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

1 message

Gino Apponi <gino.apponi@cbc.ca>

Thu, May 15, 2014 at 2:00 PM

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

FYI

Begin forwarded message:

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

Date: May 15, 2014 at 1:14:38 PM EDT

To: JEAN MONGEAU <jean.mongeau@radio-canada.ca>, Gino Apponi <gino.apponi@cbc.ca>, Michel Cormier <michel.cormier@radio-canada.ca>

Cc: "Guiton, Steven" <steven.guiton@cbc.ca>, ANGUS MCKINNON <angus.mckinnon@cbc.ca>, "Darley, Mike" <mike.darley@cbc.ca>, CODE_PUBLICITAIRE_MONTREAL <codepub@radio-canada.ca>, Claude Landry <claudel.landry@radio-canada.ca>

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

Hello,

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

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

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

CBC  Radio-Canada

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

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

Date: 2014-05-15 12:58 GMT-04:00

Subject: Decision: Ontario English Catholic Teachers Association - Registered Third Party for Ontario elections - Carlos M

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

Cc: CODE_PUBLICITAIRE_MONTREAL <codepub@radio-canada.ca>

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

To: Mike Darley (Advertising Standards Toronto)

Cc: Code publicitaire Montréal

Advertiser: Ontario English Catholic Teachers Association

Message: Carlos M – **Television**

Received on: May 13, 2014

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

Restrictions: Yes.

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

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

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

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

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

Guidelines from Elections Ontario further clarify as follows:

10: *All ... broadcast or telecast advertisements must show the name of the registered constituency association, registered*

candidate, registered political party, registered third party, person, corporation or trade union that caused it to appear and sponsored or paid for it.

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

Re: Final version Political ad letter

1 message

Gino Apponi <gino.apponi@cbc.ca>

Mon, May 12, 2014 at 4:56 PM

To: Mike Darley <mike.darley@cbc.ca>, Robert Bishop <robert.bishop@cbc.ca>

Hi Mike,

It is the physical use of video or audio or screen grabs of our online pages that it was intended to protect.

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

On Mon, May 12, 2014 at 4:36 PM, Mike Darley <mike.darley@cbc.ca> wrote:

Hi Gino,

Hoping you can to clarify the meaning of the terms "our content" and "other broadcaster's content" that are referenced in the attached letter: .

I'm interpreting the intention is to prohibit the use of motion or still visual images, and sound.

The image in this story posted on [cbc.ca](http://www.cbc.ca/news/politics/political-parties-blocked-from-using-broadcasters-content-in-ads-1.2636138) lead me to want to ensure that we're all talking about the same thing:
<http://www.cbc.ca/news/politics/political-parties-blocked-from-using-broadcasters-content-in-ads-1.2636138>

Our normal practice is to accept political advertisements that quote statements from our services, as long as they don't actually play or display them.

Many thanks
&
Regards,

Mike

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

From: **Gino Apponi** <gino.apponi@cbc.ca>
Date: Fri, Apr 25, 2014 at 11:04 AM
Subject: Fwd: Final version Political ad letter
To: Mike Darley <mike.darley@cbc.ca>
Cc: Robert Bishop <robert.bishop@cbc.ca>

Hi Mike,

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

G

Fwd: Final version Political ad letter

1 message

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

Mon, May 12, 2014 at 4:43 PM

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

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

From: **Mike Darley** <mike.darley@cbc.ca>
Date: Mon, May 12, 2014 at 4:36 PM
Subject: Fwd: Final version Political ad letter
To: Gino Apponi <gino.apponi@cbc.ca>
Cc: Robert Bishop <robert.bishop@cbc.ca>

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Hi Mike,
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 **Letter re Political Ads (1).pdf**
58K

April 22, 2014


To Whom It May Concern:

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

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

Thank you,





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





Wendy Freeman
President CTV News




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




Michel Cormier
Executive Director, News and
Current Affairs




Dave Budge
General Manager – CityNews

Re: Confidential - political advertising

1 message

Gino Apponi <gino.apponi@cbc.ca>

Fri, May 9, 2014 at 10:27 AM

To: Arlene Matthews <arlene.matthews@cbc.ca>

yes i know...but somebody signed for it at the other end...can we get that name? ...and send the address and name to Shaun.

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

On Fri, May 9, 2014 at 10:25 AM, Arlene Matthews <arlene.matthews@cbc.ca> wrote:
there was no names on it, so it would have just gone to the address

On Fri, May 9, 2014 at 10:16 AM, Gino Apponi <gino.apponi@cbc.ca> wrote:

pls respond with the address we used and the confirmation that it was delivered...and to who. Can we find that out?

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

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

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

Date: Fri, May 9, 2014 at 9:52 AM

Subject: Re: Confidential - political advertising

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

Cc: Arlene Matthews <arlene.matthews@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

We sent registered letters to all the parties, provincial and federal. Copying in Gino and Arlene who can give you the specific details. Jen

On Fri, May 9, 2014 at 9:50 AM, Shaun Poulter <shaun.poulter@cbc.ca> wrote:

Jennifer,

Would you know who this was sent to in the Liberal Party? They're calling me this morning asking where it is.

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

Hi there,

I think you are all in the loop, but just giving you an official heads up that we will be sending out the joint note (attached) to the federal political parties today. Sylvie, Sean Moreman was involved with us in crafting this.

It has also been through the legal departments of all the other media organizations. So not changeable unless there are huge flags.

Questions or concerns, please let me know.

Jen

—

Shaun Poulter
Senior Director, Premier directeur
Government Relations/ Relations gouvernementales
CBC/ Radio-Canada
Tel: (613) 288-6233
Cell: (613) 791-8054
shaun.poulter@cbc.ca

—

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Fwd: Confidential - political advertising

1 message

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Questions or concerns, please let me know.
Jen

--

Shaun Poulter
Senior Director, Premier directeur
Government Relations/ Relations gouvernementales
CBC/ Radio-Canada
Tel: (613) 288-6233
Cell: (613) 791-8054
shaun.poulter@cbc.ca

--

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Political ads coverage

1 message

Gino Apponi <gino.apponi@cbc.ca>

Thu, May 8, 2014 at 2:34 PM

To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>

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

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

Re: Did the political ad letter go out?

1 message

Gino Apponi <gino.apponi@cbc.ca>

Wed, May 7, 2014 at 11:15 PM

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

Cc: Arlene Matthews <arlene.matthews@cbc.ca>

Yes

> On May 7, 2014, at 11:11 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

>

>

Fwd: Confidential - political advertising

1 message

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

Tue, May 6, 2014 at 6:36 PM

We will wait for Michel's translation before sending right?

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

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

From: **Chuck Thompson** <chuck.thompson@cbc.ca>
Date: Tue, May 6, 2014 at 3:23 PM
Subject: Re: Confidential - political advertising
To: sean.moreman@cbc.ca, Jennifer McGuire <jennifer.mcguire@cbc.ca>
Cc: Shaun Poulter <shaun.poulter@cbc.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Bill Chambers <bill.chambers@cbc.ca>, Michel Cormier <michel.cormier@radio-canada.ca>, Gino Apponi <gino.apponi@cbc.ca>

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

Sent from my BlackBerry 10 smartphone on the Rogers network.

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

Good afternoon All:

Just a thought.

Sean

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

Hi there,

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

Questions or concerns, please let me know.

Jen

—

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

Fwd: Comments_Fwd: Final version Political ad letter

1 message

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

Fri, Apr 25, 2014 at 5:42 PM

we can discuss monday

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

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

From: **Mike Darley** <mike.darley@cbc.ca>
Date: Fri, Apr 25, 2014 at 5:23 PM
Subject: Re: Comments_Fwd: Final version Political ad letter
To: Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>

Hi Anne-Marie,

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

Thank you very much!

Mike

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

I understand that this attached letter is already signed by Executive directors of news of Bell, CBC/Radio-Canada, Rogers and Shaw, but that it has not yet been sent to political parties and that someone will consult the Law Department before sending it to political parties.

Here are my comments from an Advertising Standards perspective:

Hope this helps,
AM

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

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

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

Hi Anne-Marie,

Specifically, I'm OK with a process where I contact News if I receive political advertising that contains identifiable footage from another broadcaster, and News seeks input from that broadcaster to learn if they have authorized the footage.. I'm also OK if another broadcaster contacts News who then contacts me to ask for the removal of an ad because it uses their footage without permission.

Regards,

Mike

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

From: **Gino Apponi** <gino.apponi@cbc.ca>
Date: Fri, Apr 25, 2014 at 11:04 AM
Subject: Fwd: Final version Political ad letter
To: Mike Darley <mike.darley@cbc.ca>
Cc: Robert Bishop <robert.bishop@cbc.ca>

Hi Mike,

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

G

Fwd: Final version Political ad letter

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fri, Apr 25, 2014 at 12:07 PM

To:

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

Cc: Gino Apponi <gino.apponi@cbc.ca>, Arlene Matthews <arlene.matthews@cbc.ca>

Hello everyone,

Here is the final version of our letter. We will now be sending Monday as an email and a letter.

I did not hear from everyone on SUN so I have not reached out.

Jennifer

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

58K

April 22, 2014


To Whom It May Concern:

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

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

Thank you,




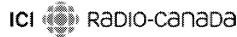

Jennifer McGuire
General Manager and Editor in
Chief, CBC News and Centres





Wendy Freeman
President CTV News




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




Michel Cormier
Executive Director, News and
Current Affairs




Dave Budge
General Manager – CityNews

Re: Final version Political ad letter

1 message

Arlene Matthews <arlene.matthews@cbc.ca>
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>

Fri, Apr 25, 2014 at 10:57 AM

here it is attached.

thanks, arlene

On Fri, Apr 25, 2014 at 10:50 AM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Hi there,
Can I get the final version of this please?

--

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

 **Letter re Political Ads (1).pdf**
58K

April 22, 2014

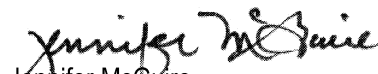
To Whom It May Concern:

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Thank you,





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





Wendy Freeman
President CTV News




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




Michel Cormier
Executive Director, News and
Current Affairs




Dave Budge
General Manager – CityNews

revised signatures - political letter

1 message

Arlene Matthews <arlene.matthews@cbc.ca>
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>

Wed, Apr 23, 2014 at 5:44 PM

is this how you wanted it?

 **Letter re Political Ads (1).pdf**
60K

Re: Letter re Political Ads

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>
To: Arlene Matthews <arlene.matthews@cbc.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>

Tue, Apr 22, 2014 at 9:47 PM

On Apr 22, 2014, at 6:31 PM, Arlene Matthews <arlene.matthews@cbc.ca> wrote:

Here is the letter with Michel Cormier's signature and logo added to it.

Thanks, Arlene

<Letter re Political Ads (1).pdf>

April 22, 2014

To Whom It May Concern:

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Thank you,





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General Manager and Editor in Chief,
CBC News and Centres




Michel Cormier
Executive Director, News and Current Affairs




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




Wendy Freeman
President CTV News




Dave Budge
General Manager – CityNews

Re: Michel

1 message

Arlene Matthews <arlene.matthews@cbc.ca>
To: Gino Apponi <gino.apponi@cbc.ca>

Tue, Apr 22, 2014 at 10:11 AM

here you go

On Tue, Apr 22, 2014 at 9:52 AM, Gino Apponi <gino.apponi@cbc.ca> wrote:
Can you send me the latest draft of the letter?
Thnx

Begin forwarded message:

From: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Date: April 22, 2014 at 9:34:05 AM EDT
To: Gino Apponi <gino.apponi@cbc.ca>
Subject: Re: Michel

I hate auto correct....political advertising.

On Apr 22, 2014, at 9:33 AM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Can you please follow up with him this am on theological advertising piece.

 **draft letter re political ads (1).docx**
717K

Re: Political letter re ads

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>
To: Arlene Matthews <arlene.matthews@cbc.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>

Thu, Apr 17, 2014 at 5:03 PM

I will need to give Bill Chambers a heads up. Gino you might also want to call ad standards. Shaun Poulter and Heather are in the loop.

On Thu, Apr 17, 2014 at 4:48 PM, Arlene Matthews <arlene.matthews@cbc.ca> wrote:

I got Dave's signature and logo, so the letter is now ready to go. Gino can you send me the address of where it's to go?

Thanks, Arlene

—

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

April 22, 2014

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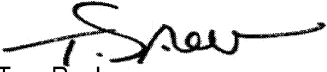
Accordingly, in anticipation of the upcoming elections, we wish to advise that effective immediately our organizations will not accept any political advertisement which uses our content without our express authorization. Additionally, we will not accept and will cease to broadcast any political advertisement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

Thank you,




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General Manager and Editor in Chief,
CBC News and Centres




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




Wendy Freeman
President CTV News




Dave Budge
General Manager – CityNews

Fwd: Signature for Political Letter

1 message

Gino Apponi <gino.apponi@cbc.ca>

Wed, Apr 16, 2014 at 1:34 PM

To:

Cc: Arlene Matthews <arlene.matthews@cbc.ca>

That's great!

Hoping to get this out as soon as possible.

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

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

From:

Date: Wed, Apr 16, 2014 at 1:00 PM

Subject: RE: Signature for Political Letter

To: Gino Apponi <gino.apponi@cbc.ca>

Hi Gino

From: Gino Apponi [mailto:gino.apponi@cbc.ca]**Sent:** Friday, April 11, 2014 2:48 PM**To:****Subject:** Re: Signature for Political Letter

Thanks

Sounds complicated but I think we can give it a few days. Will confirm that with Jen.

At the very least we would like to go with all stations across the country.

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

On Fri, Apr 11, 2014 at 12:45 PM,

wrote:

Hi Gino

From: Gino Apponi [mailto:gino.apponi@cbc.ca]
Sent: Friday, April 11, 2014 11:49 AM
To:
Cc: Arlene Matthews
Subject: Fwd: Signature for Political Letter

Thanks,

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

----- Forwarded message -----
From:
Date: Thu, Apr 10, 2014 at 2:36 PM
Subject: RE: Signature for Political Letter
To: Arlene Matthews <arlene.matthews@cbc.ca>

Hi Arlene

From: Arlene Matthews [mailto:arlene.matthews@cbc.ca]
Sent: Thursday, April 10, 2014 2:06 PM
To:
Subject: Signature for Political Letter

Hi I'm just following up on an email that Jennifer McGuire sent regarding your signature and logo for the political letter. Would you be able to provide both please as a .jpg file? Also if you could please confirm your title?

Thank you, Arlene

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Fwd: Signature for Political Letter

1 message

Gino Apponi <gino.apponi@cbc.ca>
To: Arlene Matthews <arlene.matthews@cbc.ca>

Fri, Apr 11, 2014 at 3:43 PM

GGino Apponi
Chief of Staff
CBC News and Centres
@giappon

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

From: **Jennifer McGuire** <jennifer.mcguire@cbc.ca>
Date: Fri, Apr 11, 2014 at 3:41 PM
Subject: Re: Signature for Political Letter
To: Gino Apponi <gino.apponi@cbc.ca>

Sent from my iPhone

On Apr 11, 2014, at 2:47 PM, Gino Apponi <gino.apponi@cbc.ca> wrote:

FYI

GGino Apponi
Chief of Staff
CBC News and Centres
@giappon

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

From:
Date: Fri, Apr 11, 2014 at 12:45 PM
Subject: RE: Signature for Political Letter
To: Gino Apponi <gino.apponi@cbc.ca>

Hi Gino

From: Gino Apponi [mailto:gino.apponi@cbc.ca]
Sent: Friday, April 11, 2014 11:49 AM
To:
Cc: Arlene Matthews
Subject: Fwd: Signature for Political Letter

Hi

Thanks,

Gino Apponi

Chief of Staff

CBC News and Centres

@giappon

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

From:

Date: Thu, Apr 10, 2014 at 2:36 PM

Subject: RE: Signature for Political Letter

To: Arlene Matthews <arlene.matthews@cbc.ca>

Hi Arlene

From: Arlene Matthews [mailto:arlene.matthews@cbc.ca]

Sent: Thursday, April 10, 2014 2:06 PM

To:

Subject: Signature for Political Letter

Hi I'm just following up on an email that Jennifer McGuire sent regarding your signature and logo for the political letter. Would you be able to provide both please as a .jpg file? Also if you could please confirm your title?

Thank you, Arlene

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Fwd: Signature for Political Letter

1 message

Arlene Matthews <arlene.matthews@cbc.ca>
To: Gino Apponi <gino.apponi@cbc.ca>

Fri, Apr 11, 2014 at 11:27 AM

Jennifer asked if you could speak to _____ today please re the below.

Thank you, Arlene

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

From:
Date: Thu, Apr 10, 2014 at 2:36 PM
Subject: RE: Signature for Political Letter
To: Arlene Matthews <arlene.matthews@cbc.ca>

Hi Arlene

From: Arlene Matthews [mailto:arlene.matthews@cbc.ca]
Sent: Thursday, April 10, 2014 2:06 PM
To:
Subject: Signature for Political Letter

Hi _____ I'm just following up on an email that Jennifer McGuire sent regarding your signature and logo for the political letter. Would you be able to provide both please as a .jpg file? Also if you could please confirm your title?

Thank you, Arlene

This communication is confidential. We only send and receive email on the basis of the terms set out at www.rogers.com/web/content/emailnotice

Ce message est confidentiel. Notre transmission et réception de courriels se fait strictement suivant les modalités énoncées dans l'avis publié à www.rogers.com/aviscourriel

Re: FW: fyi-hows this

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fri, Apr 4, 2014 at 4:03 PM

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

Cc: Jonathan Whitten <jonathan.whitten@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

Yes. We have a few more inside steps, and we will wait until after the provincial election is done, then we will send. Rogers, Bell, Shaw and CBC are signing.

On Fri, Apr 4, 2014 at 4:01 PM, Sean Moreman <sean.moreman@cbc.ca> wrote:

Good afternoon, All:

I am fine with this. It sounds like this will be delivered to the political parties, is that correct?

Cheers

S

On Fri, Apr 4, 2014 at 3:55 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Hi there,

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

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

Jennifer McGuire
General Manager and Editor in Chief,

CBC News and Centres
jennifer.mcguire@cbc.ca

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

March 27, 2014

To Whom It May Concern:

Thank you,

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

Most recent version

1 message

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

Wed, Apr 2, 2014 at 9:38 AM

Bcc: gino.apponi@cbc.ca

Hello,
Here is the most recent version.
Jennifer

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

 **draft letter re political ads (1).docx**
12K

March 27, 2014

To Whom It May Concern:

Thank you,

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

Re: fyi-hows this

1 message

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

Tue, Apr 1, 2014 at 3:08 PM

I'm fine with all this.
Did you send it off?

> On Apr 1, 2014, at 2:54 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

>

> ----- Forwarded message -----

> From:

> Date: Tue, Apr 1, 2014 at 12:15 PM

> Subject: RE: fyi-hows this

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

>

> Cc:

>

>

> Hi all

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- > --
- > Jennifer McGuire
- > General Manager and Editor in Chief,
- > CBC News and Centres
- > jennifer.mcguire@cbc.ca
- >
- > Amanda Pyle
- > Executive Assistant
- > amanda.pyle@cbc.ca
- > <letter edit.docx>



March 25, 2014

To Whom It May Concern:

Thank you,

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

Fwd: Draft paragraph

1 message

Gino Apponi <gino.apponi@cbc.ca>

Tue, Mar 25, 2014 at 1:43 PM

To: Arlene Matthews <arlene.matthews@cbc.ca>

Cc: Jennifer McGuire <Jennifer.McGuire@cbc.ca>

Hi Arlene, Can you please design a letter head that has the logos of all the broadcasters we talked to yesterday? This will need to go out later today or tomorrow.... After we send to the others for approval.

Added line in original draft .

G

Begin forwarded message:

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

Date: March 25, 2014 at 11:01:14 AM EDT

To: Gino Apponi <gino.apponi@cbc.ca>

Subject: Draft paragraph

Hi Gino:

Here is a quick draft. Since this is primarily an editorial agreement among the broadcasters, there is no need to make this overly legal, I wouldn't think. Feel free to modify as you wish.

Cheers

S

Thank you,

Jennifer
Title

S

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

Re: Draft paragraph

1 message

Gino Apponi <gino.apponi@cbc.ca>

Tue, Mar 25, 2014 at 12:51 PM

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

Thanks Sean. Much appreciated.

On Mar 25, 2014, at 11:01 AM, Sean Moreman <sean.moreman@cbc.ca> wrote:

Hi Gino:

Here is a quick draft. Since this is primarily an editorial agreement among the broadcasters, there is no need to make this overly legal, I wouldn't think. Feel free to modify as you wish.

Cheers

S

S

Sean A. Moreman
Senior Legal Counsel
Canadian Broadcasting Corporation

T: 416-205-6494

Fwd: Draft paragraph

1 message

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

Tue, Mar 25, 2014 at 11:55 AM

FYI

Begin forwarded message:

From: Sean Moreman <sean.moreman@cbc.ca>
Date: March 25, 2014 at 11:01:14 AM EDT
To: Gino Apponi <gino.apponi@cbc.ca>
Subject: Draft paragraph

Hi Gino:

Here is a quick draft. Since this is primarily an editorial agreement among the broadcasters, there is no need to make this overly legal, I wouldn't think. Feel free to modify as you wish.

Cheers

S

S

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

Fwd: Political Ads

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fri, Mar 14, 2014 at 1:15 PM

To: Sean Moreman <sean.moreman@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

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

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

Date: Fri, Mar 14, 2014 at 11:53 AM

Subject: Political Ads

To:

Dear

I hope you are both well and hopefully enjoying a break. I am writing to get your input and hopefully support on something I think is important journalistically.

As you know, we are already in the pre-season of election campaigning and, once again, we are seeing news content (in the case of the Justin Trudeau ads, CBC News content) being grabbed and used without permission and out of context in attack ads. This kind of activity will hit us all as the election activity heats up.

In the past we have all argued against this legally using copyright infringement. Our legal team is confident that with the shifts in case law w.r.t fair dealing this might not be a successful route.

I am proposing that we form a joint position on this as we head into the election and send a note to parties saying, effective immediately, the networks will not air ads with unauthorized use of other broadcaster's news content. I believe this is the only way to shut it down. But I am open to other suggestions.

Can you please let me know if this is something you would support or if you have other

concerns or ideas? I think it is in our best interests to not.

Jennifer

—

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

—

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Re: Final version Political ad letter

1 message

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

Mon, May 12, 2014 at 4:49 PM

They can quote, it is using our content.

On Mon, May 12, 2014 at 4:43 PM, Gino Apponi <gino.apponi@cbc.ca> wrote:

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

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

From: **Mike Darley** <mike.darley@cbc.ca>
Date: Mon, May 12, 2014 at 4:36 PM
Subject: Fwd: Final version Political ad letter
To: Gino Apponi <gino.apponi@cbc.ca>
Cc: Robert Bishop <robert.bishop@cbc.ca>

Hi Gino,

Hoping you can to clarify the meaning of the terms "our content" and "other broadcaster's content" that are referenced in the attached letter: .

I'm interpreting the intention is to prohibit the use of motion or still visual images, and sound.

The image in this story posted on [cbc.ca](http://www.cbc.ca/news/politics/political-parties-blocked-from-using-broadcasters-content-in-ads-1.2636138) lead me to want to ensure that we're all talking about the same thing:
<http://www.cbc.ca/news/politics/political-parties-blocked-from-using-broadcasters-content-in-ads-1.2636138>

Our normal practice is to accept political advertisements that quote statements from our services, as long as they don't actually play or display them.

Many thanks
&
Regards,

Mike

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

From: **Gino Apponi** <gino.apponi@cbc.ca>
Date: Fri, Apr 25, 2014 at 11:04 AM
Subject: Fwd: Final version Political ad letter
To: Mike Darley <mike.darley@cbc.ca>
Cc: Robert Bishop <robert.bishop@cbc.ca>

Hi Mike,

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

G

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Re: CBCNN

Jonathan Whitten <jonathan.whitten@cbc.ca>

Thu, May 8, 2014 at 4:02 PM

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

Cc: Marissa Nelson <marissa.nelson@cbc.ca>, Jennifer Harwood <Jennifer.Harwood@cbc.ca>, FIONA CONWAY <fiona.conway@cbc.ca>

Done...was taken from the politics page headline below so maybe we should change that though the story clarifies...

Political parties blocked from using broadcasters' content in ads

On Thu, May 8, 2014 at 3:56 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

On Thu, May 8, 2014 at 3:33 PM, Jonathan Whitten <jonathan.whitten@cbc.ca> wrote:

> On May 8, 2014, at 15:11, Marissa Nelson <marissa.nelson@cbc.ca> wrote:

>

> Adding Jonathan – ticker people report to him.

>

> On Thu, May 8, 2014 at 3:08 PM, Jennifer McGuire

> <jennifer.mcguire@cbc.ca> wrote:

>>

>>

>>

>> –

>> Jennifer McGuire

>> General Manager and Editor in Chief,

>> CBC News and Centres

>> jennifer.mcguire@cbc.ca

>>

>> Amanda Pyle

>> Executive Assistant

>> amanda.pyle@cbc.ca

>

>

>

> --
>
> Marissa Nelson
> Senior Director, Digital Media, CBC News and Centres
> 416 205 3519

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Re: Political ads coverage

1 message

Peter Mansbridge <peter.mansbridge@cbc.ca>
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Thu, May 8, 2014 at 3:13 PM

Yes I have seen it and I have already heard some very positive responses. Congrats to you!

Does it go in effect right away and if so does that mean we stop running those ads?

On Thu, May 8, 2014 at 2:39 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Did you see this?

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

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

Date: Thu, May 8, 2014 at 2:34 PM

Subject: Political ads coverage

To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>

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

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

--

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Confidential

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>
To: Rob Russo <rob.russo@cbc.ca>

Thu, May 8, 2014 at 10:03 AM

Hi Rob,
Here is the letter that went out. Embargoed until noon.
Jen

 **Letter re Political Ads (1).pdf**
58K

Did the political ad letter go out?

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Wed, May 7, 2014 at 11:11 PM

To: Gino Apponi <gino.apponi@cbc.ca>, Arlene Matthews <arlene.matthews@cbc.ca>

Re: Confidential - political advertising

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Tue, May 6, 2014 at 9:29 PM

To: Gino Apponi <gino.apponi@cbc.ca>

I sent a note to the group about the provincial election. We are sending it to federal parties. If ads from provincial parties appear we will deal with it then. If I can broaden sooner we will. The wording do the note is pretty clear. We will deal with ads as per that language. Jen

Sent from my iPhone

On May 6, 2014, at 6:37 PM, Gino Apponi <gino.apponi@cbc.ca> wrote:

We will wait for Michel's translation before sending right?

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

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

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

Date: Tue, May 6, 2014 at 3:23 PM

Subject: Re: Confidential - political advertising

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

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

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

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Sean Moreman

Sent: Tuesday, May 6, 2014 3:21 PM

To: Jennifer McGuire

Reply To: Sean Moreman

Cc: Shaun Poulter; Sylvie Gadoury; Bill Chambers; Michel Cormier; Gino Apponi; Chuck Thompson

Subject: Re: Confidential - political advertising

Good afternoon All:

Just a thought.

Sean

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

Hi there,

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

Questions or concerns, please let me know.

Jen

—

Sean A. Moreman

Senior Legal Counsel
Canadian Broadcasting Corporation
T: 416-205-6494

Re: Confidential - political advertising

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Tue, May 6, 2014 at 3:13 PM

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

Cc: Bill Chambers <bill.chambers@cbc.ca>, Michel Cormier <michel.cormier@cbc.ca>

Gino told me you were translating Michel. Can you call me?

On May 6, 2014, at 2:54 PM, Michel Cormier <michel.cormier@radio-canada.ca> wrote:

Did we produce a French version?

Envoyé de mon iPhone

Le 2014-05-06 à 14:37, Jennifer McGuire <jennifer.mcguire@cbc.ca> a écrit :

Hi Bill,

Will you be briefing Hubert? Or would you like me to reach out.

Jen

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

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

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

Subject: Confidential - political advertising

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

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

Hi there,

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

huge flags.

Questions or concerns, please let me know.

Jen

--

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

<Letter re Political Ads (1).pdf>

Re: Political Advertising - confidential

1 message

Heather Conway <heather.conway@cbc.ca>
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Tue, May 6, 2014 at 2:32 PM

Thanks Jen just ask bill whether he wants to let htl know or you

On May 6, 2014, at 2:28 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Hi Heather,

I know we have talked about political advertising. Here is the final letter from the "consortium" of news organizations re political advertising using journalistic content without permission. It has been through all the legal teams of the various organizations so it is unchangeable at this point unless there are huge flags. It will be sent today.

Shaun Poulter and Bill Chambers are in the loop, and I have briefed Chuck as well just in case there is reaction. We are not putting out a release , FYI, but the political parties might leak it, so we are preparing just in case.

I do not think it has been flagged to Hubert at this point . I assume Bill will, but let me know if you would like me to reach out.

Jen

<Letter re Political Ads (1).pdf>

Political Advertising

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca> Tue, May 6, 2014 at 2:10 PM
To: Wendy Freeman <wendy.freeman@bellmedia.ca>, Troy Reeb <troy.reeb@globalnews.ca>, "Dave.Budge@rci.rogers.com" <Dave.Budge@rci.rogers.com>, Michel Cormier <michel.cormier@radio-canada.ca>
Bcc: Arlene Matthews <arlene.matthews@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

Hi Everyone,

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

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

Jennifer

 **Letter re Political Ads (1).pdf**
58K

letter attached

1 message

Arlene Matthews <arlene.matthews@cbc.ca>
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Tue, May 6, 2014 at 2:02 PM

 **Letter re Political Ads (1).pdf**
58K

Fwd: Political Ads

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Tue, May 6, 2014 at 12:21 PM

To: Gino Apponi <gino.apponi@cbc.ca>, Arlene Matthews <arlene.matthews@cbc.ca>

Do we have emails or will we be sending by registered mail?

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

From:

Date: Tue, May 6, 2014 at 11:48 AM

Subject: Re: Political Ads

To: "jennifer.mcguire@cbc.ca" <jennifer.mcguire@cbc.ca>

We can release now. Thanks again Jennifer let me know when it goes out.

From: Jennifer McGuire [mailto:jennifer.mcguire@cbc.ca]**Sent:** Tuesday, May 06, 2014 09:45 AM**To:****Subject:** Political Ads

Hi

Just checking in to see where you are at with getting the letter reviewed.

Jennifer

—

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

—

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

Amanda Pyle
Executive Assistant

amanda.pyle@cbc.ca

Fwd: Political Ads

1 message

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

Tue, May 6, 2014 at 9:50 AM

Sent from my iPhone

Begin forwarded message:

From:
Date: May 6, 2014 at 9:49:28 AM EDT
To: "'jennifer.mcguire@cbc.ca'" <jennifer.mcguire@cbc.ca>
Subject: Re: Political Ads

I will check and get back to you asap

From: Jennifer McGuire [mailto:jennifer.mcguire@cbc.ca]
Sent: Tuesday, May 06, 2014 09:45 AM
To:
Subject: Political Ads

Hi

Just checking in to see where you are at with getting the letter reviewed.

Jennifer

—

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Political advertising

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>
To: Alan Dark <alan.dark@cbc.ca>

Mon, Apr 28, 2014 at 5:14 PM

Hi Al,

Here is the document.

Jen

 **Letter re Political Ads (1).pdf**
58K

April 22, 2014


To Whom It May Concern:

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

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

Thank you,




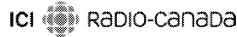

Jennifer McGuire
General Manager and Editor in
Chief, CBC News and Centres





Wendy Freeman
President CTV News




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




Michel Cormier
Executive Director, News and
Current Affairs




Dave Budge
General Manager – CityNews

Fwd: Comments_Fwd: Final version Political ad letter

1 message

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

Fri, Apr 25, 2014 at 5:42 PM

we can discuss monday

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

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

From: **Mike Darley** <mike.darley@cbc.ca>
Date: Fri, Apr 25, 2014 at 5:23 PM
Subject: Re: Comments_Fwd: Final version Political ad letter
To: Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>

Hi Anne-Marie,

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

Thank you very much!

Mike

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

I understand that this attached letter is already signed by Executive directors of news of Bell, CBC/Radio-Canada, Rogers and Shaw, but that it has not yet been sent to political parties and that someone will consult the Law Department before sending it to political parties.

Here are my comments from an Advertising Standards perspective:

Hope this helps,
AM

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

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

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

s.23

Hi Anne-Marie,

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

Specifically, I'm OK with a process where I contact News if I receive political advertising that contains identifiable footage from another broadcaster, and News seeks input from that broadcaster to learn if they have authorized the footage.. I'm also OK if another broadcaster contacts News who then contacts me to ask for the removal of an ad because it uses their footage without permission.

Regards,

Mike

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

From: **Gino Apponi** <gino.apponi@cbc.ca>
Date: Fri, Apr 25, 2014 at 11:04 AM
Subject: Fwd: Final version Political ad letter
To: Mike Darley <mike.darley@cbc.ca>
Cc: Robert Bishop <robert.bishop@cbc.ca>

Hi Mike,

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

G

Re: Fwd: Final version Political ad letter

1 message

Fri, Apr 25, 2014 at 12:19 PM

To: "jennifer.mcguire@cbc.ca" <jennifer.mcguire@cbc.ca>

Ok thanks. And thanks for doing all this

From: Jennifer McGuire [mailto:jennifer.mcguire@cbc.ca]**Sent:** Friday, April 25, 2014 12:13 PM**To:****Subject:** Re: Fwd: Final version Political ad letter

No - we just changed the layout of the signatures.

On Fri, Apr 25, 2014 at 12:10 PM,

wrote:

Have there been any changes to the letter?

From: Jennifer McGuire [mailto:jennifer.mcguire@cbc.ca]**Sent:** Friday, April 25, 2014 12:07 PM**To:**

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

Cc: Gino Apponi <gino.apponi@cbc.ca>; Arlene Matthews <arlene.matthews@cbc.ca>**Subject:** Fwd: Final version Political ad letter

Hello everyone,

Here is the final version of our letter. We will now be sending Monday as an email and a letter.

I did not hear from everyone on SUN so I have not reached out.

Jennifer

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Fwd: Final version Political ad letter

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fri, Apr 25, 2014 at 12:07 PM

To:

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

Cc: Gino Apponi <gino.apponi@cbc.ca>, Arlene Matthews <arlene.matthews@cbc.ca>

Hello everyone,

Here is the final version of our letter. We will now be sending Monday as an email and a letter.

I did not hear from everyone on SUN so I have not reached out.

Jennifer

 **Letter re Political Ads (1).pdf**
58K

April 22, 2014

To Whom It May Concern:

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


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

Thank you,

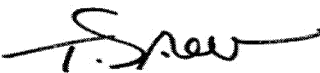



Jennifer McGuire
General Manager and Editor in Chief,
CBC News and Centres




Michel Cormier
Executive Director, News and Current Affairs




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




Wendy Freeman
President CTV News




Dave Budge
General Manager – CityNews

Political advertising

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Tue, Apr 22, 2014 at 3:27 PM

Draft To: Bill Chambers <bill.chambers@cbc.ca>

Just following up on this as the note is slated to go this week. There is no appetite from the other broadcasters to widen the group to include Sun.

—

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Fwd: FW: fyi-hows this

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>
To: Arlene Matthews <arlene.matthews@cbc.ca>

Fri, Apr 4, 2014 at 4:06 PM

We will need to format a letter with the logos of the other networks and signatures. Jen

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

From: **Sean Moreman** <sean.moreman@cbc.ca>
Date: Fri, Apr 4, 2014 at 4:01 PM
Subject: Re: FW: fyi-hows this
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Cc: Jonathan Whitten <jonathan.whitten@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

Good afternoon, All:

I am fine with this. It sounds like this will be delivered to the political parties, is that correct?

Cheers

S

On Fri, Apr 4, 2014 at 3:55 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Hi there,

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

—

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

—

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Fwd: Most recent version

1 message

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

Wed, Apr 2, 2014 at 9:41 AM

Hi Michel,

I know you are submerged in elections, but I wanted to ask you if you would be willing to be part of this letter which will be sent to the political parties soon pre the federal election. The goal is to keep news content from being used without permission. In past we fought this stuff using legal threats, but shifts to laws w.r.t copyright and fair dealing have made this a less effective route.

This "consortium" we think would limit the activity. Let's chat. Jen

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

From: **Jennifer McGuire** <jennifer.mcguire@cbc.ca>
Date: Wed, Apr 2, 2014 at 9:38 AM
Subject: Most recent version
To:

Hello,
Here is the most recent version.
Jennifer

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

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

Amanda Pyle
Executive Assistant

amanda.pyle@cbc.ca

 **draft letter re political ads (1).docx**
12K

March 27, 2014

To Whom It May Concern:

Thank you,

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

Most recent version

1 message

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


Wed, Apr 2, 2014 at 9:38 AM

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

Hello,
Here is the most recent version.
Jennifer

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

 **draft letter re political ads (1).docx**
12K

March 27, 2014

To Whom It May Concern:

Thank you,

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

s.21(1)(b)

CBC  Radio-Canada

Jennifer McGuire <jennifer.mcguire@cbc.ca>

FW: fyi-hows this

1 message

Tue, Apr 1, 2014 at 5:48 PM

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

Can u send an updated that we can send back to lawyers etc thanks

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

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

From:**Sent:** Tuesday, April 01, 2014 3:48 PM**To:** Jennifer McGuire;**Subject:** RE: fyi-hows this

I agree with _____ concerns, and believe they are all addressed in the more straightforward alternative letter (authored by _____ which I've attached.

I believe both CBC and _____ were good with this version as well.

Thoughts?

From:
Sent: April-01-14 12:16 PM
To: Jennifer McGuire;
Subject: RE: fyi-hows this

Hi all

Again, I'm late into the discussion and the wording may have been hammered out with good reason that's not known to me.

From: Jennifer McGuire [mailto:jennifer.mcguire@cbc.ca]
Sent: Tuesday, April 01, 2014 10:09 AM
To:
Subject: Re: fyi-hows this

Good Morning,

Just wondering if folks are satisfied with the latest draft.

Regards,

Jennifer

On Fri, Mar 28, 2014 at 8:33 AM,

wrote:

--

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

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Ce message est confidentiel. Notre transmission et réception de courriels se fait strictement suivant les modalités énoncées dans l'avis publié à www.rogers.com/aviscourriel



letter re political ads.docx

12K

March 27, 2014

To Whom It May Concern:

Thank you,

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

Re: fyi-hows this

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fri, Mar 28, 2014 at 9:54 PM

To:

Cc:

Hi there,

This is fine for me, Jennifer

On Mar 28, 2014, at 8:33 AM,

wrote:

<letter re political ads.docx>

Agenda

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fri, Mar 28, 2014 at 10:50 AM

To: Arlene Matthews <arlene.matthews@cbc.ca>, NADIA THADHANI <nadia.thadhani@cbc.ca>

1. Heritage
2. Political ads
3. Talent
4. Other

fyi-hows this

1 message

Fri, Mar 28, 2014 at 8:33 AM

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

2 attachments



letter re political ads.docx

5K



ATT00001.htm

1K

s.21(1)(b)

March 27, 2014

To Whom It May Concern:

Thank you,

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

Fwd: Draft paragraph

1 message

Gino Apponi <gino.apponi@cbc.ca>

Tue, Mar 25, 2014 at 1:43 PM

To: Arlene Matthews <arlene.matthews@cbc.ca>

Cc: Jennifer McGuire <Jennifer.McGuire@cbc.ca>

Hi Arlene, Can you please design a letter head that has the logos of all the broadcasters we talked to yesterday? This will need to go out later today or tomorrow.... After we send to the others for approval.

Added line in original draft .

G

Begin forwarded message:

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

Date: March 25, 2014 at 11:01:14 AM EDT

To: Gino Apponi <gino.apponi@cbc.ca>

Subject: Draft paragraph

Hi Gino:

Here is a quick draft. Since this is primarily an editorial agreement among the broadcasters, there is no need to make this overly legal, I wouldn't think. Feel free to modify as you wish.

Cheers

S

Thank you,

Jennifer
Title

S

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

Fwd: Draft paragraph

1 message

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

Tue, Mar 25, 2014 at 12:37 PM

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

From: **Gino Apponi** <gino.apponi@cbc.ca>
Date: Tue, Mar 25, 2014 at 11:55 AM
Subject: Fwd: Draft paragraph
To: Jennifer McGuire <Jennifer.McGuire@cbc.ca>

FYI

Begin forwarded message:

From: Sean Moreman <sean.moreman@cbc.ca>
Date: March 25, 2014 at 11:01:14 AM EDT
To: Gino Apponi <gino.apponi@cbc.ca>
Subject: Draft paragraph

Hi Gino:

Here is a quick draft. Since this is primarily an editorial agreement among the broadcasters, there is no need to make this overly legal, I wouldn't think. Feel free to modify as you wish.

Cheers

S

S

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

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Re: Political advertising

1 message

Mon, Mar 17, 2014 at 6:40 PM

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

Cc:

Jennifer--

Appreciate the note. I definitely agree with the position.

However, my portfolio no longer includes news. (The bosses felt that NHL was enough of a job!)

So [redacted] is the man on this, and he can pull together the appropriate legal folks to weigh in. But in principle, I would suggest we are probably with you on it.

On Mar 17, 2014, at 2:32 PM, "Jennifer McGuire" <jennifer.mcguire@cbc.ca> wrote:

Dear

As you know, we are already in the pre-season of the federal election campaigning and, once again, we are seeing news content (in the case of the recent Justin Trudeau ads, CBC News content) being grabbed and used without permission and out of context in attack ads. This kind of activity will hit us all as the election activity heats up.

In the past broadcasters have argued individually against this activity legally using copyright infringement. Our legal team is confident that with the shifts in case law w.r.t fair dealing this might not be a successful route. (See expert Michael Geist's view at www.michaelgeist.ca)

I have had preliminary conversations with CTV and with Global and we are all in agreement that this is an issue that needs to be addressed. We are exploring a joint position on this which is why I am reaching out to you. We

would like to get to a place where we say to the parties, effective immediately, the networks will not air ads with unauthorized use of other broadcaster's news content. We believe this is the best route to see this activity stop.

I am hoping we can include Rogers in this. We are hoping to have a meeting this coming week to discuss. Can I include you?

Jennifer

—

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

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Ce message est confidentiel. Notre transmission et réception de courriels se fait strictement suivant les modalités énoncées dans l'avis publié à www.rogers.com/aviscourriel

Fwd: Political advertising

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>
To: Arlene Matthews <arlene.matthews@cbc.ca>

Mon, Mar 17, 2014 at 2:32 PM

We will need another meeting at the end of the week or the beginning of next week.

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

From: **Jennifer McGuire** <jennifer.mcguire@cbc.ca>
Date: Mon, Mar 17, 2014 at 2:31 PM
Subject: Political advertising
To:

Dear

As you know, we are already in the pre-season of the federal election campaigning and, once again, we are seeing news content (in the case of the recent Justin Trudeau ads, CBC News content) being grabbed and used without permission and out of context in attack ads. This kind of activity will hit us all as the election activity heats up.

In the past broadcasters have argued individually against this activity legally using copyright infringement. Our legal team is confident that with the shifts in case law w.r.t fair dealing this might not be a successful route. (See expert Michael Geist's view at www.michaelgeist.ca)

I have had preliminary conversations with CTV and with Global and we are all in agreement that this is an issue that needs to be addressed. We are exploring a joint position on this which is why I am reaching out to you. We would like to get to a place where we say to the parties, effective immediately, the networks will not air ads with unauthorized use of other broadcaster's news content. We believe this is the best route to see this activity stop.

I am hoping we can include Rogers in this. We are hoping to have a meeting this coming week to discuss. Can I include you?

Jennifer

—

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

—

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Fwd: This is the ad in question

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>
To: Arlene Matthews <arlene.matthews@cbc.ca>

Mon, Mar 17, 2014 at 12:48 PM

Can you print the Geist article?

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

From: **Gino Apponi** <gino.apponi@cbc.ca>
Date: Fri, Mar 14, 2014 at 10:22 AM
Subject: Fwd: This is the ad in question
To: Shaun Poulter <shaun.poulter@cbc.ca>
Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Following up...I'll keep you posted.

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

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

From: **Gino Apponi** <gino.apponi@cbc.ca>
Date: Fri, Mar 14, 2014 at 10:15 AM
Subject: Re: This is the ad in question
To: Sean Moreman <sean.moreman@cbc.ca>
Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Hi Sean,
Following up....

Call me if you need to discuss.

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

On Thu, Mar 13, 2014 at 11:23 AM, Sean Moreman <sean.moreman@cbc.ca> wrote:
Good morning Gino:

I am attaching an article written by Michael Geist, who is one of the leading experts on intellectual property in Canada, describing the exact same scenario when it happened to us in 2011.

<http://www.michaelgeist.ca/content/view/5587/125/>

Cheers

S

On Thu, Mar 13, 2014 at 10:24 AM, Gino Apponi <gino.apponi@cbc.ca> wrote:
Hi Sean,

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

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

Date: Wed, Mar 12, 2014 at 7:53 PM
Subject: Fwd: This is the ad in question
To: Gino Apponi <gino.apponi@cbc.ca>

Sent from my iPhone

Begin forwarded message:

From: Peter Mansbridge <peter.mansbridge@cbc.ca>
Date: March 12, 2014 at 7:42:16 PM EDT
To: jennifer.mcguire@cbc.ca
Cc: Gino Apponi <gino.apponi@cbc.ca>
Subject: Re: This is the ad in question

Ok thanks Jennifer.

So hopefully this is considered onpassed from me!

p

Sent from my BlackBerry 10 smartphone on the Rogers network.

Original Message

From: Jennifer McGuire
Sent: Wednesday, March 12, 2014 19:39
To: Peter Mansbridge
Reply To: Jennifer McGuire
Cc: Robert Russo; Gino Apponi
Subject: Re: This is the ad in question

Hi Peter,

I asked Gino to contact Ad Standards earlier today. The normal process is that they deal with the party. Jen

Sent from my iPhone

Sent from my iPhone

On Mar 12, 2014, at 7:23 PM, Peter Mansbridge <peter.mansbridge@cbc.ca> wrote:

Thanks

Peter

<Terrorism.wmv>

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

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Re: Political Ads

1 message

Fri, Mar 14, 2014 at 12:07 PM

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

Cc:

Great

On Mar 14, 2014, at 12:06 PM, "Jennifer McGuire" <jennifer.mcguire@cbc.ca> wrote:

Sure. I will have Amanda set up a call. are you available Monday? Jennifer

On Mar 14, 2014, at 11:58 AM,

wrote:

Jennifer can I call u Monday I'm out if the country. Can we discuss Monday

On Mar 14, 2014, at 11:54 AM, "Jennifer McGuire" <jennifer.mcguire@cbc.ca> wrote:

Dear

I hope you are both well and hopefully enjoying a break.
I am writing to get your input and hopefully support on
something I think is important journalistically.

As you know, we are already in the pre-season of
election campaigning and, once again, we are seeing
news content (in the case of the Justin Trudeau ads, CBC
News content) being grabbed and used without
permission and out of context in attack ads. This kind of
activity will hit us all as the election activity heats up.

In the past we have all argued against this legally using
copyright infringement. Our legal team is confident that
with the shifts in case law w.r.t fair dealing this might
not be a successful route.

I am proposing that we form a joint position on this as we head into the election and send a note to parties saying, effective immediately, the networks will not air ads with unauthorized use of other broadcaster's news content. I believe this is the only way to shut it down. But I am open to other suggestions.

Can you please let me know if this is something you would support or if you have other concerns or ideas? I think it is in our best interests to not.

Jennifer

—

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Re: This is the ad in question

1 message

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

Thu, Mar 13, 2014 at 5:48 PM

Sorry just got this. I just called you on your cell.

Sent from my iPhone

On Mar 13, 2014, at 2:35 PM, Gino Apponi <gino.apponi@cbc.ca> wrote:

Hate to do this but can you call me?
8648

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

----- Forwarded message -----
From: **Shaun Poulter** <shaun.poulter@cbc.ca>
Date: Thu, Mar 13, 2014 at 2:05 PM
Subject: Re: This is the ad in question
To: Gino Apponi <gino.apponi@cbc.ca>

I agree Gino.

On Thu, Mar 13, 2014 at 1:56 PM, Gino Apponi <gino.apponi@cbc.ca> wrote:
see below

btw not running on CBC

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

On Thu, Mar 13, 2014 at 11:23 AM, Sean Moreman <sean.moreman@cbc.ca> wrote:
Good morning Gino:

I am attaching an article written by Michael Geist, who is one of the leading experts on intellectual property in Canada, describing the exact same scenario when it happened to us in 2011.

<http://www.michaelgeist.ca/content/view/5587/125/>

Cheers

S

On Thu, Mar 13, 2014 at 10:24 AM, Gino Apponi <gino.apponi@cbc.ca> wrote:
Hi Sean,

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

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

From: **Jennifer McGuire** <jennifer.mcguire@cbc.ca>
Date: Wed, Mar 12, 2014 at 7:53 PM
Subject: Fwd: This is the ad in question

To: Gino Apponi <gino.apponi@cbc.ca>

Sent from my iPhone

Begin forwarded message:

From: Peter Mansbridge <peter.mansbridge@cbc.ca>
Date: March 12, 2014 at 7:42:16 PM EDT
To: jennifer.mcguire@cbc.ca
Cc: Gino Apponi <gino.apponi@cbc.ca>
Subject: Re: This is the ad in question

Ok thanks Jennifer.

So hopefully this is considered onpassed from me!

p

Sent from my BlackBerry 10 smartphone on the Rogers network.

Original Message

From: Jennifer McGuire
Sent: Wednesday, March 12, 2014 19:39
To: Peter Mansbridge
Reply To: Jennifer McGuire
Cc: Robert Russo; Gino Apponi
Subject: Re: This is the ad in question

Hi Peter,

I asked Gino to contact Ad Standards earlier today. The normal process is that they deal with the party. Jen

Sent from my iPhone

Sent from my iPhone

On Mar 12, 2014, at 7:23 PM, Peter Mansbridge
<peter.mansbridge@cbc.ca> wrote:

Thanks

Peter

<Terrorism.wmv>

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

--
Shaun Poulter
Senior Director, Premier directeur
Government Relations/ Relations gouvernementales
CBC/ Radio-Canada
Tel: (613) 288-6233
Cell: (613) 791-8054
shaun.poulter@cbc.ca

Re: This is the ad in question

1 message

Robert Bishop <robert.bishop@cbc.ca>

Thu, Mar 13, 2014 at 11:23 AM

To: Gino Apponi <gino.apponi@cbc.ca>, Sean Moreman <sean.moreman@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>

Bob

On Thu, Mar 13, 2014 at 10:24 AM, Gino Apponi <gino.apponi@cbc.ca> wrote:

forgot to add your name

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

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

From: **Gino Apponi** <gino.apponi@cbc.ca>
Date: Thu, Mar 13, 2014 at 10:24 AM
Subject: Fwd: This is the ad in question
To: SEAN MOREMAN <sean.moreman@cbc.ca>

Hi Sean,

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

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

From: **Jennifer McGuire** <jennifer.mcguire@cbc.ca>
Date: Wed, Mar 12, 2014 at 7:53 PM
Subject: Fwd: This is the ad in question
To: Gino Apponi <gino.apponi@cbc.ca>

Sent from my iPhone

Begin forwarded message:

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Date: March 12, 2014 at 7:42:16 PM EDT
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Sent from my iPhone

Sent from my iPhone

On Mar 12, 2014, at 7:23 PM, Peter Mansbridge <peter.mansbridge@cbc.ca> wrote:

Thanks

Peter

<Terrorism.wmv>

—
Robert Bishop
Senior Manager
Revenue Generation & Service Extension
CBC News
Tel. 416-205-8881

CBCNews.ca

Fwd: This is the ad in question

1 message

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

Wed, Mar 12, 2014 at 9:21 PM

Sent from my iPad

Begin forwarded message:

From: Peter Mansbridge <peter.mansbridge@cbc.ca>
Date: March 12, 2014 at 7:23:06 PM EDT
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Robert Russo <rob.russo@cbc.ca>
Subject: This is the ad in question

Thanks

Peter

 **Terrorism.wmv**
3308K

Re: This is the ad in question

1 message

Gino Apponi <gino.apponi@cbc.ca>

Wed, Mar 12, 2014 at 7:59 PM

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

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

It didn't forward It doesn't work when you reply. You have to forward.
Amanda can you help?

On Mar 12, 2014, at 7:53 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Sent from my iPhone

Begin forwarded message:

From: Peter Mansbridge <peter.mansbridge@cbc.ca>

Date: March 12, 2014 at 7:42:16 PM EDT

To: jennifer.mcguire@cbc.ca

Cc: Gino Apponi <gino.apponi@cbc.ca>

Subject: Re: This is the ad in question

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Sent from my BlackBerry 10 smartphone on the Rogers network.

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From: Jennifer McGuire

Sent: Wednesday, March 12, 2014 19:39

To: Peter Mansbridge

Reply To: Jennifer McGuire

Cc: Robert Russo; Gino Apponi

Subject: Re: This is the ad in question

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Sent from my iPhone

Sent from my iPhone

On Mar 12, 2014, at 7:23 PM, Peter Mansbridge
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Thanks

Peter

<Terrorism.wmv>

Fwd: This is the ad in question

1 message

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

Wed, Mar 12, 2014 at 7:53 PM

Sent from my iPhone

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Sent from my iPhone

On Mar 12, 2014, at 7:23 PM, Peter Mansbridge <peter.mansbridge@cbc.ca> wrote:

Thanks

Peter

<Terrorism.wmv>

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

1 message

Claude Landry <claude.landry@radio-canada.ca>
À : Gisele Bilodeau <gisele.bilodeau@radio-canada.ca>

27 mai 2014 15:18

réf. Demande d'accès : A-2014/00032

Claude Landry

Directeur | Director

Optimisation des ressources, technologies et processus (Groupe Revenus) | Resource, technology and Process Optimization (Revenue Group)

t 514.597.4074

c 514.386.3974

claude.landry@radio-canada.ca



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

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

Date: 2014-05-15 13:14 GMT-04:00

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

To: JEAN MONGEAU <jean.mongeau@radio-canada.ca>, Gino Apponi <gino.apponi@cbc.ca>, Michel Cormier <michel.cormier@radio-canada.ca>

Cc: "Guiton, Steven" <steven.guiton@cbc.ca>, ANGUS MCKINNON <angus.mckinnon@cbc.ca>, "Darley, Mike" <mike.darley@cbc.ca>, CODE_PUBLCITAIRE_MONTREAL <codepub@radio-canada.ca>, Claude Landry <claude.landry@radio-canada.ca>

Hello,

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

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

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



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

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

Date: 2014-05-15 12:58 GMT-04:00

Subject: Decision: Ontario English Catholic Teachers Association - Registered Third Party for Ontario elections - Carlos M

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

Cc: CODE_PUBLICITAIRE_MONTREAL <codepub@radio-canada.ca>

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

To: Mike Darley (Advertising Standards Toronto)

Cc: Code publicitaire Montréal

Advertiser: Ontario English Catholic Teachers Association

Message: Carlos M – **Television**

Received on: May 13, 2014

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

Restrictions: Yes.

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

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

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

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

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

Guidelines from Elections Ontario further clarify as follows:

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

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

Fwd: Confidential - political advertising

1 message

Bill Chambers <bill.chambers@cbc.ca>

Tue, May 6, 2014 at 3:13 PM

To: Hubert T Lacroix <ht.lacroix@cbc.ca>

Cc: "Duquette, Stephanie" <stephanie.duquette@radio-canada.ca>

See attached. This is a good outcome in that we have lots of company.

B.

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

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

Date: Tue, May 6, 2014 at 2:37 PM

Subject: Fwd: Confidential - political advertising

To: Bill Chambers <bill.chambers@cbc.ca>

Cc: Michel Cormier <michel.cormier@cbc.ca>

Hi Bill,

Will you be briefing Hubert? Or would you like me to reach out.

Jen

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

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

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

Subject: Confidential - political advertising

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

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

Hi there,

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

Heather is in the loop, but I will give her another reminder today.

Michel, I assume has done the same with Louis. We have not reached out to

Hubert at this point. Let me know how you would like to proceed on that front Bill.

We are not sending out any kind of press release. I am in conversation with the other organizations about what happens if it becomes a story. At this point, the plan is not to comment but let the letter stand for itself.

Questions or concerns, please let me know.

Jen

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

—
W. B. Chambers
Vice président/Vice-President,
Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles
CBC/Radio-Canada
tel. 613 288-6181
cell. 416 427-8485
e: bill.chambers@cbc.ca
visit: www.cbc.radio-canada.ca

 **Letter re Political Ads (1).pdf**
58K

May 6, 2014

To Whom It May Concern:

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

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

Thank you,





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




Wendy Freeman
President CTV News




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




Michel Cormier
Executive Director
News and Current Affairs




Dave Budge
General Manager – CityNews