th, 2017 in Toronto.

[CLICK HERE TO REGISTER](#)

To purchase a table or tickets or for sponsorship opportunities, please contact:

Kelly Cyr 613-238-7858 x248

kelly.cyr@ppforum.ca



Samara Canada presents Wonk Prom, the official after-party of the Public Policy Forum Testimonial Dinner. Wonk Prom begins when the Testimonial Dinner ends - extending the biggest night in Canadian politics and welcoming PPF guests and others for a night of collegiality and fun. Last year, Wonk Prom hosted policy leaders, journalists and senior politicians, as well as young policy players for a night celebrating public leadership and emerging policy talent!

Wonk Prom tickets go on sale soon.

[Click here to save the date and RSVP.](#)

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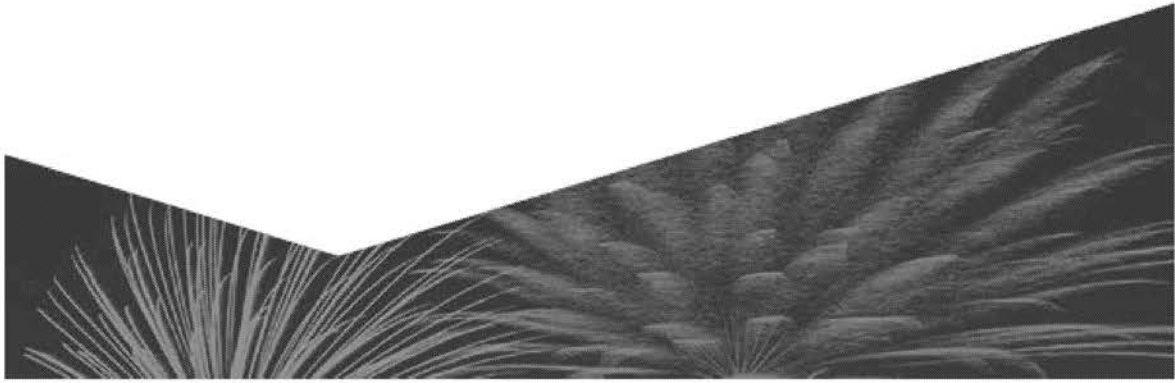


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Jeff Keay
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CBC  Radio-Canada

21/04/2017

CBC Radio-Canada Mail - Fwd: Join us and Prime Minister Trudeau at our 30th Annual Testimonial Dinner

25/04/2017

CBC Radio-Canada Mail - Fwd: Morning note

CBC  Radio-Canada

Nicole Durrant <nicole.durrant@cbc.ca>

Fwd: Morning note

1 message

Heather Conway <heather.conway@cbc.ca>

25 April 2017 at 12:14

To: Nicole Durrant <nicole.durrant@cbc.ca>

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

From: <heaton.dyer@cbc.ca>

Date: Tue, Nov 8, 2016 at 6:53 AM

Subject: Fwd: Morning note

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

Good morning Heather,

I don't know if you are on Steve's daily digital news note.. but in case you aren't I wanted to surface today's, with a pretty significant viral headline (the "share" number is pretty remarkable)

Begin forwarded message:

From: Steven Ladurantaye <steve.ladurantaye@cbc.ca>**Date:** November 8, 2016 at 6:45:33 AM EST**To:** Steven Ladurantaye <steve.ladurantaye@cbc.ca>**Subject:** Morning note

One of our best days for visitors and pageviews ever.

Steve

Most-read Monday

25/04/2017

CBC Radio-Canada Mail - Fwd: Morning note

Most-read so far today

Top CBC stories on social (last 24 hours)

Top search terms

Most watched video

Audience

--

Steve Ladurantaye,
Managing editor @cbcnews
647-241-1083

2017-4-27

CBC Radio-Canada Mail - Fwd: Weekly Online Digital News Report for Mar 12 - Mar 18, 2017

CBC  Radio-Canada

Nicole Durrant <nicole.durrant@cbc.ca>

Fwd: Weekly Online Digital News Report for Mar 12 - Mar 18, 2017

1 message

Heather Conway <heather.conway@cbc.ca>
To: Nicole Durrant <nicole.durrant@cbc.ca>

19 April 2017 at 15:04

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


From: **Research Toronto** <restor@cbc.ca>

Date: Thu, Mar 23, 2017 at 9:27 AM

Subject: Weekly Online Digital News Report for Mar 12 - Mar 18, 2017

To: Research Toronto <ResTor@cbc.ca>

Summary**Content**

 **Digital News Report 2017 03-12 to 03-18.pdf**
719K

2017-4-27

CBC Radio-Canada Mail - Fwd: Weekly Online Digital News Report for Mar 19 - Mar 25, 2017

CBC  Radio-Canada

Nicole Durrant <nicole.durrant@cbc.ca>

Fwd: Weekly Online Digital News Report for Mar 19 - Mar 25, 2017

1 message

Heather Conway <heather.conway@cbc.ca>
To: Nicole Durrant <nicole.durrant@cbc.ca>

20 April 2017 at 10:14

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

From: **Research Toronto** <restor@cbc.ca>
Date: Wed, Mar 29, 2017 at 4:00 PM
Subject: Weekly Online Digital News Report for Mar 19 - Mar 25, 2017
To: Research Toronto <ResTor@cbc.ca>

Facebook & Youtube Metrics and Charting for cbc.ca/news now added to the report attached.

Summary

Content

 **Digital News Report 2017 03-19 to 03-25.pdf**
1010K

Fwd: Thank you

1 message

Heather Conway <heather.conway@cbc.ca>
 To: Nicole Durrant <nicole.durrant@cbc.ca>

20 April 2017 at 14:27

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

From: **Emily Mills** <emily.mills@cbc.ca>

Date: Tue, Feb 28, 2017 at 12:38 PM

Subject: Re: Thank you

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

Cc: Susan Marjetti <susan.marjetti@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, BONNIE BROWNLEE <bonnie.brownlee@cbc.ca>

Thank you, Heather, for your note and message last night. Hope you met some great women! Thank you Jennifer, Susan, Bonnie (and Marissa) for support and leadership to execute on this with such incredible teams across the building.

HERstory in Black had a huge impact on me, this community of 150 black women, and a much broader audience that is still buzzing about the impact of hearing, watching and reading these stories on CBC Radio, Television and Digital platforms.

Even Prime Minister Justin Trudeau retweeted, along with a lovely message from Minister Joly. I will send a wrap up report soon through my manager Liana Peart.

Thanks again, Emily

On Mon, Feb 27, 2017 at 9:16 PM, Heather Conway <heather.conway@cbc.ca> wrote:

Hi Emily, Wow. I just wanted to take a moment to thank you for letting us and the CBC be a part of your dream.

It means a lot to us and I know I speak for all of us and many more not copied here when I say we hope it represents a beginning of things we can do together.

Enjoy this moment of incredible accomplishment and try to bask a little in it before you tackle the next steps! Cheers and thanks again, Heather.

4 attachments

HERstoryinblackfeedback1.png
182K

HERstoryinblackfeedback2.png
449K

21/04/2017 CBC Radio-Canada Mail - Fwd: Thank you - <https://mail.google.com/mail/u/0/?ui=2&ik=e1b20c15d2&view=pt&search=inbox&th=15b8c9e7fa4759ad&si...>

HERstoryinblackfeedback3.png
369K



TrudeauTweet_HERstoryinBlack.png
820K

44 mins · 🌐

As the last day of #BHM and the dawn of #WomensHistoryMonth, my heart is so full. To witness the celebration of 150 Black + Canadian + Women by the oldest and largest broadcast company in Canada--- there are no words that will do it justice.

Until you understand the history of Canada and its systemic issues, you may not fully understand what #HerStoryInBlack accomplished. Well done EM Mills and the village that helped make this a great success. The world tuned in last night to get a glimpse of the magnificence of Black Canadian Women.

Now let words of D'bi.young Anitafrika inspire you ladies, of all nationalities and walks of life, as you continue to write your story.

... added **7 new photos** — with

Just now · 

EM Mills Eugenia Olayinka last night was one of those things I will remember forever and tell my grandchildren about #herstoryinblack #Canada150 #grace #beauty #gifted #powerful #women

courage and tones of hard work that went into making tonight a reality. If I had to sum up tonight in one word it would be LOVE. Never have I been in a room with so many black women where I felt so much love and support, not just for me but for everyone. We literally did not want to leave the CBC building because it felt so good but also for fear that we would not experience this atmosphere again. As black women it is so important to continue to encourage one another so that we may continue to operate in excellence while reaching a hand out to better our communities and show the next generation what is possible. Thank you CBC for highlighting herstory and telling our stories so they may be forever woven into the fabric of our country.

#herstoryinblack

#howshehustles

TWEETS
13.6K

FOLLOWING
952

FOLLOWERS
2.94M

LIKES
62

MOMENTS
6

s.19(1)

Tweets

Tweets & replies

Media

Justin Trudeau Retweeted

@MPCelina · 10h

Fête #Canada150 🇨🇦 avec #herstoryinblack et 150 femmes noires incroyables. Merci @howshehustles et @CBCI

au

23rd Prime Minister
... Compte géré par
stre du Canada et

108

d videos

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Tom Mulcair
@ThomasMulcair

Worldwide Trends

#PancakeDay
62.4K Tweets

アキラ101
28.6K Tweets

A0064705_33-001340

now she hustles, Cheryl Hemsford, Genia K. Chavannes and Ann Vitale, M

6 61 232

CBC's ad-free proposal shakes up heritage discussion

Even some of CBC's supporters are critical of the plan the public broadcaster insists will help make it a leader in creative, technological innovation

SIMON HOUPT AND SUSAN KRASHINSKY

1698 Words

Friday, December 02, 2016

Globe and Mail Update

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At 4:29 p.m. last Tuesday, CBC News pushed out an e-mail alert notifying Canadians that they could watch Prime Minister Justin Trudeau announce his historic pipeline decision on cbcnews.ca. But in a ritual familiar to frustrated consumers of online video everywhere, viewers who clicked on a link in the alert were taken to the website – and promptly shown a 30-second ad for Tim Hortons before being granted access to the news conference feed.

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At a parliamentary hearing on Tuesday, Conservative MP Kevin Waugh said the proposal “blindsided everyone.” And while critics were agog at the broadcaster’s perceived chutzpah, CBC/Radio-Canada insisted it was only responding to Heritage Minister Mélanie Joly, who said last spring that “everything was on the table” in a massive review of the country’s \$48-billion broadcasting, media and cultural industries.

“This proposal really focuses our work back to being a strong public service broadcaster who is completely different in its content and programming from everything else you have out there,” said Hubert Lacroix, CBC/Radio-Canada’s president and chief executive officer, in an interview with *The Globe and Mail* this week.

The Canadian Heritage review comes as media organizations are in turmoil: Ad revenues are plummeting for traditional broadcasters and news organizations, while audiences are flocking to foreign-based online offerings that funnel relatively little money into domestic production. With a friendly government in office that has already increased annual funding by \$150-million after years of cuts by the Conservatives (and their Liberal predecessors), CBC/Radio-Canada has sniffed the wind and determined that now is the time to make its move.

The public broadcaster argues going ad-free will allow it to take bold creative risks akin to its well funded U.K. counterpart, the British Broadcasting Corporation, and create high-quality flagship TV programs for Canadians that can be exported to the rest of the world. But while the Platonic ideal of an ad-free CBC has its champions, even among some of its most dependable critics, the size of the proposed bill has many doing a double-take. And some are warning the unintended consequences could be disastrous, particularly in Quebec.

Advertising on CBC has a long and prickly history. A Senate report last year noted that, in the 1930s, the chairman of the then-new Canadian Radio Broadcasting Commission (which preceded the CBC) realized his "budget was far less than the \$2.5-million that had been recommended [by the government] and he reluctantly turned to advertising to help make up the difference." Decades later, CBC executives still argue they do not get enough government support to fulfill their mandate.

This has led them to beat the drums for their ad business. In 2007, former CBC/Radio-Canada president Robert Rabinovitch told a parliamentary committee that "advertising plays a very important role in keeping your nose to the grindstone in terms of your relationship to your audience." In 2011, Mr. Lacroix said there "is no good public policy reason to eliminate or seriously reduce advertising on the TV services of CBC/Radio-Canada. It does not detract from its public-broadcasting mandate."

But in recent years, with the business models of traditional media cratering and CBC expanding aggressively into online news and other digital services, executives at CBC's competitors have renewed calls for it to get out of the ad business. (Last month, Globe and Mail publisher Phillip Crawley, among others, told a Canadian Heritage committee that CBC's online news business amounted to unfair competition for a struggling sector.)

So, this week, Mr. Lacroix adjusted his long-time position on ads, noting that he made his 2011 comments at a time when the political landscape precluded additional government funding.

Now, he says the pursuit of advertising is a corrosive influence. "Even if it's not the major driver of decisions we make, with respect to programming, initiatives, partnerships, there is a genuine concern that everything we do has a commercial aspect to it and has to contribute to the revenue line of CBC/Radio-Canada in order for us to balance our budget and reinvest in the content we create every day."

Over the phone this week, Mr. Lacroix painted a picture of a public broadcaster that would be free to experiment in new forms – to be a leader in technological and creative innovation for the country's media sector.

(CBC is asking for an extra \$418-million annually: \$253-million in current ad revenue minus the \$40-million it currently spends on ad sales, \$105-million for content to fill the time currently taken up by ads and \$100-million to fund what it calls "new investments to face consumer and technology disruption.")

"The radio environment could change substantially," Mr. Lacroix suggested, citing experiments in podcasting and other storytelling forms.

Though CBC programs dozens of TV, radio and online services, the greatest changes would likely be to its traditional TV networks, where it spends the bulk of its money.

"When you do a story on a 30-minute window, a 60-minute window, you need crescendos, ups and downs, you need these peaks and valleys because you have ads and you have to exit and come back to it," Mr. Lacroix noted. Freed of those requirements, CBC can "challenge the authors to tell more complicated and different stories."

The binge-watching phenomenon has been driven by shows that rarely conform to the old models. Episodes of HBO's popular *Game of Thrones*, for example, run from 50 to 68 minutes rather than the conventional 44 minutes an hour, while Aziz Ansari's Netflix comedy series *Master of None* runs as long as 33 minutes, giving creators 50-per-cent more time to develop story and character. "I think we can actually move storytelling," Mr. Lacroix said.

Still, not even CBC's supporters are uniformly in favour of the new proposal.

Last month, a group of long-time former CBC employees calling themselves Public Broadcasting in Canada for the 21st Century submitted a report to Canadian Heritage with a series of recommendations that includes a ban on ads. But this week, one of the members said CBC doesn't need any additional government money. "They need to figure out what their priorities are, make some hard choices, learn to live within their budgets and then provide the programming that serves Canadians as citizens, not just as consumers," said Jeffrey Dvorkin, formerly the managing editor of CBC Radio News.

And the Association of Canadian Advertisers, an industry group representing companies that buy ads, has long opposed the notion of CBC going ad-free. Its position has not changed.

"It is a no-win situation. It's no-win for taxpayers, and it's not a win for advertisers," ACA president and chief executive Ron Lund said. Like Mr. Rabinovitch, he believes advertising keeps CBC accountable for producing quality programming, since attracting ad revenue depends on people actually watching the shows. "If they don't have the eyeballs, those programs die. They wouldn't die if the money just comes from taxpayers."

Mr. Lund also praised CBC's sponsorship activities, such as *Kraft Hockeyville*, which integrate advertisers within programming.

The ACA expects that some revenue would flow to other media companies, but not all. "If there is not programming that is going to give you incremental reach – just taking that money and putting it into more ads on the same programs [where advertisers are already investing] on other broadcasters' channels – all you're doing is increasing frequency [of ads seen by the same people], you're not actually increasing reach [to more people within the targeted audience,]" Mr. Lund said.

Judy Davey, a former media buyer and long-time marketing executive at Molson Coors Brewing Co., is concerned the impact would be particularly acute in Quebec, where media companies would suddenly face less competition in selling their airtime. "You're taking away the second-largest [audience] share advertising vehicle," said Ms. Davey, who is now vice-president of media policy and marketing capabilities at the ACA. "That would have a significant impact."

Broadcasting in Quebec is already more concentrated than in the rest of Canada. French-language TV stations owned by Quebecor Media Inc. accounted for roughly a third of the francophone TV audience in Quebec in 2014-15, according to the CRTC's latest Communications Monitoring Report. Bell Media Inc. has about an 18-per-cent share through its French specialty stations, but CBC/Radio-Canada is the second-largest conventional network by audience share, with also close to 18 per cent. The closest competitor after that is Remstar Corp., which owns the French-language network V as well as MusiquePlus, with an 8.7-per-cent share.

Not only would advertisers miss out on big-ticket shows such as *Bye Bye* – an annual satirical year-in-review show on Radio-Canada that drew almost four million viewers last year – but also the unique local and regional reach across the network. “An advertiser could only get the certain reach through some of the programs that they have in Quebec,” Ms. Davey said.

Mr. Lacroix, though, is bullish. Asked to rate how essential the proposal is, on a scale of one to 10, he said simply: “It’s the most important piece of strategy and vision that we’ve put out in a very long time.”

And if the government doesn’t go along with that vision? “Then we will continue pushing for the public broadcaster, supporting it and trying to bring everybody back to the funding model for conventional broadcasters in this country – not only ours, CTV, TVA, V, Global, City – everybody has the same challenges right now. And unless you bring a solution to the whole of the market, Canadians are not going to be as well served as they are now.”

Follow this link to view this story on globeandmail.com:

<http://www.theglobeandmail.com/report-on-business/cbcs-ad-free-proposal-shakes-up-heritage-discussion/article33186433/> The viewing of this article is only available to Globe Unlimited subscribers.

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Phillip Crawley, Publisher

Fwd: Globe story

1 message

Heather Conway <heather.conway@cbc.ca>

25 April 2017 at 12:08

To: Nicole Durrant <nicole.durrant@cbc.ca>

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

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

Date: Fri, Dec 2, 2016 at 11:15 PM

Subject: Globe story

To: ALLISON MACLACHLAN <allison.maclachlan@cbc.ca>, Alex Johnston <alex.johnston@cbc.ca>, "Bergeron, Guylaine" <guylaine.bergeron@radio-canada.ca>, "Duquette, Stephanie" <stephanie.duquette@radio-canada.ca>, Emma Bédard <emma.bedard@radio-canada.ca>, Heather Conway <heather.conway@cbc.ca>, "Keay, Jeff" <jeff.keay@cbc.ca>, "Lacroix, Hubert T" <ht.lacroix@cbc.ca>, Louis Lalande <louis.lalande@radio-canada.ca>, Martine Menard <martine.menard@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>

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

From:

Date: Fri, Dec 2, 2016 at 11:02 PM

Subject: RE: I see the article is behind our paywall

To: Chuck Thompson <chuck.thompson@cbc.ca>

Inserted below as text, and attached as Word doc.

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Kate Taylor: Ad-free CBC could serve as a rallying point for Canadian creativity

John Doyle: Dismantling or diminishing CBC is the most elitist position of all

Konrad Yakabuski: The CBC has lost its way

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26/04/2017 CBC Radio-Canada Mail - Fwd: Globe story - <https://mail.google.com/mail/u/0/?ui=2&ik=e1b20c15d2&view=pt&search=inbox&th=15ba5dee42...>

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Phillip Crawley, Publisher

From: Chuck Thompson [chuck.thompson@cbc.ca]
Sent: Friday, December 02, 2016 10:39 PM
To:
Subject: Re: I see the article is behind our paywall

I would appreciate that, thanks

<https://mail.google.com/mail/u/0/?ui=2&ik=e1b20c15d2&view=pt&search=inbox&th=15ba5dee42b76693&siml=15ba5dee42b76693>


3/4

A0064705_40-001347

26/04/2017 CBC Radio-Canada Mail - Fwd: Globe story - <https://mail.google.com/mail/u/0/?ui=2&ik=e1b20c15d2&view=pt&search=inbox&th=15ba5dee42...>

Sent from my iPhone

> On Dec 2, 2016, at 10:24 PM, wrote:
>
> Not to put you on the spot, but - do you need me to send it to you ?
>
>

 **Globe and Mail article on ad-free CBC.doc.docx**
18K

**Pages 1349 to / à 1431
are withheld pursuant to section
sont retenues en vertu de l'article**

68.1

**of the Access to Information Act
de la Loi de l'accès à l'information**

**RING IN THE NEW YEAR WITH AWARD-WINNING COMEDIAN
RON JAMES IN HIS LATEST CBC SPECIAL,
*RON JAMES: TRUE NORTH***

Friday, December 30 at 9 p.m. (9:30 NT) on CBC

(For immediate release – December 16, 2016 – Toronto, ON) – Look back and laugh at the year that was on **Friday, December 30 at 9 p.m. (9:30 p.m. NT)** with award-winning comedian Ron James in his ninth one-hour comedy special, **RON JAMES: TRUE NORTH**, filmed in one of James' favourite towns, Kingston, Ontario. An encore broadcast of the much-anticipated special will air on **Sunday, January 1 at 9 p.m. (9:30 p.m. NT)** on CBC.

TRUE NORTH finds Ron James and his poetically charged brand of funny searching for slivers of sanity in a year so categorically 'cuckoo' that he watched dumbstruck as just about every nation on earth but Canada went "to hell in a hand cart." James sends up Britain and their 'Brexit' decision and also shares his comedically-candid views on the results of the US presidential election.

As Canada approaches its 'sesquicentennial,' James examines why the country's international reputation has never been more stellar with particular focus on Mr. Sunny Ways himself, Justin Trudeau.

Looking at the year in review, James weighs in on an eclectic tableau of subjects from the legalization of marijuana to Pokemon Go; ridiculous bathroom laws in North Carolina to indigenous water rights; the Rio Olympics as well as the role certain figures in Canadian history have played in forging Canada's national identity.

James also addresses what he considers the 'elephant in the room' for 2016 – the ascension of Donald Trump to the most powerful office in the world – sparing no mercy as only Ron James can.

Ultimately, **TRUE NORTH** is a rollicking, impassioned and sometimes ribald celebration of Canada at its 150th year.

CBC: cbc.ca/mediacentre

Facebook: facebook.com/RonJamesComedy

Twitter: [@theronjamesshow](https://twitter.com/theronjamesshow)

Instagram: [@ronjamescomedy](https://instagram.com/ronjamescomedy)

-30-

For further information, interviews or a screener:

Jill Spitz, Publicist (416) 482-1370 jillspitz@rogers.com

Simon Bassett, Publicist, CBC (416) 205-8533 simon.bassett@cbc.ca

Fwd: RING IN THE NEW YEAR WITH AWARD-WINNING COMEDIAN RON JAMES IN HIS LATEST CBC SPECIAL, RON JAMES: TRUE NORTH

1 message

Heather Conway <heather.conway@cbc.ca>
To: Nicole Durrant <nicole.durrant@cbc.ca>

25 April 2017 at 12:06

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

From: **Simon Bassett** <simon.bassett@cbc.ca>

Date: Fri, Dec 16, 2016 at 10:30 AM

Subject: RING IN THE NEW YEAR WITH AWARD-WINNING COMEDIAN RON JAMES IN HIS LATEST CBC SPECIAL, RON JAMES: TRUE NORTH

To:

The following press release was issued this morning regarding the new Ron James special airing Dec. 30 and Jan. 1 on CBC:

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 **RON JAMES - TRUE NORTH- New Year's Special - FINAL.pdf**
159K

Speaking points for Board Members

- Back in April the Minister launched a series of consultations with Canadians on the future of Canadian content in a digital world. She made it clear that “everything was on the table”.
- This gave CBC/Radio-Canada a unique opportunity to envision a stronger future the public broadcaster, where it can become an anchor at the heart of a stronger and more vibrant creative and cultural economy in Canada.
- On Monday, Nov 24, CBC/Radio-Canada officially launched its vision publically and with Canadians:
 - www.future.cbc.ca
 - www.avenir.radio-canada.ca
- The paper is generating a lot of attention/coverage:
 - Extensive coverage in all national dailies in English and French, regional and national broadcast media, and on social media.
 - First wave of coverage strictly factual. Reaction is becoming more positioned and we expect that to continue. Balance of positive and negative, tending towards neutral/positive.
 - There is much support for the position - even among our critics - though most are calling for more discussion.
- In broad strokes, here’s what the vision puts forward:
 - Canada should develop a cohesive cultural investment strategy, engaging all of the countries creators and creative industries, similar to what Britain accomplished with its “Creative Britain” initiative. Britain’s Creative Industries Task Force generated impressive results, and the BBC was at the heart of their success.
 - CBC/Radio-Canada can play a key role in supporting a similar strategy in Canada by;
 - anchoring a strong and vibrant cultural ecosystem to strengthen our creative economy;
 - deepening our engagement with Canadians;
 - partnering more closely with Canada’s creators, creative communities and culture institutions to create even more great Canadian content; and
 - promoting Canadian content to the world.
 - To allow that to happen we recommend removing advertising from CBC/Radio-Canada. This would allow the broadcaster to focus squarely on the cultural impact of our mandate. It would also free up advertising revenue to help private media companies transition to a digital environment.
 - For CBC/Radio-Canada to become an ad-free public broadcaster, we recommend increasing per person funding to CBC/Radio-Canada to \$46 – an increase of \$12 per Canadian. This would enable CBC/Radio-Canada to remove advertising from its services, complete its transformation, and strengthen Canada’s creative economy. This amount reflects the (inflation adjusted) per person funding increase recommended by the Standing Committee on Canadian Heritage in 2008.

- The focus in the coming weeks and months will be on advocating for this vision and helping Canadians imagine Canada as a cultural powerhouse and a cultural and creative economy made stronger by the work we do.