

From: Lorene Sousa
To: Lorene Sousa
Date: 11/16/2012 12:23 PM
Subject: Fwd: 150 info for ATI

>> Judy Mann 11/8/2012 9:04 AM >>>

John needs to be involved in this conversation since we need to determine all needs / costs for 150.

Judy

Senior Manager
Sponsorships, Events and Public Engagement
CBC

Please forgive any Blackberry typos.

-----Original Message-----

From: Darryl Rowan
Cc: Sarah Yee <Sarah.Yee@CBC.CA>
To: Judy Mann <Judy.Mann@CBC.CA>

Sent: 11/8/2012 9:01:33 AM
Subject: Re: Contract for Peter MacLeod

Thanks Judy,

Will you be putting together a budget for this fiscal and next fiscal so we know what to project?

d.

Darryl Rowan
CBC Communications, Marketing, and Brand
(416) 205-3991
darryl.rowan@CBC.ca

18(a)

18(b)

>>> Judy Mann 11/7/2012 6:43 PM >>>

The activities will grow in the new year, especially starting February.

21(1)(b)

Judy

>>> Sarah Yee 11/7/2012 8:32 AM >>>

Darryl - can you please give Vaska the budget number for the contract creation.

thanks
sarah

>>> Darryl Rowan Tuesday, November 06, 2012 >>>
Hi Sarah,

Judy let me know if this is still accurate.

Thanks,
D.

Darryl Rowan
CBC Communications, Marketing, and Brand
(416) 205-3991
darryl.rowan@CBC.ca

18(a)
18(b)
21(1)(b)

>>> Sarah Yee 11/6/2012 5:49 PM >>>
Judy,

Thanks
Sarah

>>> JOHN WIMBS Friday, October 05, 2012 >>>
It is from Communications at this time.

John Wimbs
Director of Publicity & Public Relations, CBC
(416) 205-7902 office
cell 19(1)

Twitter

Seen CBC Live? www.cbc.ca/live

>>> Sarah Yee 10/5/2012 10:19 AM >>>
Vaska - can you please assist John.

John - is this hire coming from our budget or is the project (ie. Corporate) paying for it ?

>>> JOHN WIMBS Friday, October 05, 2012 >>>
Bridget has approved a consultant for my 2017/Canada 150 project, and I need to prepare a contract for him. Please let me know what you need and I will provide. I have not done this before.. not sure. Thanks!

John Wimbs
Director of Publicity & Public Relations, CBC
(416) 205-7902 office
cell

19(1)

Twitter

Seen CBC Live? www.cbc.ca/live

From: Bridget Hoffer
To: Guylaine Bergeron
Date: 9/26/2012 11:56 AM
Subject: Canada 150

Hi Guylaine,

Based on our conversation, I'm setting up a meeting on October 10th to discuss Canada 150. Looking forward to sorting this out and getting your input.

Best,

Bridget

From: Kathryn Stephens
To: Bridget Hoffer; David Jang; DAVID OILLE; Guylaine Bergeron; James Se...
CC: Joyce Wu; Kathryn Stephens; OLGA BIANCHI; STACIE KORN; Suzanne Franc...
Date: 10/10/2012
Time: 1:00 PM - 2:00 PM
Subject: Canada 150
Place: 7C400 (Toronto)/ Dial-in: 1.866.440.8926, 416.343.2651 ID#

7C400 (Toronto)

Dial-in: 1.866.440.8926 or 416.343.2651
ID#:

16(2)

Kathryn Stephens
Executive Assistant to Bridget Hoffer
Communications, Marketing and Brand
x7336 - T 416 205 7336 - F 416 205 7635
kathryn.stephens@cbc.ca

From: Martine Menard
To: JOHN WIMBS
CC: Bridget Hoffer, Pascale Montminy
Date: 10/16/2012 8:09 AM
Subject: Re: Next meeting. 150

Merci.

-----Original Message-----

From: JOHN WIMBS <john.wimbs@cbc.ca>
Cc: Bridget Hoffer <Bridget.Hoffer@CBC.CA>
To: Martine Menard <Martine.Menard@CBC.CA>
Cc: Pascale Montminy <Pascale.Montminy@RADIO-CANADA.CA>

Sent: 10/16/2012 8:04:59 AM
Subject: Re: Next meeting. 150

Yes! Looks like Oct 26 in Montreal. I will send an invitation. Thank you!

John Wimbs
Director of Publicity & Public Relations, CBC
mobile
office 416-205-7902
Twitter

19(1)

Seen CBCLive? www.CBC.ca/live
Where Canada clicks with the stars!

Sent from my iPad

On 2012-10-16, at 7:58 AM, "Martine Menard" <Martine.Menard@CBC.CA> wrote:

> Hey. Can you make sure that Pascale is invited to the next meeting on this initiative. Thanks.

From: JOHN WIMBS <john.wimbs@cbc.ca>
To: Bill.Chambers@CBC.CA
CC: Bridget.Hoffer@CBC.CA
Date: 10/19/2012 5:02 PM
Subject: Re: 150

Bill - all good for the meeting next Friday. I will send an update over the weekend (attendees, agenda, etc). All the best. John

John Wimbs
Director of Publicity & Public Relations, CBC
mobile
office 416-205-7902
Twitter

19(1)

www.CBC.ca/live
Where Canada clicks with the stars!

Sent from my iPhone

On Oct 19, 2012, at 4:58 PM, "Bill Chambers" <Bill.Chambers@CBC.CA> wrote:

> Hi John,
> Can you let me know how you are making out next week?
> Thanks and have a great weekend,
> B

From: OLGA BIANCHI
To: Bill Chambers; Bridget Hoffer; JOHN WIMBS
CC: ALLISON MCALEER; Kathryn Stephens; OLGA BIANCHI; Tanya Chamberot
Date: 11/1/2012
Time: 4:00 PM - 4:30 PM
Subject: Canada 150/2017 Starts Now Update
Place: Telephone Conference

Hello All,

Local Dial-In Number: (416) 343-0138
Toll-free Dial-In Number: 1-866-602-5089
Conference ID:
Moderator ID:

16(2)

Thanks!

Olga Bianchi
Executive Assistant to John Wimbs
Communications, Marketing and Brand
x7105 - T 416-205-7105 - F 416-205-7635
olga.bianchi@cbc.ca

From: Bill Chambers
To: WIMBS, JOHN
CC: Hoffer, Bridget, MCALEER, ALLISON
Date: 10/24/2012 10:05 PM
Subject: Re: 150

Thanks John. Let me know how it goes.
Cheers,
Bill

-----Original Message-----

21(1)(a)

From: JOHN WIMBS
To: Chambers, Bill <Bill.Chambers@CBC.CA>
Cc: Hoffer, Bridget <Bridget.Hoffer@CBC.CA>
Cc: MCALEER, ALLISON <ALLISON.MCALEER@CBC.CA>

21(1)(b)

Sent: 24/10/2012 9:10:25 PM
Subject: Re: 150

Hi, Bill. I got a message that you were asking about the Montreal meeting this week. It is the follow-up meeting we discussed as next steps at the 2017 Starts Now meeting in Toronto on October 10. We

Pascale will be joining the conversation as a representative from Ottawa.

We will be discussing basically the same agenda items put forth for the Toronto meeting. Having had follow-up conversations with James and Marc at the Oct 11 conference day I am confident we will find a way to make this work.

Let me know if you need more info at this time. All the very best.

John

=====
John Wimbs
Director of Publicity, CBC
Communications, Brand & Promotion
(416) 205-7902 office
cell

19(1)

Please update e-mail:
john.wimbs@cbc.ca

>>> Bill Chambers 10/19/2012 4:58 PM >>>

Hi John,

Can you let me know how you are making out next week?

Thanks and have a great weekend,

B

From: Peter MacLeod
To:
CC: JOHN WIMBS <JOHN.WIMBS@CBC.CA>, DAVID OILLE <david.oille@CBC.ca>, Morwen...
Date: 9/26/2012 3:27 PM
Subject: 2017 Starts Now Update #1

Dear friends,

This is just a quick update to confirm that the following cities have been selected to host 2017 Starts Now Conferences, beginning in January 2013:

We would also like to propose a day-long meeting next month in Ottawa to accelerate our planning for these events, and to give everyone a chance to meet face-to-face.

We would like to suggest two dates for this meeting: October 25 and Nov 1. Please let us know whether you or a representative from your organization will be available on each date and which date you would prefer.

The meeting will run from 10 until 4, with dinner to follow at 6pm.

Lastly, we'd like your suggestions for additional partners to welcome to this initiative.

Currently we are very happy to have on board:

Institute for Canadian Citizenship
YMCAs of Canada
Community Foundations of Canada

20(1)(b)

21(1)(a)

Historica-Dominion Institute
imagination150 Calgary
TransCanada Trail
Prince Edward Island 2014
Institute for the Public Administration of Canada

We will be inviting additional partners over the coming week, particularly with an emphasis on national and regional cultural and civic organizations. There are many natural candidates and your suggestions are very welcome. We want this to be a big tent.

Thanks and best,

Peter MacLeod
Principal, MASS LBP

John Wimbs
Head of Publicity and Public Affairs, CBC

From: Peter MacLeod <
To: JOHN WIMBS <JOHN.WIMBS@CBC.CA>
Date: 10/31/2012 10:12 AM
Subject: Re: Canada's 150

19(1)

Perfect

Peter MacLeod | Principal, MASS LBP
From my phone.

On 2012-10-31, at 9:37 AM, "JOHN WIMBS" <JOHN.WIMBS@CBC.CA> wrote:

> FYI
>
> John Wimbs
> Director of Publicity & Public Relations, CBC
> mobile
> office 416-205-7902
> Twitter
>
> www.CBC.ca/live
> Where Canada clicks with the stars!

>
> Sent from my iPhone
>
> Begin forwarded message:

>
>> From: "Martine Menard" <Martine.Menard@CBC.CA>
>> Date: October 31, 2012, 9:12:13 AM EDT
>> To: "JOHN WIMBS" <JOHN.WIMBS@CBC.CA>
>> Cc: "Bill Chambers" <Bill.Chambers@CBC.CA>, "Pascale Montminy" <Pascale.Montminy@RADIO-CANADA.CA>
>> Subject: Canada's 150

21(1)(b)

>> Hey there - as mentioned to you I attended a Department of Canadian Heritage Portfolio Communications Meeting - this is basically a meeting of all Agencies, Crowns reporting to Moore - museums, CRTC, National Film Board, Telefilm, NAC ect...

>>
>> On the agenda was a presentation by Denis Racine, Executive Director, Major Events and Celebrations, Heritage Canada. Canada's 150 Celebrations falls under his responsibility. He mentioned that they are developing the overall approach/strategy for the 150th. Did not confirm when they would have a plan to share. After his presentation, we did a round table and all were asked to confirm plans in development to commemorate the celebrations. For most participants around the table - there is obviously a commitment but most are still very much in the very early stages of planning/reflection.

>>
>> I presented our initiative - very high level presentation. Overall objectives and approach. No comments or questions afterwards.

will give Sarah's business coordinates to Pascale. Can you make sure that we include her for the November 30th meeting. I assume Pascale will also be attending this meeting.....THANKS

>>
>>

>>

>>

>>

>>

>> Martine MÃ©nard

>> Senior Director / PremiÃ¨re directrice

>> Corporate Communications / Communications institutionnelles

>> (613) 288-6184

>> martine.menard@cbc.ca

>> <IMAGE.BMP>

CBC 150 Partners	RSVPS NOV 30	Status	Contact	Position	Email	CC1	CC2	RSVPS NOV 30
Institute for Canadian Citizenship	Yes,	Confirmed						Yes /
YMCAs of Canada	Yes	Confirmed						Yes
Community Foundations of Canada	Yes	Confirmed						Yes -
	Yes	Confirmed						Yes
Historica-Dominion Institute	Yes / Or another rep	Confirmed						Yes
Imagination150 Calgary	Yes	Confirmed						Yes / Or another rep
TransCanada Trail	Yes	Confirmed						Yes
Prince Edward Island 2014		Confirmed						Yes
Institute for the Public Administration of Canada	?	In discussion						?
	Yes	In discussion						?
	?	Emailed, no reply						Yes
	?	To contact (PM)						?
	?	Confirmed						?
	?	Confirmed						?
		To contact						
		HDI to contact						
		HDI to contact						
	Probably	Confirmed as informal partner						Or
	Yes	Contacted/Confirmed						Yes
	Yes	Confirmed						
		Not confirmed / in discussion						

John Wimbs to Confirm

CBC Staff?

Marlene Menard

John

Sarah

Judy

David Oille

David

19(1)

21(1)(a)

21(1)(b)

20(1)(b)

From: Sarah Carney
To:
CC: DAVID OILLE
Date: 11/5/2012 4:25 PM
Subject: Re: Nov 30 Partner list - RSVPs as they stand

Sounds great I will call you tomorrow at 10 a.m. ET/11 a.m. AT.

Sarah

>>> 11/5/2012 4:11 PM >>>
Hi Sarah,

A pleasure speaking with you too! I do have 20 minutes to talk tomorrow morning. How is 11 am Atlantic time (10 am Toronto time).

You can reach me any time on email and at my 416 number, my cell - That's your best bet.
My landline / home phone

Best,

MASS LBP
392A King Street
Toronto, M5A 1K9
masslbp.com

MASS Is reinventing public consultation.

On 2012-11-05, at 5:07 PM, Sarah Carney wrote:

Thank you It was a pleasure speaking with you today. Would you mind sending me your contact information?

Would you happen to have 20 minutes to talk tomorrow morning? David is away but it would be great to discuss the potential agenda before making contact with the NAC/NCC

Looking forward to working with you. Please see my contact details below.

Sarah

Communications Officer
Communications, Marketing & Brand

Canadian Broadcasting Corporation
o: 416 205 2599
<Mail Attachment.bmp>

Questions about employee communications? Check our FAQ (<https://io.cbc.ca/io/content/content.aspx?folderId=4233&contentId=62799&locale=4105>) for the answers!

>>>

11/5/2012 4:00 PM >>>

Hello everyone,

As promised, here is the list of partners who responded to the save the date email which I sent a few weeks ago. I will follow up with those who didn't respond when we circulate the letter.

In the meantime, is there anyone missing that we want to include?

All the best,

19(1)

20(1)(b)

21(1)(a)

From: JOHN WIMBS <john.wimbs@cbc.ca>
To:
CC: Sarah.Carney@CBC.CA, DAVID.OILLE@CBC.CA
Date: 11/5/2012 9:01 PM
Subject: Re: Nov 30 Partner list - RSVPs as they stand

I will do my best to make introductory calls to

Thank you!!

John Wimbs
Director of Publicity & Public Relations, CBC
mobile
office 416-205-7902
Twitter

19(1)

www.CBC.ca/live
Where Canada clicks with the stars!

Sent from my iPhone

On Nov 5, 2012, at 4:12 PM,
wrote:

> Hi Sarah,
>
> A pleasure speaking with you too! I do have 20 minutes to talk tomorrow morning. How is 11 am
Atlantic time (10 am Toronto time).
>
> You can reach me any time on email and at my 416 number, my cell - That's your best
bet. My landline / home phone is

>
> Best,
>
>
>
>
>
> MASS LBP
> 392A King Street
> Toronto, M5A 1K9
> masslbp.com
>
> MASS Is reinventing public consultation.
>
>
> On 2012-11-05, at 5:07 PM, Sarah Carney wrote:
>
>>
>> Thank you It was a pleasure speaking with you today. Would you mind sending me your
contact information?
>>
>> Would you happen to have 20 minutes to talk tomorrow morning? David is away but it would be great
to discuss the potential agenda before making contact with the NAC/NCC
>>
>> Looking forward to working with you. Please see my contact details below.

>> 19(1)

>> Sarah

>>

>>

20(1)(b)

>>

>> Communications Officer

>> Communications, Marketing & Brand

>> Canadian Broadcasting Corporation

>> o: 416 205 2599

>> <Mail Attachment.bmp>

>>

>> Questions about employee communications? Check our FAQ for the answers!

>>

>>

>> >>> 11/5/2012 4:00 PM >>>

>> Hello everyone,

>>

>> As promised, here is the list of partners who responded to the save the date email which I sent a few weeks ago. I will follow up with those who didn't respond when we circulate the letter.

>>

>> In the meantime, is there anyone missing that we want to include?

>>

>> All the best,

>>

>

From:
To: JOHN WIMBS <JOHN.WIMBS@CBC.CA>
CC: DAVID OILLE <DAVID.OILLE@CBC.CA>, Sarah Carney <Sarah.Carney@CBC.CA>, Pe...
Date: 11/6/2012 9:17 AM
Subject: Draft 2017 partner letter - November 6
Attachments: Draft CBC Partner Letter_Nov6.docx; Part.002

Good morning all,

Here is a draft letter to the partners for review, as promised.

All the best.

19(1)

21(1)(a)

21(1)(b)

Draft CBC Partner Letter – Draft November 6, 2012 - MM

}

Sincerely,

Current Partners

21(1)(a)

21(1)(b)

From: JOHN WIMBS <john.wimbs@cbc.ca>
To:
CC: Sarah.Carney@CBC.CA, DAVID.OILLE@CBC.CA,
Date: 11/6/2012 1:29 PM
Subject: Re: Draft 2017 partner letter - November 6

Thanks everyone. I finally had a chance to read this. Great work and thank you so much!

John Wimbs
Director of Publicity & Public Relations, CBC
mobile
office 416-205-7902
Twitter

www.CBC.ca/live
Where Canada clicks with the stars!

19(1)

Sent from my iPhone

20(1)(b)

On Nov 6, 2012, at 12:08 PM,
wrote:

21(1)(b)

21(1)(a)

> Hello all,
>
> Edits are perfect.
>

>
> Best,
>
>
>
>
>
>
>
> MASS LBP
> 392A King Street
> Toronto, M5A 1K9
> masslbp.com
>

> MASS Is reinventing public consultation.
>
>

> On 2012-11-06, at 1:01 PM, Sarah Carney wrote:
>

>>
>> Hi
>>

>> It was great speaking with you this morning. Please see attached draft with a few suggested edits for your consideration.
>>

>> David Oille has added his comments,
John may be able to advise us on this matter.

>>
>> I wonder if we can add John's name/title and David's name/title to the bottom of this letter as a cc?

>>
>> John Wimbs
>> Director of Publicity & Public Relations
>> Communications, Marketing and Brand
>> CBC English Services
>> T: 416-205-7902
>> C: .
>> john.wimbs@cbc.ca
>> David Oille
>> Senior Manager, Public Relations
>> Communications, Marketing and Brand
>> CBC English Services
>> T: (416) 205-3191
>> C:
>> david.oille@cbc.ca

19(1)

21(1)(a)

>> Please do not hesitate to contact me with any questions.

>> Sincerely,
>> Sarah

>> >>> 11/6/2012 9:16 AM >>>

>> Good morning all,

>> Here is a draft letter to the partners for review, as promised.

>> All the best,

>> <Draft%20CBC%20Partner%20Letter_Nov6_rvDO.docx>

>

CBC  Radio-Canada

From: Sarah Carney
To: Peter MacLeod
CC: DAVID OILLE; JOHN WIMBS
Date: 11/6/2012 2:52 PM
Subject: Re: Draft 2017 partner letter - November 6
Attachments: Electronic Letterhead.DOCX

19(1)

21(1)(a)

20(1)(b)

Thank you Peter: I have attached CBC letterhead in a word doc for the final draft.

Sincerely,
Sarah

>>> Peter MacLeod · 11/6/2012 1:19 PM >>>
Agreed it should come from John on CBC letterhead.

P.

Peter MacLeod
Principal, MASS LBP

392A King St. East
Toronto, ON M5A 1K9
T: (416) 833-3194
TF / F: (800) 369-7136

MASS LBP is reinventing public consultation

On 2012-11-06, at 12:08 PM,

wrote:

Hello all,

Edits are perfect.

Best,

19(1)

21(1)(a)

20(1)(b)

MASS LBP
392A King Street
Toronto, M5A 1K9
masslbp.com

MASS Is reinventing public consultation.

On 2012-11-06, at 1:01 PM, Sarah Carney wrote:

Hi

It was great speaking with you this morning. Please see attached draft with a few suggested edits for your consideration.

David Oille has added his comments,
advise us on this matter.

John may be able to

I wonder if we can add John's name/title and David's name/title to the bottom of this letter as a cc?

John Wimbs
Director of Publicity & Public Relations
Communications, Marketing and Brand
CBC English Services
T: 416-205-7902

C:
john.wimbs@cbc.ca

19(1)

David Oille
Senior Manager, Public Relations
Communications, Marketing and Brand
CBC English Services
T: (416) 205-3191

21(1)(a)

C:
david.oille@cbc.ca

Please do not hesitate to contact me with any questions.

Sincerely,
Sarah

>>>

11/6/2012

9:16 AM >>>

Good morning all,

Here is a draft letter to the partners for review, as promised.

All the best,

<Draft%20CBC%20Partner%20Letter_Nov6_rvDO.docx>

From: Sarah Carney
To:
CC: DAVID OILLE; JOHN WIMBS; Peter MacLeod
Date: 11/6/2012 3:12 PM
Subject: Re: Draft 2017 partner letter - November 6

Thank you I will send the letter to translation. Would you like the the timeline on the second sheet to be translated as well?

Sarah

>>>

11/6/2012 3:06 PM >>>

You read my mind Sarah! I was about to send you a cleaned up version of the text.

Here it is once more on the letterhead, please check signatures. I hesitate to ask, but might it be a good idea to send this to translation so we have a bilingual version?

M.

From: Sarah Carney
To: MONTREAL TRADUCTION
CC: DAVID OILLE
Date: 11/6/2012 3:13 PM
Subject: For translation: Draft 2017 partner letter - November 6
Attachments: CBC Partner Letter_Nov6 Revised.docx

Hi there,

Would you please translate the attached document? We hope to send it out tomorrow afternoon.

Many thanks,
Sarah Carney

21(1)(a)

21(1)(b)



Sincerely,

John Wimbs
Director of Publicity & Public Relations, CBC

cc: David Oille, Senior Manager, Public Relations, CBC

Current Partners

21(1)(a)

21(1)(b)

From: DAVID OILLE
To: Bill Chambers; Bridget Hoffer; David Jang; Guylaine Bergeron; James ...
CC: Joyce Wu; Kathryn Stephens; OLGA BIANCHI; STACIE KORN; Suzanne Franc...
Date: 10/9/2012 6:07 PM
Subject: RE-SEND: "2017 Starts Now" - Files for Oct 10 meeting / « 2017 Débute maintenant » - Documents pour la réunion du 10 octobre
Attachments: 2017 Starts Now Agenda.docx; 2017 Starts Now Agenda_tf.docx; 150cbcdeckb.pdf; 150cbcdeck-tf.pdf

** Confidential **

Good afternoon,

Attached for your reference are documents in advance of tomorrow's "2017 Starts Now" meeting.

Please note that printed copies will be provided at the meeting.

Bonjour,

Ci-joint pour votre référence sont des documents à l'avance de la réunion de demain concernant « 2017 Débute maintenant ».

S'il vous plaît noter que des copies seront imprimées lors de la réunion.

Regards / Cordialement,

David Oille

Senior Manager, Public Relations
Communications, Marketing and Brand

CBC English Services

T: (416) 205-3191

C:

david.oille@cbc.ca

19(1)

“2017 STARTS NOW” MEETING

CBC Broadcast Centre, Toronto / Board Room 7C400 / October 10, 2012 / 1 – 2 pm

Attending:

- Bill Chambers, Martine Menard, Pascale Monminy
- Guylaine Bergeron, James Selfe, Marc Pichette, Suzanne Francoeur
- Bridget Hoffer, Nancy Boyle, Mary-Jo Osborn, John Wimbs, Tim Knapp, David Jang, David Oille

MEETING OBJECTIVE

The purpose of this meeting is to confirm the proposed dates for the “2017 Starts Now” cross-country conferences, to establish budgets/resources, administrative structure, conference objectives/agendas, and develop a process that will ensure an on-going, inclusive/collaborative communication between all CBC/Radio-Canada participants.

AGENDA

1. **Welcome/Introductions**
2. **Recap/Overview**
3. **Conference Locations/Dates/Themes**
4. **Process/Admin Structure**
5. **Conference Agenda/Template**
6. **Interactive Component**
7. **Resources**
 - Budget
 - Venues
 - staffing
8. **Partners**
 - Review current
 - Process for on-boarding new
9. **Critical Dates**
10. **Communications Roll Out**
11. **Next Steps**
 - Announcement of Conference Locations
 - Partners meeting in Ottawa

"2017 STARTS NOW" CROSS-CANADA CONFERENCES

Proposed Dates & Themes

Rencontre « 2017 DÉBUTE MAINTENANT »

Centre de radiodiffusion de CBC/Radio-Canada à Toronto, salle de conférence 7C400, le
10 octobre 2012, de 13 h à 14 h

Personnes présentes :

- Bill Chambers, Martine Ménard, Pascale Montminy
- Guylaine Bergeron, James Selfe, Marc Pichette, Suzanne Francoeur
- Bridget Hoffer, Nancy Boyle, Mary-Jo Osborn, John Wimbs, Tim Knapp, David Jang, David Oille

OBJECTIF DE LA RENCONTRE

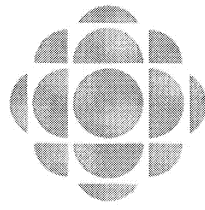
Cette rencontre a pour buts de confirmer les dates proposées pour les conférences pancanadiennes « 2017 débute maintenant », d'établir le budget et les ressources nécessaires, ainsi que la structure administrative, les objectifs et l'ordre du jour des conférences, et de développer un processus qui assurera une communication et une collaboration inclusives et constantes entre tous les participants de CBC/Radio-Canada.

ORDRE DU JOUR

1. **Mot de bienvenue/présentations**
2. **Récapitulation/aperçu**
3. **Lieux/dates/thèmes des conférences**
4. **Processus/structure administrative**
5. **Ordre du jour/modèle**
6. **Éléments interactifs**
7. **Ressources**
 - Budget
 - Lieux
 - Dotation en personnel
8. **Partenaires**
 - Examen des partenariats actuels
 - Processus pour nouer de nouveaux partenariats
9. **Dates à retenir**
10. **Déploiement des communications**
11. **Étapes suivantes**
 - Annonce des lieux où seront tenues les conférences
 - Rencontre des partenaires à Ottawa

CONFÉRENCES PANCANADIENNES « 2017 DÉBUTE MAINTENANT »

Dates et thèmes proposés



Canada 150

Conferences

Celebrating Canada's Sesquicentennial / Fifty years back, fifty years forward



Canada 150

Conferences

21(1)(a)

21(1)(b)

Taking stock of 50 years, and thinking about the next 50 years to come

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20(1)(b)
21(1)(a)
21(1)(b)

Staff Resources / Functions
Publicity and Public Relations
Project & Partnership Coordinator
Program Development
Revenue
Design
Web

With assistance from:
MASS LBP

Staff Resources / Functions
Conference Coordinator
Local Publicity and Public Relations
Local Program Development
Local bilingual hosts & facilitators

TransCanada Trail
Prince Edward Island 2014
Institute for the Public Administration of Canada

Partners to Date
Institute for Canadian Citizenship
YMCAs of Canada
Community Foundations of Canada

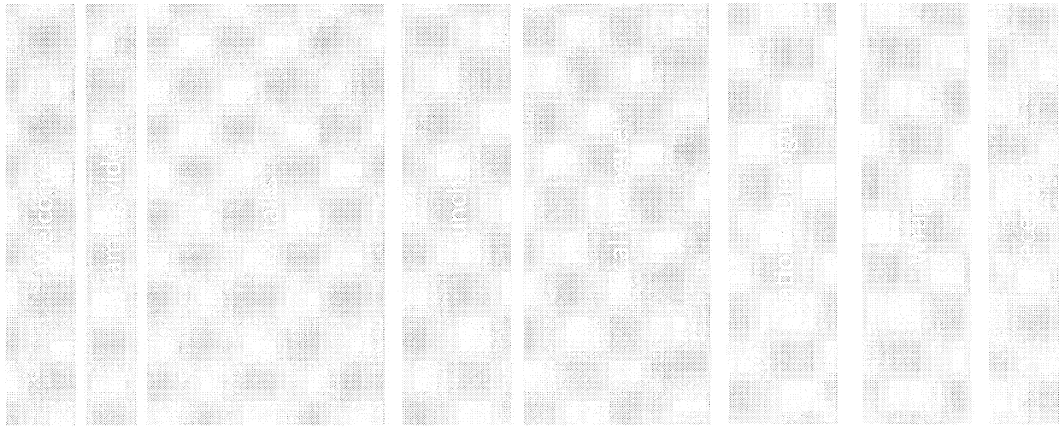
Historica-Dominion Institute
imagination150 Calgary



Canada 150 Conferences

21(1)(a)
21(1)(b)

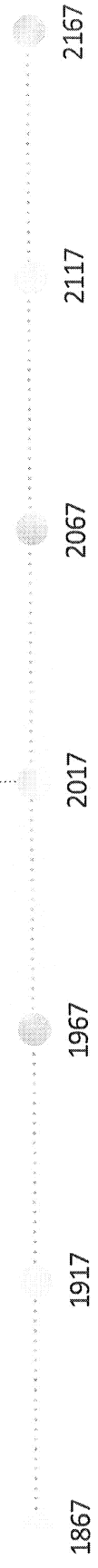
Generic Program



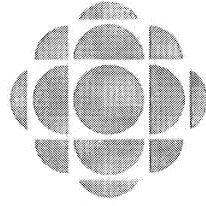
21(1)(a)
21(1)(b)

Common elements for success

What can we learn about ourselves since the Centennial? | How do we prepare the country for the next 50 years?



Examining 100 years of Canadian life, past, present and future



Canada 150

Conférences

*Célébrons le cent cinquantième anniversaire du Canada / Cinquante ans
d'histoire, cinquante ans d'avenir*

21(1)(a)



21(1)(b)

Un bilan des 50 dernières années, et le cap sur les 50 prochaines années

.....

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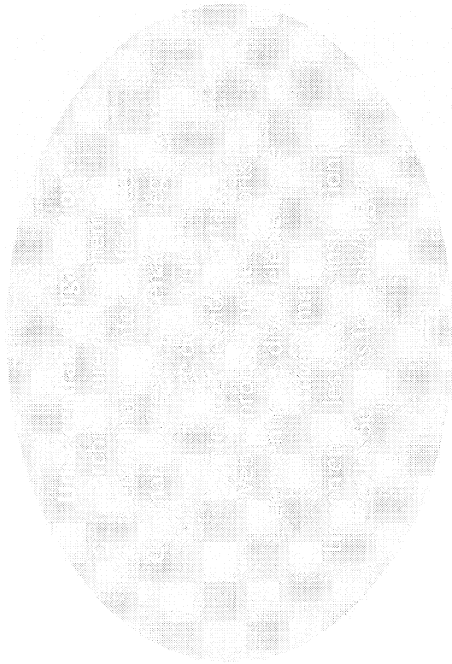
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Canada 150

Conférences

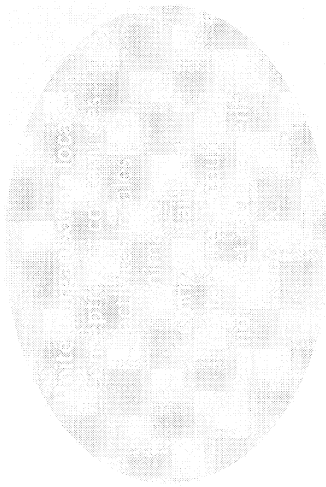
20(1)(b)
21(1)(a)
21(1)(b)



Personnel/fonctions

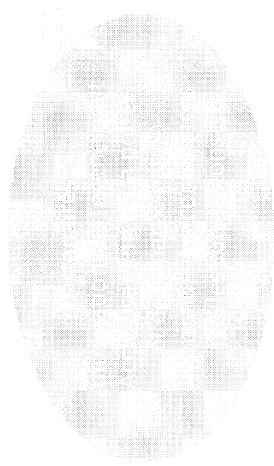
Publicités et relations publiques
Coordonnateur de projets et de partenariats
Développement des activités
Revenus
Conception
Web

Avec l'aide de :
MASS LBP



Personnel/fonctions

Coordonnateur des conférences
Publicité locale et relations publiques
Développement des activités locales
Animateurs et facilitateurs bilingues locaux



Partenariats conclus jusqu'à présent
Institut pour la citoyenneté canadienne
Centres YMCA du Canada
Fondations communautaires du Canada

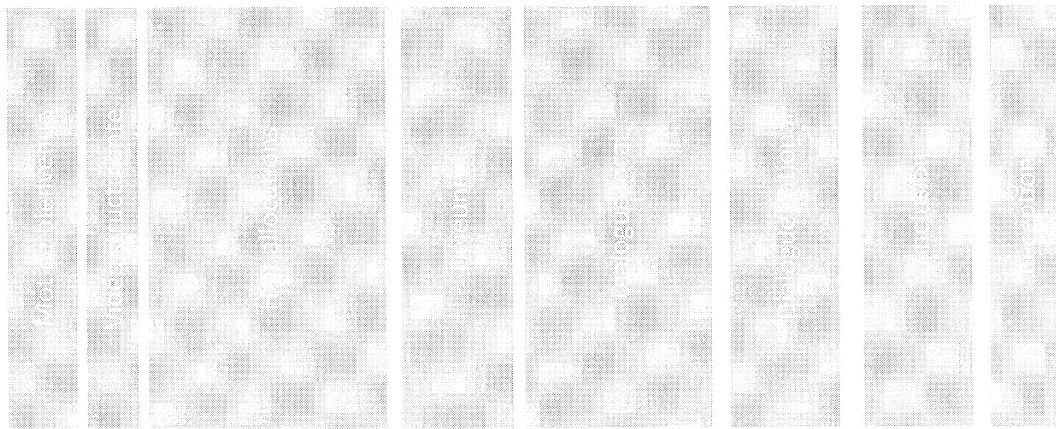
Sentier Transcanadien
Île-du-Prince-Édouard 2014
Institut d'administration publique du Canada

Institut Historica-Dominion
imagiNation150, Calgary

21(1)(a)
21(1)(b)



Programme générique





Canada 1+50

Conférences

21(1)(a)
21(1)(b)

Éléments communs nécessaires au succès de l'événement

Qu'avons-nous appris sur nous-mêmes depuis le centenaire?



Comment préparons-nous le pays pour les 50 prochaines années?



Le point sur 100 ans de vie au Canada – passé, présent et avenir confondus

15 CANADA

LE CANADA CÉLÈBRE AVEC SRC

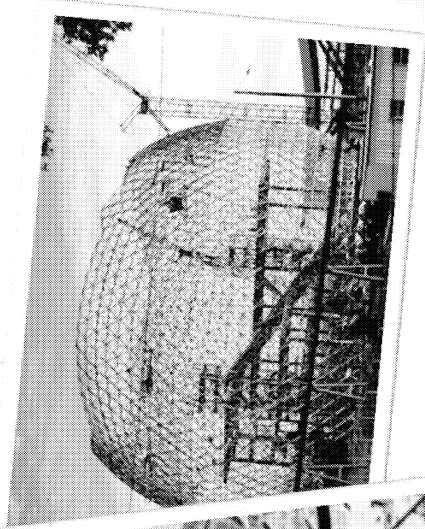
Présenté à



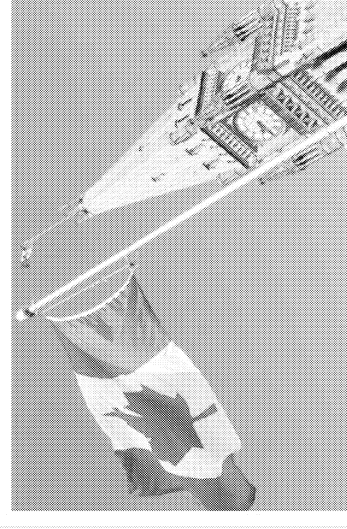
Les cinq années qui ont précédé
1967 ont été les années les plus
importantes en matière de
construction et de créativité...



... et en 1967, le Canada a
fièrement accueilli le
monde à notre
célébration du centenaire
de l'Expo '67 – noter
100e anniversaire de la
Confédération.



En 2017, le Canada aura 150 ans. Les communautés, les villes travaillent d'or et déjà à imaginer, créer et construire leurs projets de commémoration du cent cinquentaenaire



CANADA 

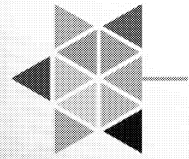


Canadians are ready to celebrate

In 2010 Environics polled Canadians about the upcoming celebration and:

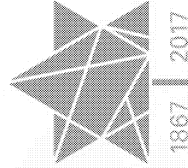
- 87% of anglophones, 60% of francophones and 90% of allophones think it's important to celebrate Canada's anniversary
- 57% want to volunteer to help stage celebratory events
- 70% want to participate in celebratory events
- Canadians are looking for leadership from government & community organizations.

CBC's Continued Role in Celebrating Canada



100th Birthday:

In 1967, CBC was involved with 6,000 community events, produced 1,500 hours of Centennial television and radio, and played a dominant role in connecting and animating the country.



150th Birthday:

In 2017, CBC will once again lead the national amplification of the country's celebration, and inspire Canadians to redefine ourselves for the 21st century and in the creation of our modern legacies.

150! Canada - "2017 STARTS NOW" CBC Official Media Partner

CBC has partnered with 150! Canada, the group responsible for generating excitement at the municipal and provincial levels, leading up to 2017.

The goal: inform, inspire and incubate local, regional and national projects to mark the occasion, and to spark a national conversation about Canada's upcoming 150th anniversary.

In partnership with other leading Canadian organizations, CBC will host a series of regional "2017 STARTS NOW" conferences across the country, commencing in 2013. The events will be held in both official languages and will bring together citizens and leaders from communities across every region of the country, representing every facet of our diverse society.

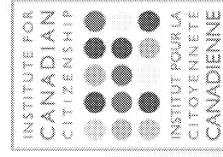
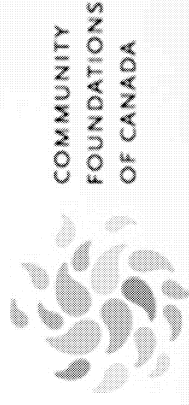
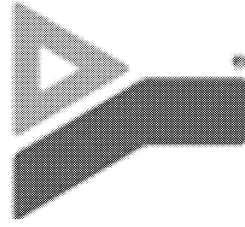
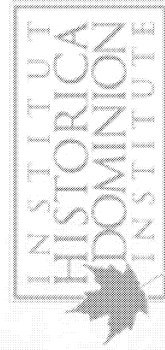
The Corporation will launch a website in Fall 2012 that will allow all Canadians to join the conversation.

150! Canada - "2017 STARTS NOW"

6

The conferences and related initiatives will be produced in partnership with Canadian organizations already at work on planning 2017 celebrations, including: YMCA Canada, Community Foundations of Canada, the Institute for the Public Administration of Canada, The Historica-Dominion Institute, imagiNation 150, Prince Edward Island 2014 Inc., the Institute for Canadian Citizenship, and the TransCanada Trail.

Following the final conference, CBC/Radio-Canada will work with partners to promote and support the best ideas for celebrating the occasion with the best in Canadian arts and culture, business, sport, science, community, and youth culture. We will also announce our own programming strategy for the 2017 celebrations.



cbc.ca/Revenuegroup

CBC

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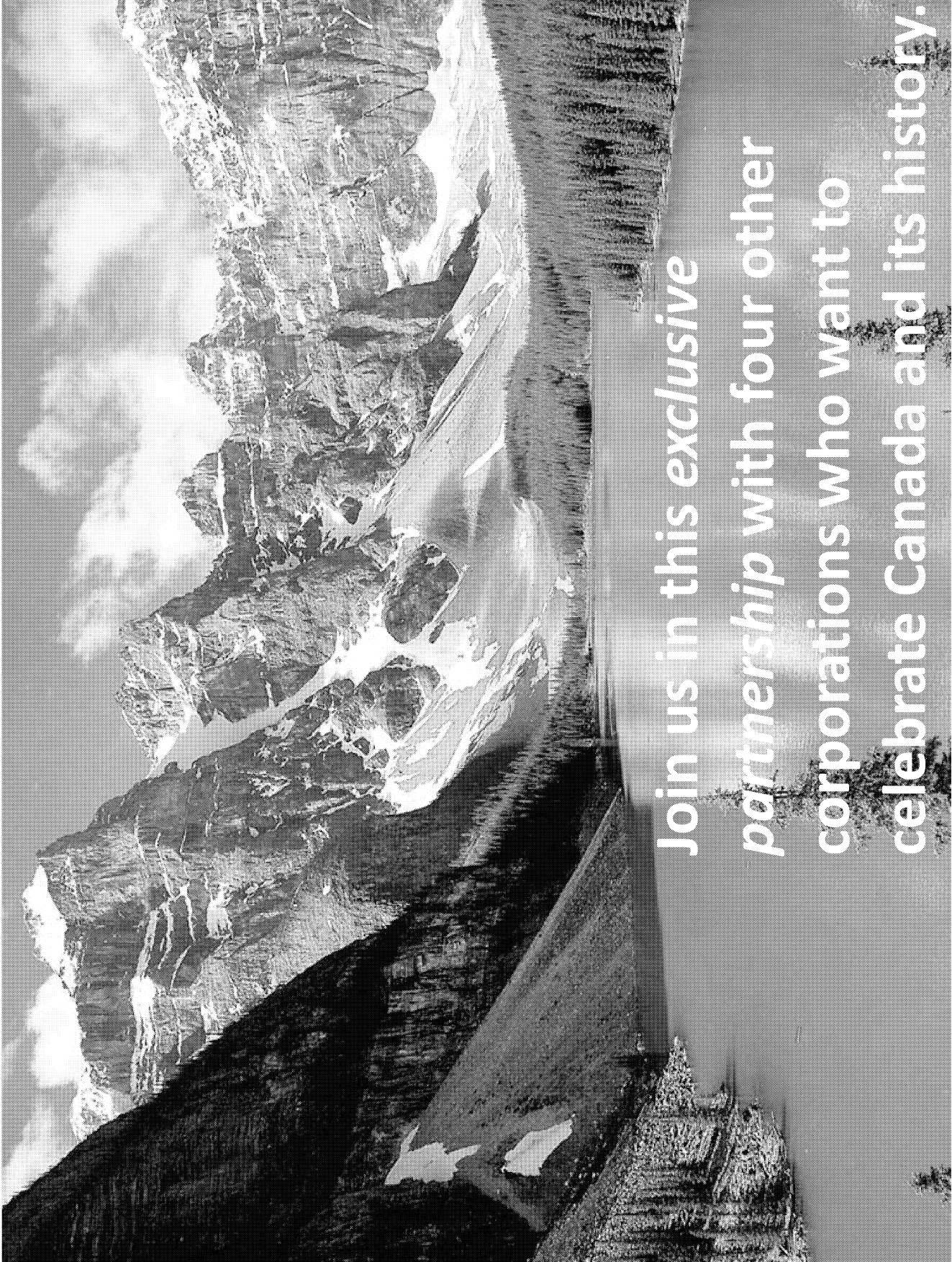
Over the next five years, CBC will
do what it does the very best ...



... lead the celebration from

coast to coast to coast!

CBC will create unique & personalized programming that will share the stories of this great nation with all Canadians.



Join us in this *exclusive*
partnership with four other
corporations who want to
celebrate Canada and its history.

What is *Canada Celebrates*?

As a lead-up to 2017 while 150th activities gear up and roll-out across the country, CBC has created a dynamic multi-year, multi platform celebration campaign entitled *Canada Celebrates*, commencing Fall 2012

Canada Celebrates will provide an opportunity for five corporate partners to join with CBC - Canada's **most influential** media brand - and celebrate Canadian history and achievements over five years

A graduated investment structure will guarantee category exclusive partnerships within CBC's broadcast of uniquely Canadian content, and highlight the depths of your corporate roots in Canada



What is Canada celebrating?

CBC has a **five year plan** to honour the major anniversaries in Canadian history between 2012 and 2017.

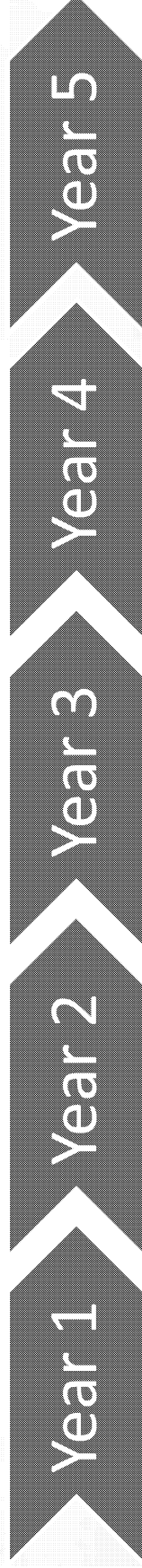
These include: *War of 1812*, Birth of the Women's Rights Movement, Birth of Sir John A MacDonald, 100th Anniversary of World War I,

and many more ...

18(a)

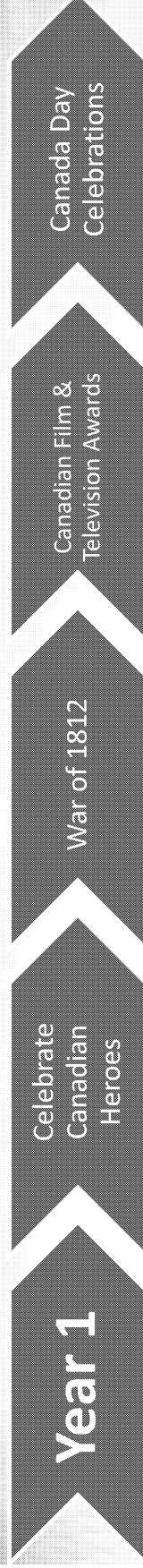
All culminating in the national celebration of

Canada's Sesquicentennial - July 1, 2017



Canada Celebrates – Year 1 (2012/2013)

Canada Celebrates kicks off with several marquee properties in the first year – just the beginning of CBC's five year plan*



- *Celebrate Canadian Heroes* – Remembrance Day (sustaining)
- Mark Starowicz's *War of 1812* Documentary (Fall 2012)
- *Canadian Film & Television Awards* (formerly *Gemini's & Genies*)
- *Canada Day Celebrations from the Nations Capitol*

18(a)
18(b)



Canada Celebrates – Year 2 (2013/2014)

Canada Celebrates continues the momentum from Year 1, building excitement leading up to Canada's 150th *



- Celebrate Canadian Heroes – Remembrance Day (sustaining)
- *Sir John A. MacDonald* – 2 Hour Documentary celebrating the 200th Anniversary of the birth of Canada's first Prime Minister
- *Canadian Film & Television Awards* (formerly *Gemini's & Genies*)
- *Canada Celebrates* –
- *Canada Day Celebrations from the Nations Capitol*

18(a)
18(b)



Year 3-5

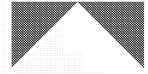
As we close in on the 150th, CBC commits to over deliver to our *Canada Celebrates* partners from a value, benefits and visibility perspective.

While not fully finalized, *Canada Celebrates* marquee properties within Years 3 - 5 will continue to evolve, and will highlight key Canadian milestones.

Including...

Canada Celebrates – Year 3-5 (2014/2017)

Year 3-5



-
-
-
-
-
-

18(a)
18(b)



cbc.ca/Revenuegroup

* Programming is subject to change. Duration, spots per episode are not confirmed and subject to change.



CBC

A0052496_16-000060

Overview of *Canada Celebrates* Elements

Exclusive partnership elements include:

**Broadcast
Media Packages**

**Digital Media
Packages**

Corporate
recognition in
**promotional
campaigns**

Partner
invitations and
activations to
*Celebrate
Canada* events



Canada Celebrates Elements – Details:



Each year, per event:

68.1

**Broadcast Media
Packages**

18(a)
18(b)



Canada Celebrates Elements – Details:

In addition to Sponsorship media, CBC Digital will develop an interactive Microsite for Canadians to celebrate Canada:

68.1

Digital Media Packages

Microsite will include:



Canada Celebrates Elements – Details:

CBC Promotional Support:

Corporate recognition
in promotional
campaigns

- Involvement within all events
and consumer outreach

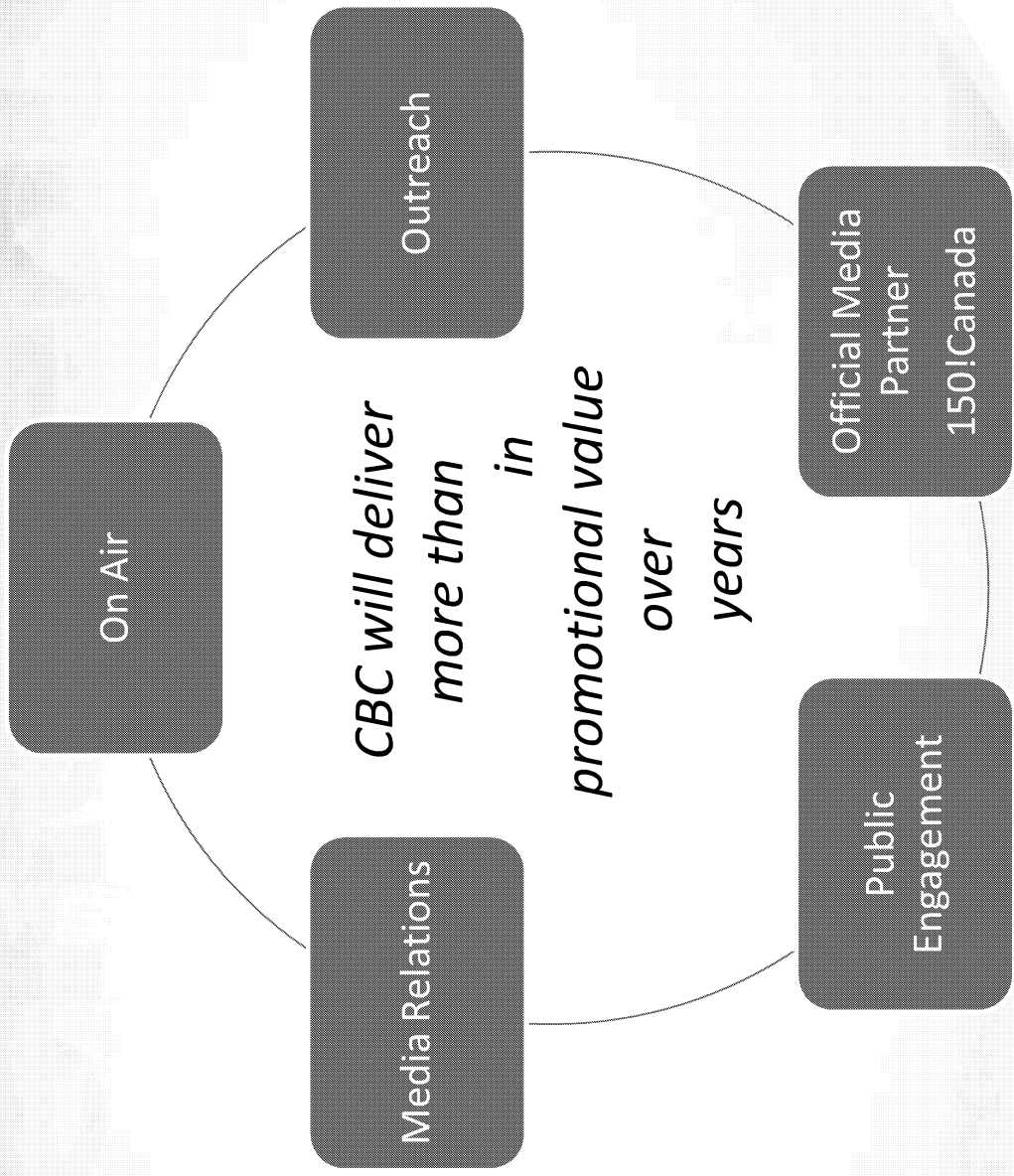
Partner invitations to
Celebrate Canada
events

- VIP hosting and hospitality



Canada Celebrates – Communications Plan

Canada Celebrates properties will be heavily supported throughout the five year initiative:



18(a)
18(b)

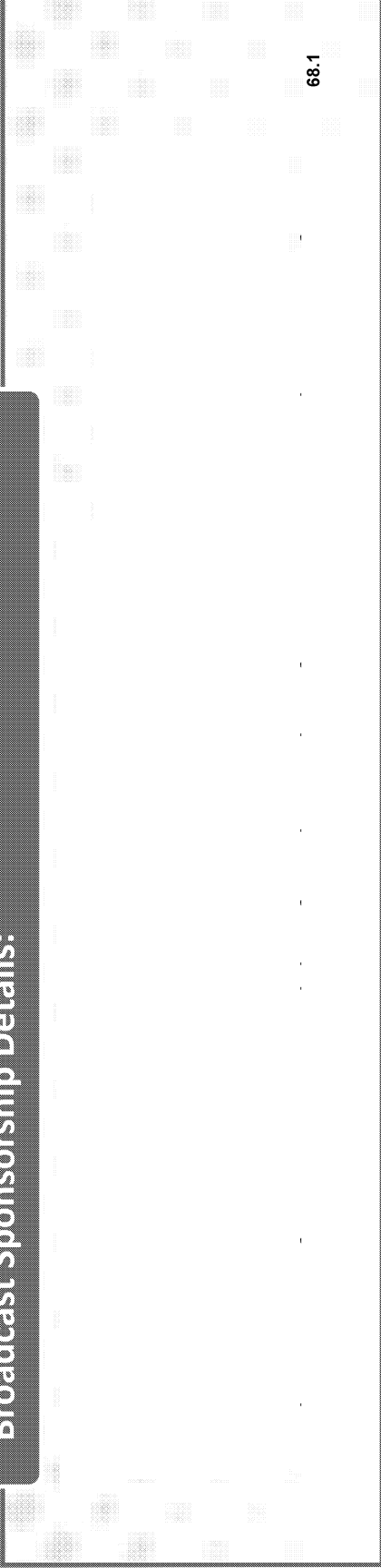
* If more than one sponsor, promotional value will be evenly split.



Canada Celebrates - Summary

18(a)
18(b)

Broadcast Sponsorship Details:

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68.1

Digital Sponsorship Details:

A large rectangular area that has been completely redacted with a grey grid pattern, obscuring all text and data within the digital sponsorship details section.



CBC

Canada lives here

JOLIANNE CHATELAIN - Revised material: Overview/rollout + Q&A

From: DAVID OILLE
To: CHRIS BALL; Chuck Thompson; JOHN WIMBS; Martine Menard; Pascale Mont...
Date: 23/08/2012 7:06 PM
Subject: Revised material: Overview/rollout + Q&A
CC: David Demchuk
Attachments: 150 Canada Launch Release Plan_DRAFTrv.doc; 150 Canada - Q&A_DRAFTrv.doc

Hi everyone,
Attached are the revised documents about our 150 kick-off release that reflect comments provided at and since this afternoon's conference call. This includes a

Thanks

DO

David Oille

Senior Manager, Public Relations
Communications, Marketing and Brand
CBC English Services
T: (416) 205-3191
C:
david.oille@cbc.ca

19(1)

21(1)(a)

21(1)(b)

DRAFT: 08/23/2012

**Working towards Canada's 150th Anniversary
Kick-off Release – Overview and Rollout**

21(1)(a)

21(1)(b)

21(1)(a)

21(1)(b)

DRAFT: 08/23/2012

21(1)(a)

21(1)(b)

DRAFT: 08/23/2012

Announcement Rollout

DATE	ACTIVITY/AUDIENCE	RESPONSIBLE
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DRAFT: 08/23/2012

**Working towards Canada's 150th Anniversary
Questions and Answers**

21(1)(a)

21(1)(b)

21(1)(a)

21(1)(b)

DRAFT: 08/23/2012

JOLIANNE CHATELAIN - Re: Revised material: Overview/rollout + Q&A

From: Martine Menard
To: CHRIS BALL; Chuck Thompson; DAVID OILLE; JOHN WIMBS; Pascale Montmin...
Date: 24/08/2012 10:50 AM
Subject: Re: Revised material: Overview/rollout + Q&A
CC: David Demchuk
Attachments: 150 Canada - Q&A_DRAFTrvMD.doc

Hey - a few adjustments to the Q and A document.

Martine Ménard
Senior Director / Première directrice
Corporate Communications / Communications institutionnelles
(613) 288-6184
martine.menard@cbc.ca

21(1)(a)

21(1)(b)

CBC  **Radio-Canada**

>>> On 8/23/2012 at 7:06 PM, in message <50367F47.A60C.00F6.1@CBC.CA>, DAVID OILLE wrote:

Hi everyone,

Attached are the revised documents about our 150 kick-off release that reflect comments provided at and since this afternoon's conference call. This includes

Thanks

DO

David Oille

Senior Manager, Public Relations
Communications, Marketing and Brand
CBC English Services
T: (416) 205-3191
C:
david.oille@cbc.ca

19(1)

21(1)(a)

21(1)(b)

DRAFT: 08/23/2012

**Working towards Canada's 150th Anniversary
Questions and Answers**

21(1)(a)

21(1)(b)

DRAFT: 08/23/2012

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JOLIANNE CHATELAIN - Re: Revised material: Overview/rollout + Q&A

From: CHRIS BALL
To: Chuck Thompson; DAVID OILLE; JOHN WIMBS; Martine Menard; Pascale Mon...
Date: 24/08/2012 11:07 AM
Subject: Re: Revised material: Overview/rollout + Q&A
CC: David Demchuk
Attachments: 150 Canada - Q&A_DRAFT-2.doc

Thanks, Martine.

I've made some adjustments as well, and included yours.

For your review.

Thanks.

C

21(1)(a)

21(1)(b)

DRAFT: 08/24/2012

Working towards Canada's 150th Anniversary Questions and Answers

[

21(1)(a)

21(1)(b)

DRAFT: 08/24/2012

21(1)(a)

21(1)(b)

DRAFT: 08/24/2012

Martine Menard - Re: 150th Press Release - including Stephanie Duquette's comments

From: DAVID OILLE
To: JOHN WIMBS; Martine Menard
Date: 28/08/2012 4:37 PM
Subject: Re: 150th Press Release - including Stephanie Duquette's comments
CC: ANGUS MCKINNON
Attachments: 150 Canada Launch Release Plan-FINAL.docx; 150 Canada - Q&A-FINAL.doc

Hi Martine,

Attached and noted in tracked changes are a few edits to the messaging and Q&A documents, based on Stephanie's changes, along with the two edits requested by partner organizations.

Thanks

D

>>> Martine Menard 8/28/2012 4:18 PM >>>

Hey there - please see attached minor changes made further to Stephanie's review of the English release. She now has the attached version and will submit to Hubert for his approval.

David - please have a look at the attached tracked changes- they should not impact the Messaging and Q and A document but please have a look.

I see that Translation has completed the French copy for the Q and A document. I will ask our French Editor to review French release, French Q and A document and French messaging document once available all at once.

If you are making changes to the English copy of these documents - please ensure you track those changes - this is the only way we will be able to keep up with translation requirements.

Thanks.

Martine Ménard
Senior Director / Première directrice
Corporate Communications / Communications institutionnelles
(613) 288-6184
martine.menard@cbc.ca

CBC  **Radio-Canada**

"2017 STARTS NOW"
Kick-off Release – Overview and Rollout

|

|

21(1)(a)

21(1)(b)

21(1)(a)

21(1)(b)

Announcement Rollout

21(1)(a)

21(1)(b)

**Working towards Canada's 150th Anniversary
Questions and Answers**

21(1)(a)

21(1)(b)

Martine Menard - 150th - Final Docs

From: ANGUS MCKINNON
To: Martine Menard
Date: 29/08/2012 5:12 PM
Subject: 150th - Final Docs
Attachments: 150 Canada - Press Release_FINAL_ENG.docx; 150 Canada - Press Release_FINAL_FRE.docx; 150 Canada - Q&A_FINAL_ENG.doc; 150 Canada - Q&A_FINAL_FRE.docx; 150 Canada - Launch Plan_FINAL_FRE.docx; 150 Canada - Launch Plan_FINAL_ENG.docx

Here they are, all final (for now at least!), as promised. See you tomorrow.

Angus

Angus McKinnon
Manager, Media Relations and Issues Management
Chef, Relations avec les médias et gestion des enjeux
Tel.: (613) 288-6235
Cell: (613) 296-1057
angus.mckinnon@cbc.ca

CBC  **Radio-Canada**

“2017 STARTS NOW”**CBC/Radio-Canada Announces Initiative to Connect and Engage Canadians in Canada’s 150th Birthday Celebrations**

August 30, 2012 – Today, CBC/Radio-Canada announces an important initiative to spark a national conversation about Canada’s upcoming 150th anniversary. The goal: inform, inspire and incubate local, regional and national projects to mark the occasion.

The national public broadcaster, in partnership with other leading Canadian organizations, will host a series of regional “2017 STARTS NOW” conferences in soon-to-be-announced cities across the country, commencing in January 2013 and culminating with a national conference in Ottawa in June 2013. The events will be held in both official languages and will bring together citizens and leaders from communities across every region of the country, representing every facet of our diverse society. The Corporation will also launch a website that will allow all Canadians, irrespective of where they live, to join the conversation. The site will launch this fall, concurrent with the announcement of the host cities.

These conferences are an important part of CBC/Radio-Canada’s initiatives related to Canada’s 150th anniversary that will together bring people from across the country, tap the deep reservoir of public interest and spark ideas for further 2017 initiatives and celebrations. CBC/Radio-Canada played an integral role in the celebration of the country’s Centennial back in 1967. Forty-five years later, the Corporation is committed to building on that legacy. This is an opportunity to reflect on how the country has evolved –not only since Confederation, but in the 50 years since the Centennial – and to imagine what the next 50 years may hold.

“We are committed to interacting and engaging with Canadians and to providing a public space where Canadians can meet and exchange with each other and with the country,” says Hubert T. Lacroix, President and CEO of CBC/Radio-Canada. “At a time when discussion and anticipation about Canada’s upcoming 150th anniversary is gaining momentum, we are pleased to announce an initiative that will help Canadians connect, plan and celebrate in 2017. We look forward to being at the forefront of helping Canadians mark this very significant year. We believe this to be at the core of our mandate as Canada’s public broadcaster.”

The conferences and related initiatives will be produced in partnership with Canadian organizations already at work on planning 2017 celebrations, including: YMCA Canada, Community Foundations of Canada, the Institute for the Public Administration of Canada, The Historica-Dominion Institute, imagiNation 150, Prince Edward Island 2014 Inc., the Institute for Canadian Citizenship, and the TransCanada Trail.

Following the final conference, CBC/Radio-Canada will work with partners to promote and support the best ideas for celebrating the occasion, outlining opportunities to showcase the best in Canadian arts and culture, business, sport, science, community, and youth culture. We will also announce our own programming strategy for the 2017 celebrations.

About CBC/Radio-Canada

CBC/Radio-Canada is Canada's national public broadcaster and one of its largest cultural institutions. The Corporation is a leader in reaching Canadians on new platforms and delivers a comprehensive range of radio, television, Internet, and satellite-based services. Deeply rooted in the regions, CBC/Radio-Canada is the only domestic broadcaster to offer diverse regional and cultural perspectives in English, French and eight Aboriginal languages.

For more information, please contact:

Angus McKinnon
CBC/Radio-Canada
(613) 288-6235
angus.mckinnon@cbc.ca
<http://cbc.radio-canada.ca/>

« 2017 DÉBUTE MAINTENANT »**CBC/Radio-Canada annonce une initiative pour lancer le dialogue avec les Canadiens à l'occasion des célébrations du 150^e anniversaire du Canada**

Le 30 août 2012 – Aujourd'hui, CBC/Radio-Canada a annoncé une initiative importante pour lancer une conversation à l'échelle du pays à l'occasion du 150^e anniversaire du Canada en 2017. Le but est d'informer les Canadiens, de les inspirer et de servir d'incubateur à des projets locaux, régionaux et nationaux pour marquer l'événement.

Le radiodiffuseur public national, en partenariat avec d'autres organisations canadiennes importantes, accueillera une série de conférences régionales intitulées « 2017 DÉBUTE MAINTENANT » dans des villes du pays qui seront bientôt annoncées. Ces conférences commenceront en janvier 2013 et se termineront par une conférence nationale à Ottawa en juin 2013. Elles auront lieu dans les deux langues officielles et rassembleront des citoyens et des leaders de communautés de toutes les régions du pays, qui représenteront toutes les facettes de notre société. Un site web qui permettra à tous les Canadiens, peu importe où ils vivent, de participer à ce dialogue sera également créé. Le site sera lancé cet automne en parallèle avec l'annonce des villes-hôtes des conférences.

Ces conférences constituent une partie importante des initiatives de CBC/Radio-Canada liées au 150^e anniversaire du Canada qui réuniront des Canadiens de tout le pays, puiseront aux sources abondantes de l'intérêt public et généreront des idées pour d'autres initiatives et célébrations entourant 2017. CBC/Radio-Canada a joué un rôle central dans les célébrations du centenaire du pays en 1967. Quarante-cinq ans plus tard, la Société s'engage à poursuivre cette tradition. C'est l'occasion de revenir sur la manière dont le pays a évolué, pas seulement depuis la Confédération, mais aussi durant les 50 ans qui ont suivi le centenaire, et d'imaginer ce que les 50 prochaines années nous réservent.

« Nous sommes engagés à interagir avec les Canadiens, à les impliquer et à leur offrir un espace public où ils peuvent se rencontrer et échanger entre eux et avec leur pays », déclare Hubert T. Lacroix, président-directeur général de CBC/Radio-Canada. « Au moment où les discussions et les attentes relatives au 150^e anniversaire du Canada à venir prennent de l'ampleur, nous sommes heureux d'annoncer une initiative qui aidera les Canadiens à se rencontrer, se préparer et fêter 2017. Pouvoir jouer un rôle central pour aider les Canadiens à souligner cette année très importante est une perspective motivante. Nous croyons que cela est au cœur même de notre mandat à titre de radiodiffuseur public du Canada. »

Les conférences et les initiatives connexes seront réalisées en partenariat avec des organisations qui sont déjà à l'œuvre pour planifier les célébrations de 2017, notamment, YMCA Canada, les Fondations communautaires du Canada, l'Institut d'administration publique du Canada, l'Institut Historica-Dominion, imagiNation 150, Île-du-Prince-Édouard 2014 inc., l'Institut pour la citoyenneté canadienne et le Sentier Transcanadien.

À la suite de la conférence finale, CBC/Radio-Canada collaborera avec des partenaires afin de promouvoir et de soutenir les meilleures idées pour marquer l'événement, et identifier les occasions de présenter ce qui se fait de mieux au pays dans le monde des arts, de la culture, des affaires, du sport, de la science, des pratiques communautaires et de la culture pour les jeunes. La Société annoncera aussi sa propre stratégie de programmation pour les célébrations de 2017.

À propos de CBC/Radio-Canada

CBC/Radio-Canada est le radiodiffuseur public national du Canada et l'une de ses plus grandes institutions culturelles. La Société est un leader pour joindre les Canadiens sur de nouvelles plateformes et livre une gamme complète de services de radio, de télévision, sur Internet et par satellite. Profondément enracinée dans les régions, CBC/Radio-Canada est le seul radiodiffuseur national qui offre divers points de vue régionaux et culturels en français, en anglais et en huit langues autochtones.

Pour de plus amples renseignements, veuillez communiquer avec :

Angus McKinnon
CBC/Radio-Canada
613-288-6235
angus.mckinnon@radio-canada.ca
<http://cbc.radio-canada.ca/>

Working towards Canada's 150th Anniversary
Questions and Answers

Date: August 29, 2012

What is this initiative?

Today, we announced an important initiative to spark a national conversation about Canada's upcoming 150th anniversary celebrations. The goal: inform, inspire and incubate local, regional and national projects to mark the occasion.

The national public broadcaster, in partnership with other leading Canadian organizations, will host a series of regional "2017 STARTS NOW" conferences in soon-to be-announced cities across the country, commencing in January 2013 and culminating with a national conference in Ottawa in June 2013. The events will be held in both official languages and will bring together citizens and leaders from communities across every region of the country, representing every facet of our diverse society.

These conferences are an important part of CBC/Radio-Canada's initiatives related to Canada's 150th anniversary that will together bring people from across the country, tap the deep reservoir of public interest and spark ideas for further 2017 initiatives and celebrations. The Corporation will also launch a website that will allow all Canadians, irrespective of where they live, to join the conversation. The site will launch this fall, concurrent with the announcement of the host cities.

What is currently being planned as part of the initiative?

The national public broadcaster, in partnership with other leading Canadian organizations, will host a series of regional "2017 STARTS NOW" conferences in soon-to be-announced cities across the country, commencing in January 2013 and culminating with a national conference in Ottawa in June. The events will be held in both official languages and will bring together citizens and leaders from communities across every region of the country, representing every facet of our diverse society.

These conferences are an important part of CBC/Radio-Canada initiatives related to Canada's 150th anniversary that will bring people from across the country together and tap the deep reservoir of public interest and spark ideas for further 2017 initiatives and celebrations. The Corporation will also launch a website that will allow all Canadians, irrespective of where they live, to join the conversation. The site will launch this fall, concurrent with the announcement of the host cities.

What cities will you be hosting conferences in?

We'll have more to say regarding the specific locations in the coming weeks.

How much will this cost?

Our investments will be responsible, reflective of our financial situation and the importance of this event. Throughout our celebrations of Canada 150, CBC/Radio-Canada will also be working with a number of partners (YMCA Canada, Community Foundations of Canada, the Institute for the Public

Administration of Canada, imagiNation 150, Historica Dominion, Prince Edward Island 2014 Inc., and the TransCanada Trail) who will support/share the costs of this initiative.

Where is the money coming from?

Special programming for these events will be coming out of our regular programming budgets and we will be working with a number of partners throughout Canada 150 who will help offset/share the costs of this initiative.

Why is CBC/Radio-Canada undertaking this initiative? What programming will result from the proposed activities, and on what platforms?

As Canada's public broadcaster, we aspire to interact and engage with Canadians and to provide a public space where Canadians can meet and exchange with each other and with the country.

There can be no better occasion to do exactly this, than in the run-up to the country's next major anniversary – this is a true reflection of our mandate in action.

How does this tie in to the 2015 initiative and CBC/Radio-Canada's other priorities?

This initiative is fully aligned with our 2015 Strategy as it furthers its objective of connecting Canadians and creating spaces where they can meet. It will also ultimately provide ways to create and deliver innovative, high-quality Canadian content as CBC/Radio-Canada will play an integral part in developing, actualizing and broadcasting the ideas that will emerge through the series of conferences as well as further related activities leading up to the country's 150th birthday celebrations.

What other initiatives does CBC/Radio-Canada have planned?

These conferences are the first of a planned series of CBC/Radio-Canada initiatives related to Canada's 150th anniversary that will bring people from across the country together and tap the deep reservoir of public interest and spark ideas for further 2017 initiatives and celebrations -- we'll be announcing our fuller plan in the coming months...

Is Government involved in this initiative?

This is a CBC/Radio-Canada initiative, which is a part of the broader Canada 150 celebrations for which planning has been underway for a while by the Government of Canada and other agencies/groups.

Are you consulting Canadians on ways in which CBC/Radio-Canada could celebrate the 150th or on way in which Canada could celebrate it?

We're looking to inform, inspire and incubate projects that span beyond what CBC/Radio-Canada alone can do to mark the occasion.

The conferences are being produced in partnership with other Canadian organizations already at work on planning 2017 celebrations. Following the final conference, CBC/Radio-Canada will work with those

partners to promote and support the best ideas for celebrating the occasion, outlining opportunities to showcase the best in Canadian arts and culture, business, sport, science, community, and youth culture.

**En route vers le 150^e anniversaire du Canada
Questions et réponses**

Date : Le 29 août 2012

De quoi s'agit-il?

Aujourd'hui nous avons annoncé une initiative importante avec le lancement d'une conversation à l'échelle du pays destinée à informer les Canadiens, à les inspirer et à servir d'incubateur à des projets locaux, régionaux et nationaux pour marquer les célébrations à venir à l'occasion du 150^e anniversaire du Canada.

Le radiodiffuseur public national, en partenariat avec d'autres organisations canadiennes importantes, accueillera une série de conférences régionales intitulées « 2017 DÉBUTE MAINTENANT » dans des villes du pays qui seront bientôt annoncées. Ces conférences commenceront en janvier 2013 et se termineront par une conférence nationale à Ottawa, au mois de juin. Elles auront lieu dans les deux langues officielles et rassembleront des citoyens et des leaders de communautés de toutes les régions du pays qui représenteront toutes les facettes de notre société diverse.

Ces conférences seront les premières d'une série d'initiatives planifiées par CBC/Radio-Canada et liées au 150^e anniversaire du Canada qui réuniront des Canadiens de tout le pays, puiseront aux sources abondantes de l'intérêt public et généreront des idées pour appuyer les initiatives et les célébrations entourant 2017. La Société créera également un site web qui permettra à tous les Canadiens, peu importe où ils vivent, de participer à ce dialogue. Le site sera lancé cet automne en parallèle avec l'annonce des villes-hôtes des conférences.

Qu'y a-t-il de planifié jusqu'à présent dans le cadre de cette initiative?

Le radiodiffuseur public national, en partenariat avec d'autres organisations canadiennes importantes, accueillera une série de conférences régionales intitulées « 2017 DÉBUTE MAINTENANT » dans des villes du pays qui seront bientôt annoncées. Ces conférences commenceront en janvier 2013 et se termineront par une conférence nationale à Ottawa, au mois de juin. Elles auront lieu dans les deux langues officielles et rassembleront des citoyens et des leaders de communautés de toutes les régions du pays qui représenteront toutes les facettes de notre société diverse.

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Dans quelles villes les conférences auront-elles lieu?

Nous en dirons plus ultérieurement (les villes seront annoncées dans les prochaines semaines).

Combien cela va-t-il coûter?

Nos investissements seront responsables et tiendront compte de notre situation financière et de l'importance de cet événement. Pendant toutes les célébrations de Canada 150, CBC/Radio-Canada collaborera également avec un certain nombre de partenaires (YMCA Canada, les Fondations communautaires du Canada, l'Institut d'administration publique du Canada, imagiNation 150, l'Institut Historica-Dominion, Prince Edward Island 2014 inc. et le Sentier Transcanadien) qui participeront aux coûts de cette initiative.

D'où vient l'argent?

Le financement de la programmation spéciale pour cet événement proviendra de nos budgets de programmation normaux et nous collaborerons avec un certain nombre de partenaires pour l'ensemble des célébrations de Canada 150 qui nous aideront à compenser les coûts ou qui les partageront avec nous.

Pourquoi CBC/Radio-Canada se lance-t-elle dans cette initiative? Quelle programmation découlera des activités proposées et sur quelles plateformes sera-t-elle diffusée?

En tant que radiodiffuseur public du Canada, nous aspirons à interagir avec les Canadiens et à les mobiliser afin d'offrir un espace public où ils peuvent se rencontrer et échanger entre eux et avec leur pays.

Il n'y a pas de meilleure occasion de faire cela que dans le cadre du prochain anniversaire important de notre pays – c'est un exemple parfait de l'application de notre mandat.

Comment cela s'intègre-t-il à l'initiative 2015 et aux autres priorités de CBC/Radio-Canada?

Cette initiative s'inscrit pleinement dans notre *Stratégie 2015*, puisqu'elle fait avancer notre objectif qui vise à établir des liens entre les Canadiens et à créer des espaces où ils peuvent se rencontrer. Elle offrira également en fin de compte des manières de créer et d'offrir du contenu canadien novateur et de grande qualité, puisque CBC/Radio-Canada jouera un rôle central dans le développement, la réalisation et la radiodiffusion d'idées qui découleront de la série de conférences ainsi que des autres activités connexes qui mèneront le pays vers les célébrations de son 150^e anniversaire.

Quelles sont les autres initiatives que CBC/Radio-Canada a planifiées?

Ces conférences seront les premières d'une série d'initiatives planifiées par CBC/Radio-Canada et liées au 150^e anniversaire du Canada, qui réuniront des Canadiens de tout le pays, puiseront aux sources abondantes de l'intérêt public et généreront des idées pour appuyer les initiatives et les célébrations entourant 2017. Nous annoncerons la totalité de notre plan dans les mois à venir.

Le gouvernement participe-t-il à cette initiative?

Il s'agit d'une initiative de CBC/Radio-Canada qui fait partie d'un ensemble plus large de célébrations entourant le 150^e anniversaire du Canada, et dont la planification est déjà en cours par le gouvernement du Canada et d'autres agences ou organismes.

Consultez-vous les Canadiens quant aux manières dont *CBC/Radio-Canada* pourrait célébrer ce 150^e anniversaire ou dont le *Canada* pourrait le célébrer?

Le but est d'informer les Canadiens, de les inspirer et de servir d'incubateur à des projets qui vont au-delà de ce que CBC/Radio-Canada peut faire seule pour marquer l'occasion.

Les conférences et les initiatives connexes seront réalisées en partenariat avec des organisations qui sont déjà à l'œuvre pour planifier les célébrations de 2017. À la suite de la conférence finale, CBC/Radio-Canada collaborera avec ces partenaires afin de promouvoir et de soutenir les meilleures idées pour marquer l'occasion, et de souligner les occasions de présenter ce qui se fait de mieux au pays dans le monde des arts, de la culture, des affaires, du sport, de la science, des pratiques communautaires et de la culture pour les jeunes.

Pascale Montminy - Re: Canada 150

From: JOHN WIMBS
To: DAVID OILLE; Martine Menard; Pascale Montminy
Date: 22/08/2012 9:27 AM
Subject: Re: Canada 150
CC: Bill Chambers

Good morning, Martine.

Apart from making the announcement, there is no need for any other actions to be taken at this time -- apart from rolling out the information across CBC/RC.

We are working with Peter MacLeod as consultant on this, and we might want to include him in the conversation. Please advise.

We are very much looking forward to working with you on this!

All the best.

John

John Wimbs
Director of Publicity, CBC
(416) 205-7902 office
cell

Twitter

Seen CBC Live? www.cbc.ca/live

>>> Martine Menard 8/22/2012 8:47 AM >>>

Hey there - gave Guylaine a heads up about next week's announcement re: above-mentioned.

As long as I will make sure that she has an opportunity to review all materials produced but that - should be - for now - the extent of their involvement - thoughts?

Thanks.

Martine Ménard
Senior Director / Première directrice
Corporate Communications / Communications institutionnelles
(613) 288-6184
martine.menard@cbc.ca

CBC  Radio-Canada

Pascale Montminy - Re: Canada 150

From: JOHN WIMBS
To: DAVID OILLE; Martine Menard; Pascale Montminy
Date: 22/08/2012 11:39 AM
Subject: Re: Canada 150
CC: Bill Chambers

Thank you. David and I are developing a roll-out plan for next week, and will develop Q&As. Peter MacLeod is working on some basic language that we will be able to use for all our purposes at this time, a draft to come by end of day.

Thanks, everyone. We are on track to announce Thursday, August 30.

John

John Wimbs
Director of Publicity, CBC
(416) 205-7902 office
cell **19(1)**

Twitter

Seen CBC Live? www.cbc.ca/live

>>> Martine Menard 8/22/2012 11:32 AM >>>
Just to close the loop - just chatted with Guylaine -
I confirmed to her that I would share all coms products with her as they become available - merci

+++++

Hey there - gave Guylaine a heads up about next week's announcement re: above-mentioned.

As long as I will make sure
that she has an opportunity to review all materials produced but that - should be - for now - the extent of their
involvement - thoughts?

Thanks.

Martine Ménard
Senior Director / Première directrice
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(613) 288-6184
martine.menard@cbc.ca

CBC  **Radio-Canada**

21(1)(a)

21(1)(b)

DRAFT: 08/23/2012

150 Canada – Questions and Answers

21(1)(a)

21(1)(b)

DRAFT: 08/23/2012

Pascale Montminy - Re: More comments

From: Peter MacLeod <peter@masslbp.com> 21(1)(a)
To: "Martine Menard" <Martine.Menard@CBC.CA> 21(1)(b)
Date: 23/08/2012 5:11 PM 21(1)(c)
Subject: Re: More comments
CC: "DAVID OILLE" <DAVID.OILLE@CBC.CA>, "JOHN WIMBS"
<JOHN.WIMBS@CBC.CA>, "P..."

Hi all,

I just wanted to confirm the organizations that we have approached as partners. Other suggestions very welcome.

Confirmed:

YMCA Canada
Institute for the Public Administration of Canada
imagiNation 150
PEI2014
TransCanada Trail
Historica-Dominion Institute

P.

Peter MacLeod
Principal, MASS LBP

392A King St. East
Toronto, ON M5A 1K9
T: (416) 833-3194
TF / F: (800) 369-7136

MASS LBP is reinventing public consultation

21(1)(b)

On 2012-08-23, at 4:16 PM, Martine Menard wrote:

Martine Ménard
Senior Director / Première directrice
Corporate Communications / Communications institutionnelles
(613) 288-6184
martine.menard@cbc.ca
<Mail Attachment.bmp>

Pascale Montminy - Re: 150th Meeting request + details

From: Martine Menard
To: DAVID OILLE
Date: 07/09/2012 2:18 PM
Subject: Re: 150th Meeting request + details
CC: JOHN WIMBS; JOLIANNE CHATELAIN; OLGA BIANCHI; Pascale Montminy

Hello David - thanks for this information. I think a video conference at this time is fine. The only availability for me on the 12th is from 1:00 to 2:00 - does that work for you guys? Are there video conference rooms available at that time? I would like to invite Pascale Montminy to join me for this meeting if she is available.

Please reach out to Guylaine directly and ask her if she wants to participate or will she be delegating this file - I know she wanted more information on the scope/objectives of the conferences before assigning one of her staff to this.

Thanks for the French deck - I did not have a copy.

Will wait for your confirmation that this meeting is on.

MERCI

Martine Ménard
Senior Director / Première directrice
Corporate Communications / Communications institutionnelles
(613) 288-6184
martine.menard@cbc.ca

CBC  **Radio-Canada**

>>> On 9/7/2012 at 2:08 PM, in message <5049FFC2.F34D.00F6.1@CBC.CA>, DAVID OILLE wrote:

Hi Martine,

Further to your note to John, and on his behalf, I'd like to arrange a one-hour meeting on **Wednesday, September 12**. We can be available for whenever works for you that day, so please let me know the best time and I'll proceed with sending out the meeting invitation.

You suggested a video-conference, which is fine, or we can arrange to be there in person (Ottawa or Montreal) if preferable, so let me know your thoughts on that too. Also, please confirm who should be in attendance from Corporate and Radio-Canada, in addition to Guylaine, so they can be included on the initial invite. (For Radio-Canada, I'm fine with sending the invite directly to Guylaine as you've indicated and until she has designated who would attend on her behalf.)

For your reference, I've attached both the English and French decks of the current 150 Canada presentation, which remains intended for internal discussion only.

John and I will provide a full agenda prior to the meeting. In addition to your suggested item, it will also include:

- Review of a document Peter MacLeod is creating with rationale for the cities of choice for conferences;

- Steps to be taken leading up to a further announcement in early October.

Looking forward to hearing from you,

DO

David Oille

Senior Manager, Public Relations
Communications, Marketing and Brand
CBC English Services
T: (416) 205-3191
C: (416) 561-7537
david.oille@cbc.ca

>>> Martine Menard 9/5/2012 9:51 AM >>>

Hey there - just wanted to touch base with you to review next steps for this file. I chatted with Guylaine in order for her to identify someone from her team to be part of your working group on this project.

I think we should get the DECK translated - has this been done? If not I can get that going.

Also, I would suggest that you propose a date and time for a working group meeting. For now you can send this information to Guylaine and I. We will probably invite other members from our group to join. This can be a video-conference meeting.

I would also suggest that you propose an agenda for the meeting that could include the following:

What do you think? Let me know.

Martine Ménard
Senior Director / Première directrice
Corporate Communications / Communications institutionnelles
(613) 288-6184
martine.menard@cbc.ca

21(1)(a)

21(1)(b)

Pascale Montminy - Re: Canada 150 meeting / Réunion de Canada 150

From: JOHN WIMBS
To: DAVID OILLE; Guylaine Bergeron; James Selfe; Martine Menard; Pascale...
Date: 20/09/2012 1:35 PM
Subject: Re: Canada 150 meeting / Réunion de Canada 150
CC: JOLIANNE CHATELAIN; OLGA BIANCHI
Attachments: 150canadacbcFR.pdf; 150canadacbcEN.pdf; Centennial Report 1967.pdf; 150 Canada - Press Release_FINAL_ENG.docx; 150 Canada - Press Release_FINAL_FRE.docx; Proposed Conference Locations.docx

Bonjour, tout le monde. Good afternoon! We are looking forward to speaking with you again today.

The main purpose of the meeting is to discuss and confirm the locations and possible dates for the "2017 STARTS NOW" conferences.

We would also like to determine a process for going forward to ensure that we have a clear line of communication between CBC Corporate, Radio-Canada and CBC.

Please find attached some supporting documents.

All the best.

John

21(1)(a)

John Wimbs
Director of Publicity & Public Relations, CBC
(416) 205-7902 office
cell

21(1)(b)

19(1)

Twitter

Seen CBC Live? www.cbc.ca/live

>>> DAVID OILLE 9/11/2012 4:32 PM >>>

Good afternoon,

This is an invitation to attend a video conference to further discuss the "2017 Starts Now" initiative.

In particular, we will be going over the rationale for choosing the cities that will be selected to host the conferences that were mentioned in the August 30th release (<http://cbc.radio-canada.ca/en/media-centre/2012/08/30/>), along with some general discussion around the format of the conferences themselves. A full agenda will be provided prior to the meeting.

Kind regards,

16(2)

D

Bonjour,
Vous êtes invité à assister à une conférence vidéo pour discuter plus en détail de l'initiative « 2017 débute maintenant ».

En particulier, nous traiterons des raisons pour les villes qui seront sélectionnées pour accueillir les conférences dont il était question dans notre communiqué du 30 août (<http://cbc.radio-canada.ca/fr/centre-de-presse/2012/08/30/>). Il sera aussi question du format des conférences proprement dites. L'ordre du jour complet sera fourni avant la réunion.

Sincères salutations,

16(2)

D

David Oille

Senior Manager, Public Relations / Premier chef, Relations publiques
Communications, Marketing and Brand / Communications, Marketing et Image de marque
CBC English Services / Services anglais
T: (416) 205-3191
C: |
david.oille@cbc.ca

19(1)

“2017 STARTS NOW” MEETING

CBC Broadcast Centre, Toronto / Board Room 7C400 / October 10, 2012 / 1 – 2 pm

Attending:

- Bill Chambers, Martine Menard, Pascale Monminy
- Guylaine Bergeron, James Selfe, Marc Pichette, Suzanne Francoeur
- Bridget Hoffer, Nancy Boyle, Mary-Jo Osborn, John Wimbs, Tim Knapp, David Jang, David Oille

MEETING OBJECTIVE

The purpose of this meeting is to confirm the proposed dates for the “2017 Starts Now” cross-country conferences, to establish budgets/resources, administrative structure, conference objectives/agendas, and develop a process that will ensure an on-going, inclusive/collaborative communication between all CBC/Radio-Canada participants.

AGENDA

1. **Welcome/Introductions**
2. **Recap/Overview**
3. **Conference Locations/Dates/Themes**
4. **Process/Admin Structure**
5. **Conference Agenda/Template**
6. **Interactive Component**
7. **Resources**
 - Budget
 - Venues
 - staffing
8. **Partners**
 - Review current
 - Process for on-boarding new
9. **Critical Dates**
10. **Communications Roll Out**
11. **Next Steps**
 - Announcement of Conference Locations
 - Partners meeting in Ottawa



"2017 STARTS NOW" CROSS-CANADA CONFERENCES

Proposed Dates & Themes

Rencontre « 2017 DÉBUTE MAINTENANT »

Centre de radiodiffusion de CBC/Radio-Canada à Toronto, salle de conférence 7C400, le
10 octobre 2012, de 13 h à 14 h

Personnes présentes :

- Bill Chambers, Martine Ménard, Pascale Montminy
- Guylaine Bergeron, James Selfe, Marc Pichette, Suzanne Francoeur
- Bridget Hoffer, Nancy Boyle, Mary-Jo Osborn, John Wimbs, Tim Knapp, David Jang, David Oille

OBJECTIF DE LA RENCONTRE

Cette rencontre a pour buts de confirmer les dates proposées pour les conférences pancanadiennes « 2017 débute maintenant », d'établir le budget et les ressources nécessaires, ainsi que la structure administrative, les objectifs et l'ordre du jour des conférences, et de développer un processus qui assurera une communication et une collaboration inclusives et constantes entre tous les participants de CBC/Radio-Canada.

ORDRE DU JOUR

1. **Mot de bienvenue/présentations**
2. **Récapitulation/aperçu**
3. **Lieux/dates/thèmes des conférences**
4. **Processus/structure administrative**
5. **Ordre du jour/modèle**
6. **Éléments interactifs**
7. **Ressources**
 - Budget
 - Lieux
 - Dotation en personnel
8. **Partenaires**
 - Examen des partenariats actuels
 - Processus pour nouer de nouveaux partenariats
9. **Dates à retenir**
10. **Déploiement des communications**
11. **Étapes suivantes**
 - Annonce des lieux où seront tenues les conférences
 - Rencontre des partenaires à Ottawa



CONFÉRENCES PANCANADIENNES « 2017 DÉBUTE MAINTENANT »

Dates et thèmes proposés

Pascale Montminy - "2017 Starts Now" - Files for Oct 25 meeting / « 2017 Débute maintenant » - Documents pour la réunion du 25 octobre

From: JOHN WIMBS
To: David Jang; DAVID OILLE; James Selfe; JOHN WIMBS; Jud...
Date: 25/10/2012 12:52 PM
Subject: "2017 Starts Now" - Files for Oct 25 meeting / « 2017 Débute maintenant » - Documents pour la réunion du 25 octobre
CC: JOHN WIMBS; OLGA BIANCHI
Attachments: 2017 Starts Now Agenda.docx; 2017 Starts Now Agenda_tf.docx; 150cbcdeckb.pdf; 150cbcdeck-tf.pdf

Bonjour! Hello!

Thank you, everyone, for taking the time to meet tomorrow in Montreal to discuss the next steps for the Canada 150/2017 Starts Now activities.

This is a follow-up to the discussion we had in Toronto on October 10th, and there is a very specific agenda:

Attached, as reference only, are the documents from the October 10 meeting, as a reminder of the overall goals, etc...

I would also like to ask all of you to come to lunch following the meeting. (I'll ask Marc to recommend a restaurant.)

Please let me know if you have any questions or concerns prior to our meeting tomorrow. Best to reach me by e-mail or by cell phone.

Thank you!

John

=====

John Wimbs
Director of Publicity, CBC
Communications, Brand & Promotion
(416) 205-7902 office
cell

Please update e-mail:
john.wimbs@cbc.ca

Rencontre « 2017 DÉBUTE MAINTENANT »

Centre de radiodiffusion de CBC/Radio-Canada à Toronto, salle de conférence 7C400, le
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Personnes présentes :

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OBJECTIF DE LA RENCONTRE

Cette rencontre a pour but de confirmer les dates proposées pour les conférences pancanadiennes « 2017 débute maintenant », d'établir le budget et les ressources nécessaires, ainsi que la structure administrative, les objectifs et l'ordre du jour des conférences, et de développer un processus qui assurera une communication et une collaboration inclusives et constantes entre tous les participants de CBC/Radio-Canada.

ORDRE DU JOUR

- 1. Mot de bienvenue/présentations**
- 2. Récapitulation/aperçu**
- 3. Lieux/dates/thèmes des conférences**
- 4. Processus/structure administrative**
- 5. Ordre du jour/modèle**
- 6. Éléments interactifs**
- 7. Ressources**
 - Budget
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- 8. Partenaires**
 - Examen des partenariats actuels
 - Processus pour nouer de nouveaux partenariats
- 9. Dates à retenir**
- 10. Déploiement des communications**
- 11. Étapes suivantes**
 - Annonce des lieux où seront tenues les conférences
 - Rencontre des partenaires à Ottawa



CONFÉRENCES PANCANADIENNES « 2017 DÉBUTE MAINTENANT »

Dates et thèmes proposés

"2017 STARTS NOW"
Kick-off Release – Overview and Rollout

Date: August 29, 2012



Announcement Rollout

DATE	ACTIVITY/AUDIENCE	RESPONSIBLE
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21(1)(a)

21(1)(b)

CBC  Radio-Canada

21(1)(a)

21(1)(b)



CBC/Radio-Canada & Canada 150

An Update on the "2017 Starts Now" Project

October 29, 2012

21(1)(a)

21(1)(b)

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21(1)(a)

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21(1)(a)

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Canada 150

Conferences

18(a)

18(b)

21(1)(b)