
Final blog

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

26 juin 2015 16:12

À :

Jack Nagler <jack.nagler@cbc.ca> ,

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

Hello,

This is the final version of the blog that will be posted at 4:30 by CBC News.

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

 **Protecting Journalistic Content 5 final.docx**
17K

Protecting Journalistic Content

Today CBC/Radio-Canada asked Facebook and YouTube to take down a political ad that not only uses CBC News footage but also re-edits it.

In recent years, social media and the ongoing technology revolution have led to some blurring of the necessary bright lines that must exist between journalists on the one hand; and sponsors, advertisers, political parties and governments, on the other.

Readers, listeners and viewers need to be confident that the political coverage they enjoy is not in any manner framed by commercial concerns or partisan interest.

That is why Canadian broadcast journalistic organizations – including CTV, CBC, Global and Rogers -- are so determined to limit the re-use of political coverage in paid advertising. Our integrity as providers of serious, independent coverage of political parties and governments rests on this.

When a TV clip of an interview of a party leader, shows up in another party's advertising edited in a way that shifts the context of the facts, this may cause viewer confusion and even suspicion about our journalism, and the intentions of journalists. It can damage our credibility, independence and integrity as neutral participants.

At no time is it more important to insist on these boundaries than in an election period.

With our fixed date elections today, campaigning begins earlier and the formal writ period is no longer the boundary that it was. So for broadcasters, the pre-writ period is as sensitive as the formal campaign itself.

Our guiding principle is simple and clear:

No one - no individual candidate or political party, and no government, corporation or NGO - may re-use our creative and copyrighted property without our permission. This includes our brands, our talent and our content.

Canada's broadcasters will defend vigorously both their property and their journalistic reputation from illicit use..

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

16/07/2015

CBC Radio-Canada Mail - Fwd: Political advertising - Jan. 12 mtg conclusions

s.23

CBC  Radio-Canada

Chuck Thompson <chuck.thompson@cbc.ca>

Fwd: Political advertising - Jan. 12 mtg conclusions

1 message

Chuck Thompson <chuck.thompson@cbc.ca>

Tue, Jan 20, 2015 at 4:40 PM

To: Chris Ball <chris.ball@cbc.ca>

FYI

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

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

From: **Steven Guiton** <steven.guiton@cbc.ca>

Date: 2015-01-20 16:18 GMT-05:00

Subject: Political advertising - Jan. 12 mtg conclusions

To: Anne Marie Migneault <anne-marie.migneault@radio-canada.ca>, "Chambers, Bill" <bill.chambers@cbc.ca>, "Thompson, Chuck" <chuck.thompson@cbc.ca>, "LAMARRE-CLICHE, EMMANUELLE" <elcliche@radio-canada.ca>, Heather Conway <heather.conway@cbc.ca>, "Keay, Jeff" <jeff.keay@cbc.ca>, "Lalande, Louis" <louis.lalande@radio-canada.ca>, Michel Cormier <michel.cormier@radio-canada.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, "Gadoury, Sylvie" <sylvie.gadoury@radio-canada.ca>, "McKinnon, Angus" <angus.mckinnon@cbc.ca>, "MONGEAU, JEAN" <jean.mongeau@radio-canada.ca>, "Apponi, Gino" <gino.apponi@cbc.ca>, "McGuire, Jennifer" <jennifer.mcguire@cbc.ca>, Liliane Le <liliane.le@cbc.ca>

Le message français suit l'anglais.

Greetings all,

Here are the conclusions and take-aways from the January 12th meeting:

16/07/2015

CBC Radio-Canada Mail - Fwd: Political advertising - Jan. 12 mtg conclusions

s.23

Cheers,
SG

Bonjour à tous,

Voici les conclusions et les points à retenir de la réunion du 12 janvier :

16/07/2015

CBC Radio-Canada Mail - Fwd: Political advertising - Jan. 12 mtg conclusions

Cheers,

SG

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

16/07/2015

CBC Radio-Canada Mail - Fwd: Why we refused similar Friend's ads on CBC cuts_Fwd: February 26 - Daily Issues / Enjeux du jour

CBC  Radio-Canada

Chuck Thompson <chuck.thompson@cbc.ca>

Fwd: Why we refused similar Friend's ads on CBC cuts_Fwd: February 26 - Daily Issues / Enjeux du jour

1 message

Chuck Thompson <chuck.thompson@cbc.ca>
To: CHRIS BALL <chris.ball@cbc.ca>

Thu, Feb 26, 2015 at 9:40 AM

Fyi

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

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

Date: Feb 26, 2015 9:36 AM

Subject: Why we refused similar Friend's ads on CBC cuts_Fwd: February 26 - Daily Issues / Enjeux du jour

To: "Bill Chambers" <bill.chambers@cbc.ca>, "Julie Page" <julie.page@radio-canada.ca>, "Liliane Le" <liliane.le@cbc.ca>, "Shaun Poulter" <shaun.poulter@cbc.ca>, "Jeff Keay" <jeff.keay@cbc.ca>, "EMMANUELLE LAMARRE-CLICHE" <elcliche@radio-canada.ca>, "JEAN MONGEAU" <jean.mongeau@radio-canada.ca>, "Andrea Laton" <andrea.laton@cbc.ca>, "Chuck Thompson" <chuck.thompson@cbc.ca>, "Guylaine Bergeron" <guylaine.bergeron@radio-canada.ca>

Cc: "Guiton, Steven" <steven.guiton@cbc.ca>, "ANGUS MCKINNON" <angus.mckinnon@cbc.ca>, "Darley, Mike" <mike.darley@cbc.ca>

Hello,

Concerning the articles below on the rejection by television networks of Friends' TV ad mocking Harper over CBC cuts, for your information:

-The ad in question ("Lake Ontario", described below) was not submitted by Friends to CBC/Radio-Canada and is therefore not aired on any of our platforms.

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: **Julie Page** <julie.page@radio-canada.ca>
Date: 2015-02-26 8:05 GMT-05:00
Subject: February 26 - Daily Issues / Enjeux du jour
To: "Pagé, Julie" <julie.page@radio-canada.ca>

Good morning! Bonjour!

GLOBALNEWS.CA: Jian Ghomeshi sexual assault case back in court today
<http://globalnews.ca/news/1851713/jian-ghomeshi-sexual-assault-case-back-in-court-today/>

HUFFINGTONPOST.CA: Ad Mocking Harper Over CBC Cuts Rejected By All Networks, FCB Says, But..
http://www.huffingtonpost.ca/2015/02/25/cbc-cuts-ad-rejected-friends-canadian-broadcasting_n_6753582.html

BROADCASTERMAGAZINE.COM: Television Networks Reject Friends' TV Spots
<http://www.broadcastermagazine.com/news/television-networks-reject-friends-tv-spots/1003494994/?&er=NA>

THEGLOBEANDMAIL.COM: John Doyle: CBC has entered the digital age, but not the ethical age
<http://www.theglobeandmail.com/arts/television/john-doyle-cbc-has-entered-the-digital-age-but-not-the-ethical-age/article23203096/>

THEGLOBEANDMAIL.COM: Kate Taylor: What Australia can teach us about Canadian TV
<http://www.theglobeandmail.com/arts/television/kate-taylor-what-australia-can-teach-us-about-canadian-tv/article23205242/>

HUFFINGTONPOST.CA: CBC Needs a Rethink
http://www.huffingtonpost.ca/barry-kiefl/cbc-budget-2015_b_6716372.html

MARINA ORSINI À RADIO-CANADA:

ICI.RADIO-CANADA.CA: Marina Orsini animera une quotidienne sur ICI Radio-Canada Télé
http://ici.radio-canada.ca/nouvelles/arts_et_spectacles/2015/02/25/004-marina-orsini-emission-tele.shtml

BLOGUES.LAPRESSE.CA: Marina Orsini aura sa quotidienne sur ICI RC Télé
<http://blogues.lapresse.ca/therrien/2015/02/25/marina-orsini-aura-sa-quotidienne-sur-ici-rc-tele/>

LAPRESSE.CA: Marina Orsini sera curieuse au quotidien à Ici Radio-Canada Télé
<http://www.lapresse.ca/le-soleil/arts-et-spectacles/television-et-radio/201502/25/01-4847507-marina-orsini-sera-curieuse-au-quotidien-a-ici-radio-canada-tele.php>

SHOBIZZ.NET: UNE ÉMISSION POUR MARINA ORSINI À RADIO-CANADA
<http://showbizz.net/2015/02/25/une-emission-quotidienne-pour-marina-orsini-ici-radio-canada-tele/>

QUEBEC.HUFFINGTONPOST.CA: Radio-Canada: Marina Orsini égaiera nos matins
http://quebec.huffingtonpost.ca/2015/02/25/marina-orsini-animatrice-magazine-de-services-radio-canada_n_6754082.html

FR.CANOE.CA: Marina Orsini à la barre d'un magazine de services
<http://fr.canoe.ca/divertissement/telemedias/nouvelles/archives/2015/02/20150225-162043.html>

JOURNALMETRO.COM: Marina Orsini à la barre d'une nouvelle émission quotidienne

16/07/2015

CBC Radio-Canada Mail - Fwd: Why we refused similar Friend's ads on CBC cuts_Fwd: February 26 - Daily Issues / Enjeux du jour

<http://journalmetro.com/culture/727617/marina-orsini-a-la-barre-dune-nouvelle-emission-quotidienne/>

VARIA:

THESTAR.COM: Transforming Gender shows we all have something to learn: Menon

<http://www.thestar.com/entertainment/2015/02/25/transforming-gender-shows-we-all-have-something-to-learn-menon.html>

THEGLOBEANDMAIL.COM: Bankruptcy order against Dragons' Den's Wekerle dismissed

<http://www.theglobeandmail.com/try-it-now/try-it-now-streetwise/?contentRedirect=true&articleId=23196002&referrer=https%3A%2F%2Fwww.google.ca%2F>

CONSEIL-JEUNESSE.MB.CA: FORUM SUR L'HISTOIRE, L'IMPORTANCE ET L'AVENIR DE RADIO-CANADA

<http://conseil-jeunesse.mb.ca/articles/2015/02/forum-sur-lhistoire-limportance-et-lavenir-de-radio-canada>

RCIACTION.ORG: Celebrating? 70 years of Radio Canada International

<http://rciaction.org/blog/2015/02/25/celebrating-70-years-of-radio-canada-international/>

INFO-CULTURE.BIZ: L'équipe de FERMIERES lance une expérience interactive pour souligner le 100e anniversaire des Cercles de Fermières

<http://info-culture.biz/2015/02/25/lequipe-de-fermieres-lance-une-experience-interactive-pour-souligner-le-100e-anniversaire-des-cercles-de-fermieres/#.VO8V4fnF9Gg>

OTHER NEWS/AUTRES NOUVELLES:

FINANCIALPOST.COM: Bloomberg Television set to launch Canadian channel this spring

<http://business.financialpost.com/2015/02/25/bloomberg-television-set-to-launch-canadian-channel-this-spring/>

Have a good day! Bonne journée!

Julie Pagé

Corporate Communications/Communications institutionnelles

CBC/Radio-Canada

Bureau: 613-288-6335

Cellulaire: 613-299-2102



16/07/2015

CBC Radio-Canada Mail - Re: Re political ads

s.21(1)(a)

CBC  Radio-Canada

Chuck Thompson <chuck.thompson@cbc.ca>

Re: Re political ads

1 message

Chuck Thompson <chuck.thompson@cbc.ca>
To: Jeff Keay <jeff.keay@cbc.ca>

Thu, Jun 25, 2015 at 5:14 PM

Great, thx.

Chuck Thompson
Head of Public Affairs
CBC English Services
416-205-3747
416-509-3315 (cell)On Thu, Jun 25, 2015 at 5:00 PM, Jeff Keay <jeff.keay@cbc.ca> wrote:
Along with whatever other messages we need, suggest the following for consideration:

Jeff Keay
Chief of Staff
Office of the Executive Vice-President, English Services
Office: 416.205.2867 | Mobile: 416.804.3262
205 Wellington St. W, Toronto ON M5V 3G7CBC  Radio-Canada

16/07/2015

CBC Radio-Canada Mail - Fwd: Final version - please disregard other

CBC  Radio-Canada

Chuck Thompson <chuck.thompson@cbc.ca>

Fwd: Final version - please disregard other

1 message

Chuck Thompson <chuck.thompson@cbc.ca>
 To: "Cristina Tonner (Google Drive)" <cristina.tonner@cbc.ca>

Fri, Jun 26, 2015 at 7:59 PM

As per my bbm message...

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

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

Date: Jun 26, 2015 4:18 PM

Subject: Final version - please disregard other

To:

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

"Jack Nagler" <jack.nagler@cbc.ca>

Cc: "Chuck Thompson" <chuck.thompson@cbc.ca>, "Heather Conway" <heather.conway@cbc.ca>, "Jeff Keay" <jeff.keay@cbc.ca>

Protecting Journalistic Content

Today, CBC/Radio-Canada asked Facebook and YouTube to take down a political ad that not only uses CBC's news footage but also re-edits it.

In recent years, social media and the ongoing technology revolution have led to some blurring of the necessary bright lines that must exist between journalists on the one hand; and sponsors, advertisers, political parties and governments, on the other.

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16/07/2015

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Canada's broadcasters will defend vigorously both their property and their journalistic reputation from illicit use.

—

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

16/07/2015

CBC Radio-Canada Mail - Tuesday update

CBC  Radio-Canada

Chuck Thompson <chuck.thompson@cbc.ca>

Tuesday update

1 message

Chuck Thompson <chuck.thompson@cbc.ca>

Tue, Jun 30, 2015 at 8:06 AM

To: AMANDA YOUNG <amanda.young@cbc.ca>, Andrew Cochran <andrew.cochran@cbc.ca>, ANGUS MCKINNON <angus.mckinnon@cbc.ca>, Annette Kirk <annette.kirk@cbc.ca>, Aoife Casey <aoife.casey@cbc.ca>, Audrey James <audrey.james@cbc.ca>, "Bertrand, John" <john.bertrand@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, BONNIE BROWNLEE <bonnie.brownlee@cbc.ca>, brodie fenlon <brodie.fenlon@cbc.ca>, Carole Breton <carole.breton@radio-canada.ca>, Carolyn Bissett <carolyn.bissett@cbc.ca>, "Catto, Sally" <sally.catto@cbc.ca>, Christine Cook <christine.cook@cbc.ca>, CINDY WITTEN <cindy.witten@cbc.ca>, CLAIRE CANTELLO <claire.cantello@cbc.ca>, Daniel Fricker <daniel.fricker@cbc.ca>, David Demchuk <david.demchuk@cbc.ca>, David Jang <david.jang@cbc.ca>, David Masse <david.masse@cbc.ca>, Debbie Hynes <debbie.hynes@cbc.ca>, Denise Wilson <denise.wilson@cbc.ca>, "Dettman, Jennifer" <jennifer.dettman@cbc.ca>, "Dube, Marco" <marco.dube@radio-canada.ca>, "Dyer, Heaton" <heaton.dyer@cbc.ca>, Emma Bedard <emma.bedard@cbc.ca>, Emma Bédard <emma.bedard@radio-canada.ca>, Fiona Conway <fiona.conway@cbc.ca>, France Belisle <france.belisle@cbc.ca>, France Belisle <france.belisle@radio-canada.ca>, Fred Mattocks <fred.mattocks@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Heather Boyce <heather.boyce@cbc.ca>, Heather Conway <heather.conway@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, JANE COLLINS <jane.collins@cbc.ca>, JEAN MONGEAU <jean.mongeau@radio-canada.ca>, JEANNE CHAN <jeanne.chan@cbc.ca>, Jeff Keay <jeff.keay@cbc.ca>, Jeff Ulster <jeff.ulster@cbc.ca>, JENNA BOURDEAU <jenna.bourdeau@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Julie McCambley <julie.mccambley@cbc.ca>, "Knapp, Tim" <tim.knapp@cbc.ca>, Leslie Merklinger <leslie.merklinger@cbc.ca>, Liliane Le <liliane.le@cbc.ca>, Lisa Clarkson <lisa.clarkson@cbc.ca>, "Marjetti, Susan" <susan.marjetti@cbc.ca>, Mark Starowicz <mark.starowicz@cbc.ca>, Martine Menard <martine.menard@cbc.ca>, MICHAEL MOSER <michael.moser@cbc.ca>, "Michel, Johnny" <johnny.michel@cbc.ca>, NADIA FLAIM <nadia.flaim@cbc.ca>, Neil McEaney <neil.mceaney@cbc.ca>, Nicole Durrant <nicole.durrant@cbc.ca>, "OUELLETTE, RON" <ron.ouellette@cbc.ca>, Patricia Pleszczynska <patricia.pleszczynska@radio-canada.ca>, "Payan, Kevin" <kevin.payan@cbc.ca>, PETER HILL <peter.hill@cbc.ca>, Rena Nano <rena.nano@cbc.ca>, RICHARD KANEE <richard.kanee@cbc.ca>, Roger Belanger <roger.belanger@cbc.ca>, Sarah Carney <sarah.carney@cbc.ca>, Sarah Lue <sarah.lue@cbc.ca>, Seema Patel <seema.patel@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, Shelagh Kinch <shelagh.kinch@radio-canada.ca>, "Stein, Janice" <janice.stein@cbc.ca>, "Steinmetz, Mark" <mark.steinmetz@cbc.ca>, Sue Dando <sue.dando@cbc.ca>, Suzanne Waddell <suzanne.waddell@cbc.ca>, Terry Ludwick <terry.ludwick@cbc.ca>, "Thadani-Anthony, Serena" <serena.anthony@cbc.ca>, TINA TATTO <tina.tatto@cbc.ca>, TRACEY WILLIAMS <tracey.williams@cbc.ca>, Trevor Pilling <trevor.pilling@cbc.ca>, "Troyer, Jill" <jill.troyer@cbc.ca>, "Weissent, Trevor" <trevor.weissent@cbc.ca>, "WIMBS, JOHN" <john.wimbs@cbc.ca>

Good morning,

There are several stories related to political attack ads and one in particular where CBC took action:

This can be said succinctly: Clips of people being killed shouldn't be used as campaign fodder (Also appeared in Print)(National Post (Online))

Photo: No, Date: Jun 29, 2015

Generally speaking, political attack ads fall into one of three categories. There are the overly dramatic, unintentionally hilarious kind, which brazenly distort fact to the point of parody (see "Engage Canada") or hire catalogue actors to recite talking points in one of many bizarre or...

CBC Seeks Takedown of Conservative Ad, Claims "No One" Can Re-Use Its News Clips Without Permission (MICHAEL GEIST (blog))

Photo: No, Date: Jun 29, 2015

Last week, the Conservative party posted an offensive advertisement on YouTube and Facebook titled Justin Trudeau on ISIS. The ad starts with ISIS music and images of prisoners about to be drowned or beheaded before

<https://mail.google.com/mail/b/54/u/0/?ui=2&ik=6c98229396&view=pt&q=political%20advertisements&qs=true&search=query&th=14e445c72b7d41cf&siml=14...> 1/3

A0060939_10-000014

running short edited clips from a 13 minute interview with Trudeau...

CBC Asks YouTube, Facebook To Remove Conservative Ad (Huffington Post Canada)

Photo: No, Date: Jun 29, 2015

The CBC has asked YouTube and Facebook to remove the Conservative Party's latest attack ad against Liberal Leader Justin Trudeau, arguing the ad "not only uses CBC's news footage but also re-edits" it. "Our guiding principle is simple and clear," CBC news editor Jennifer McGuire...

Reality Check: How truthful is the Conservative's 'Justin Trudeau on ISIS' ad? (Global News (Online))

Photo: No, Date: Jun 30, 2015

Kory Teneycke, a spokesperson for the Conservative Party of Canada, said recently that the party's ads are better than the news because "they're truthful." Teneycke made the comment during an interview with Global News about the party's new attack ad targeting Liberal leader Justin Trudeau's...

CBC emails reveal new attempt to protect Trudeau from Tory attack ads (therebel.media)

Photo: No, Date: Jun 30, 2015

The state broadcaster is being selective about who can use their material for political ads and at least one internet law expert says they don't have a legal leg to stand on. After trying to censor political speech and political ads on their own network,

CBC Says "No One" Has The Right To Use Their Content Online (mindbendingpolitics.wordpress.com)

Photo: No, Date: Jun 30, 2015

Last week former Conservative MP Dean Del Mastro was sentenced to one month in jail for his part in over spending in the 2008 election.

CPC ad will likely never see court challenge under C-51: experts (iPolitics (Online))

Photo: No, Date: Jun 29, 2015

While Conservatives may have inadvertently violated the propaganda provisions in their own controversial anti-terror legislation, Bill C-51, by posting ISIS photos and playing the group's anthem to the backdrop of an election-style ad blasting Justin Trudeau, they're probably safe from defending it in court.

Janice Stein recently talked to a local radio station about the overall mood at CBC Yellowknife:

CBC North staff 'feeling the stress of change' amid cutbacks (myyellowknifenow.com)

Photo: No, Date: Jun 29, 2015

CBC North's managing director says job losses and a shift from TV to digital are taking their toll on staff. But Janice Stein told Moose FM she is convinced morale remains "very good" inside the CBC's Yellowknife newsroom, and insisted "it's actually a very exciting..."

The last item in this update is an op ed from the former head of the Ontario Labour Board on CBC's recent departures:

CBC firings created a regrettable mess (Hamilton Spectator (Online))

Photo: No, Date: Jun 30, 2015

With Evan Solomon's abrupt firing, Canadians have now lost the voices of two of the most talented professional media commentators in the country.

In a separate email, I will send a Cartt.ca story by Etan Vlessing noting all of the top jobs in the industry are held by women.

Chuck

Chuck Thompson

Head of Public Affairs

CBC English Services

416-205-3747

416-509-3315 (cell)

16/07/2015

CBC Radio-Canada Mail - Tuesday update



Jennifer McGuire <jennifer.mcguire@cbc.ca>

Re: Update_Political Ad rejected for broadcast on CBC TV - Correspondance between CBC and agency/party_Re: Political Ads

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

Thu, Jul 2, 2015 at 10:46 PM

My previous notes were about the letter from Shaun. Let me know if you want me to respond to that or to this. This approach is fine.

On Jul 2, 2015, at 10:01 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

s.21(1)(a)

s.21(1)(b)

Did you respond?

Begin forwarded message:

From: Bill Chambers <bill.chambers@cbc.ca>
Date: July 2, 2015 at 6:39:59 PM EDT
To: Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>
Cc: Jeff Keay <jeff.keay@cbc.ca>, Anne-Julie Perrault <Anne-Julie.Perrault@radio-canada.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, MARY KREUK <mary.kreuk@cbc.ca>, JEAN MONGEAU <jean.mongeau@radio-canada.ca>
Subject: Re: Update_Political Ad rejected for broadcast on CBC TV - Correspondance between CBC and agency/party_Re: Political Ads

Sounds like a reasonable approach.
Thanks,
B

On Thursday, July 2, 2015, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> wrote:
| Hello.

07/07/2015 CBC Radio-Canada Mail - Re: Update_Political Ad rejected for broadcast on CBC TV - Correspondance between CBC and agency/party_Re: Political
s.21(1)(a)

Anne-Marie Migneault
Director Advertising Standards Head Office

2015-06-29 18:26 GMT-04:00 Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>:

015-06-26 16:24 GMT-04:00 Mike Darley <mike.darley@cbc.ca>:

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

From:
Date: Fri, Jun 26, 2015 at 3:52 PM
Subject: Fw: Mom Benefit Proof commercial issues
To: Rosemary Pereira <rosemary.pereira@cbc.ca>, Mike Darley <mike.darley@cbc.ca>
Cc:

Hi

Please see the clients comments below.

We need to understand the issue further. If approved by telecaster
does CBC have a separate approval process? Will CBC air the ad?

s.20(1)(b)

Sent from my BlackBerry 10 smartphone on the Rogers network.

From:
Sent: Friday, June 26, 2015 3:03 PM
To:
Cc:
Subject: RE: Mom Benefit Proof commercial issues

s.20(1)(b)

From:
Sent: June-25-15 3:01 PM
To:
Cc:
Subject: Mom Benefit Proof commercial issues

Hi

As per our quick chat the commercial that CBC is having an issue with is called "Mom Benefit Proof" – CPC1952530E

They are looking for the reference to CBC to be removed but have no issues with using the actual quote.

Thanks

cid:ima

----- Forwarded message -----
From: **MARY KREUK** <mary.kreuk@cbc.ca>
Date: 2015-06-29 12:25 GMT-04:00
Subject: Re: Conservative party ad refusal

07/07/2015 CBC Radio-Canada Mail - Re: Update_Political Ad rejected for broadcast on CBC TV - Correspondance between CBC and agency/party_Re: Political ...

To: Heather Conway <heather.conway@cbc.ca>
Cc: Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, JEAN MONGEAU <jean.mongeau@radio-canada.ca>, Bill Chambers <bill.chambers@cbc.ca>, Louis Lalande <louis.lalande@radio-canada.ca>, Jeff Keay <jeff.keay@cbc.ca>, Steven Guiton <steven.guiton@cbc.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>, Judith Harvie <judith.harvie@radio-canada.ca>

We have briefed the agency with additional details for refusal of the ad; the client was not available for a call. We are awaiting next steps.
Specifically:

On Mon, Jun 29, 2015 at 9:39 AM, Heather Conway <heather.conway@cbc.ca> wrote:
so where did we land with this?

Anne-Marie

Le 29 juin 2015 17:43, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> a écrit :

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

Le 29 juin 2015 17:36, Bill Chambers <bill.chambers@cbc.ca> a écrit :

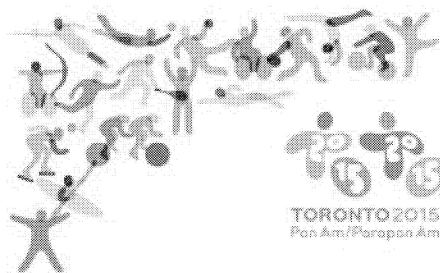
07/07/2015 CBC Radio-Canada Mail - Re: Update_Political Ad rejected for broadcast on CBC TV - Correspondance between CBC and agency/party_Re: Political ...

Pourriez-vous m'envoyer des copie de toute la correspondance qui a eu lieu entre nous et les divers représentants du parti conservateur (leur agent de placement, Facebook, YouTube, le parti même, etc.) au sujet de ces deux vidéos en cause - celle qu'on nous a fournie pour diffusion et celle qui a été affichée sur Facebook et YouTube.

Merci,
Bill

W. B. Chambers
Vice président/Vice-President,
Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles
CBC/Radio-Canada
tel. 613 288-6181

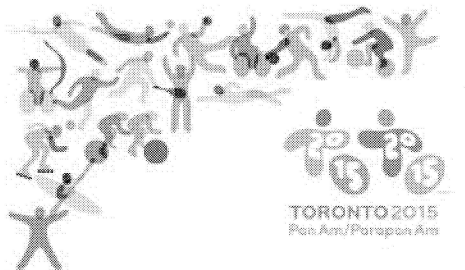
e: bill.chambers@cbc.ca
visit: www.cbc.radio-canada.ca



cbc.ca/panam
#CBCPANAM
ici.radio-canada.ca/panam
#RCPANAM

W. B. Chambers
Vice président/Vice-President,
Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles
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visit: www.cbc.radio-canada.ca



cbc.ca/panam
#CBCPANAM
ici.radio-canada.ca/panam
#RCPANAM

07/07/2015 CBC Radio-Canada Mail - Re: Update_Political Ad rejected for broadcast on CBC TV - Correspondance between CBC and agency/party_Re: Political ...

CBC  Radio-Canada

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Re: Update_Political Ad rejected for broadcast on CBC TV - Correspondance between CBC and agency/party_Re: Political Ads

1 message

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

Thu, Jul 2, 2015 at 10:05 PM

Jack and I discussed

On Jul 2, 2015, at 10:01 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Did you respond?

Begin forwarded message:

From: Bill Chambers <bill.chambers@cbc.ca>
Date: July 2, 2015 at 6:39:59 PM EDT
To: Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>
Cc: Jeff Keay <jeff.keay@cbc.ca>, Anne-Julie Perrault <Anne-Julie.Perrault@radio-canada.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, MARY KREUK <mary.kreuk@cbc.ca>, JEAN MONGEAU <jean.mongeau@radio-canada.ca>
Subject: Re: Update_Political Ad rejected for broadcast on CBC TV - Correspondance between CBC and agency/party_Re: Political Ads

Sounds like a reasonable approach.
Thanks,
B

On Thursday, July 2, 2015, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> wrote:
Hello.

Anne-Marie Migneault
Director Advertising Standards Head Office

2015-06-29 18:26 GMT-04:00 Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>:

015-06-26 16:24 GMT-04:00 Mike Darley <mike.darley@cbc.ca>:

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

From:
Date: Fri, Jun 26, 2015 at 3:52 PM
Subject: Fw: Mom Benefit Proof commercial issues
To: Rosemary Pereira <rosemary.pereira@cbc.ca>, Mike Darley <mike.darley@cbc.ca>
Cc:

Hi
Please see the clients comments below.
We need to understand the issue further. If approved by telecaster does CBC have a separate approval process? Will CBC air the ad?

Sent from my BlackBerry 10 smartphone on the Rogers network.

From:
Sent: Friday, June 26, 2015 3:03 PM
To:
Cc:
Subject: RE: Mom Benefit Proof commercial issues

s.20(1)(b)

s.19(1)

From:
Sent: June-25-15 3:01 PM
To:
Cc:
Subject: Mom Benefit Proof commercial issues

Hi

As per our quick chat the commercial that CBC is having an issue with is called "Mom Benefit Proof" – CPC1952530E

They are looking for the reference to CBC to be removed but have no issues with using the actual quote.

Thanks

cid:ima

----- Forwarded message -----
From: **MARY KREUK** <mary.kreuk@cbc.ca>
Date: 2015-06-29 12:25 GMT-04:00
Subject: Re: Conservative party ad refusal

07/07/2015 CBC Radio-Canada Mail - Re: Update_Political Ad rejected for broadcast on CBC TV - Correspondance between CBC and agency/party_Re: Political ...

To: Heather Conway <heather.conway@cbc.ca>
Cc: Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, JEAN MONGEAU <jean.mongeau@radio-canada.ca>, Bill Chambers <bill.chambers@cbc.ca>, Louis Lalande <louis.lalande@radio-canada.ca>, Jeff Keay <jeff.keay@cbc.ca>, Steven Guiton <steven.guiton@cbc.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>, Judith Harvie <judith.harvie@radio-canada.ca>

s.23

We have briefed the agency with additional details for refusal of the ad; the client was not available for a call. We are awaiting next steps.
Specifically:

On Mon, Jun 29, 2015 at 9:39 AM, Heather Conway <heather.conway@cbc.ca> wrote:
so where did we land with this?

Anne-Marie

Le 29 juin 2015 17:43, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> a écrit :

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

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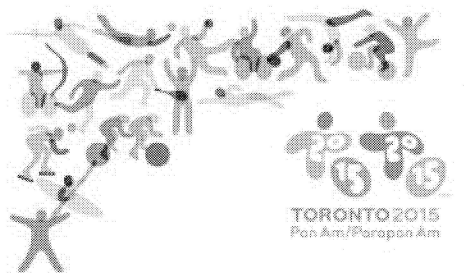
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Merci,
Bill

W. B. Chambers
Vice président/Vice-President,
Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles
CBC/Radio-Canada
tel. 613 288-6181

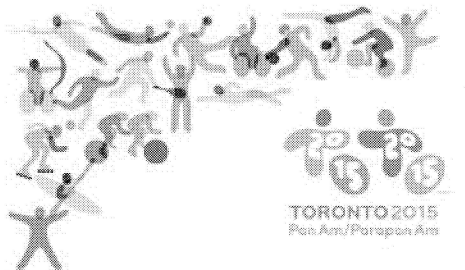
e: bill.chambers@cbc.ca
visit: www.cbc.radio-canada.ca



cbc.ca/panam
#CBCPANAM
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07/07/2015 CBC Radio-Canada Mail - Re: Update_Political Ad rejected for broadcast on CBC TV - Correspondance between CBC and agency/party_Re: Political ...



Jennifer McGuire <jennifer.mcguire@cbc.ca>

Re: Update_Political Ad rejected for broadcast on CBC TV - Correspondance between CBC and agency/party_Re: Political Ads

1 message

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

Thu, Jul 2, 2015 at 10:04 PM

On Jul 2, 2015, at 10:01 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Did you respond?

Begin forwarded message:

From: Bill Chambers <bill.chambers@cbc.ca>
Date: July 2, 2015 at 6:39:59 PM EDT
To: Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>
Cc: Jeff Keay <jeff.keay@cbc.ca>, Anne-Julie Perrault <Anne-Julie.Perrault@radio-canada.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, MARY KREUK <mary.kreuk@cbc.ca>, JEAN MONGEAU <jean.mongeau@radio-canada.ca>
Subject: Re: Update_Political Ad rejected for broadcast on CBC TV - Correspondance between CBC and agency/party_Re: Political Ads

Thanks,
B

On Thursday, July 2, 2015, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> wrote:
Hello.

s.20(1)(b)

s.19(1)

From
Sent: June-25-15 3:01 PM
To:
Cc:
Subject: Mom Benefit Proof commercial issues

Hi

As per our quick chat the commercial that CBC is having an issue with is called "Mom Benefit Proof" – CPC1952530E

They are looking for the reference to CBC to be removed but have no issues with using the actual quote.

Thanks

cid:ima

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Date: 2015-06-29 12:25 GMT-04:00

07/07/2015 CBC Radio-Canada Mail - Re: Update_Political Ad rejected for broadcast on CBC TV - Correspondance between CBC and agency/party_Re: Political ...

Subject: Re: Conservative party ad refusal
To: Heather Conway <heather.conway@cbc.ca>
Cc: Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, JEAN MONGEAU <jean.mongeau@radio-canada.ca>, Bill Chambers <bill.chambers@cbc.ca>, Louis Lalande <louis.lalande@radio-canada.ca>, Jeff Keay <jeff.keay@cbc.ca>, Steven Guiton <steven.guiton@cbc.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>, Judith Harvie <judith.harvie@radio-canada.ca>

We have briefed the agency with additional details for refusal of the ad; the client was not available for a call. We are awaiting next steps.
Specifically:

On Mon, Jun 29, 2015 at 9:39 AM, Heather Conway <heather.conway@cbc.ca> wrote:
so where did we land with this?

Anne-Marie

Le 29 juin 2015 17:43, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> a écrit :

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

07/07/2015 CBC Radio-Canada Mail - Re: Update_Political Ad rejected for broadcast on CBC TV - Correspondance between CBC and agency/party_Re: Political ...

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Pourriez-vous m'envoyer des copie de toute la correspondance qui a eu lieu entre nous et les divers représentants du parti conservateur (leur agent de placement, Facebook, YouTube, le parti même, etc.) au sujet de ces deux vidéos en cause - celle qu'on nous a fournie pour diffusion et celle qui a été affichée sur Facebook et YouTube.

Merci,
Bill

W. B. Chambers

Vice président/Vice-President.

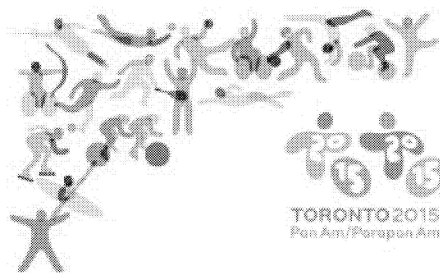
Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles

CBC/Radio-Canada

tel. 613 288-6181

e: bill.chambers@cbc.ca

visit: www.cbc.radio-canada.ca



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ici.radio-canada.ca/panam
#RCPANAM

--

W. B. Chambers

Vice président/Vice-President.

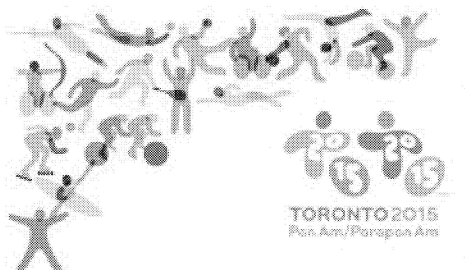
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07/07/2015 CBC Radio-Canada Mail - Re: Update_Political Ad rejected for broadcast on CBC TV - Correspondance between CBC and agency/party_Re: Political ...



Jennifer McGuire <jennifer.mcguire@cbc.ca>

Re: Update_Political Ad rejected for broadcast on CBC TV - Correspondance between CBC and agency/party_Re: Political Ads

1 message

MARY KREUK <mary.kreuk@cbc.ca>

Thu, Jul 2, 2015 at 5:39 PM

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

Cc: Bill Chambers <bill.chambers@cbc.ca>, Jeff Keay <jeff.keay@cbc.ca>, Anne-Julie Perrault <Anne-Julie.Perrault@radio-canada.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, JEAN MONGEAU <jean.mongeau@radio-canada.ca>

fyi - the agency confirmed end of day June 30th that they would revise the ad. And yesterday was a holiday. I think next week at best is when the ad will be revised/sent.

Mary

On Thu, Jul 2, 2015 at 5:02 PM, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> wrote:
Hello.

Anne-Marie Migneault
Director Advertising Standards Head Office

2015-06-29 18:26 GMT-04:00 Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>:

015-06-26 16:24 GMT-04:00 Mike Darley <mike.darley@cbc.ca>:

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

From:

Date: Fri, Jun 26, 2015 at 3:52 PM

Subject: Fw: Mom Benefit Proof commercial issues

To: Rosemary Pereira <rosemary.pereira@cbc.ca>, Mike Darley <mike.darley@cbc.ca>

Hi

Please see the clients comments below.

We need to understand the issue further. If approved by telecaster does CBC have a separate approval process? Will CBC air the ad?

Sent from my BlackBerry 10 smartphone on the Rogers network.

From:

Sent: Friday, June 26, 2015 3:03 PM

To

s.20(1)(b)

Cc

Subject: RE: Mom Benefit Proof commercial issues

From:

Sent: June-25-15 3:01 PM

To:

Cc:

Subject: Mom Benefit Proof commercial issues

Hi

07/07/2015 CBC Radio-Canada Mail - Re: Update_Political Ad rejected for broadcast on CBC TV - Correspondance between CBC and agency/party_Re: Political ...

As per our quick chat the commercial that CBC is having an issue with is called "Mom Benefit Proof" – CPC1952530E

They are looking for the reference to CBC to be removed but have no issues with using the actual quote.

Thanks

cid:ima

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

From: **MARY KREUK** <mary.kreuk@cbc.ca>

Date: 2015-06-29 12:25 GMT-04:00

Subject: Re: Conservative party ad refusal

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

Cc: Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, JEAN MONGEAU <jean.mongeau@radio-canada.ca>, Bill Chambers <bill.chambers@cbc.ca>, Louis Lalande <louis.lalande@radio-canada.ca>, Jeff Keay <jeff.keay@cbc.ca>, Steven Guiton <steven.guiton@cbc.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>, Judith Harvie <judith.harvie@radio-canada.ca>

We have briefed the agency with additional details for refusal of the ad; the client was not available for a call. We are awaiting next steps.

Specifically:

s.68.1

On Mon, Jun 29, 2015 at 9:39 AM, Heather Conway <heather.conway@cbc.ca> wrote:
so where did we land with this?

Anne-Marie

Le 29 juin 2015 17:43, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> a écrit :

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**

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Merci,
Bill

—

*W. B. Chambers
Vice président/Vice-President.
Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles
CBC/Radio-Canada
tel. 613 288-6181*

e: bill.chambers@cbc.ca
visit: www.cbc.radio-canada.ca



cbc.ca/panam
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ici.radio-canada.ca/panam
#RCPANAM

Mary Kreuk
Executive Director Multi-Platform Media Sales
CBC & Radio-Canada Media Solutions
250 Front Street West
Toronto, ON M5V 3G5

Office: 416-205-2940
Cell: 416-819-3891

mary.kreuk@cbc.ca



CBC & Radio-Canada

¹ <http://www.cbc.ca/newsblogs/community/editorsblog/2015/06/protecting-journalistic-content.html>

William B. Chambers
Vice-President, Brand, Communications
and Corporate Affairs
CBC/Radio-Canada



Jennifer McGuire <jennifer.mcguire@cbc.ca>

Re: Update political advertising

1 message

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

Wed, Jul 1, 2015 at 9:52 AM

The idea is all networks with their legal reps too. I will make sure you get an invite.

Sent from my iPhone

> On Jun 30, 2015, at 11:24 PM, Heather Conway <heather.conway@cbc.ca> wrote:

>

> With you I assume? Is legal joining?

>

>

>

>> On Jun 30, 2015, at 8:38 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

>>

>> Hi Heather,

>>

>> Just letting you know next steps. Bill has asked for a meeting with

>> the other networks to discuss a legal challenge. Tentatively set for

>> Monday. Jen

Confidential

1 message

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

Fri, Jun 26, 2015 at 4:28 PM

This is going out at 4:30.

Protecting Journalistic Content

Today, CBC/Radio-Canada asked Facebook and YouTube to take down a political ad that not only uses CBC's news footage but also re-edits it.

In recent years, social media and the ongoing technology revolution have led to some blurring of the necessary bright lines that must exist between journalists on the one hand; and sponsors, advertisers, political parties and governments, on the other.

Readers, listeners and viewers need to be confident that the political coverage they enjoy is not in any manner framed by commercial concerns or partisan interest.

That is why Canadian broadcast journalistic organizations – including CTV, CBC, Global and Rogers – are so determined to limit the re-use of political coverage in paid advertising. Our integrity as providers of serious, independent coverage of political parties and governments rests on this.

When a TV clip of an interview of a party leader, shows up in another party's advertising edited in a way that shifts the context of the facts, this may cause viewer confusion and even suspicion about our journalism, and the intentions of journalists. It can damage our credibility, independence and integrity as neutral participants.

At no time is it more important to insist on these boundaries than in an election period.

With our fixed date elections today, campaigning begins earlier and the formal writ period is no longer the boundary that it was. So for broadcasters, the pre-writ period is as sensitive as the formal campaign itself.

Our guiding principle is simple and clear:

No one - no individual candidate or political party, and no government, corporation or NGO - may re-use our creative and copyrighted property without our permission. This includes our brands, our talent and our content.

Canada's broadcasters will defend vigorously both their property and their journalistic reputation from illicit use.

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

s.21(1)(b)

Draft Statement

News Neutrality

Page 43

**is withheld pursuant to section
est retenue en vertu de l'article**

21(1)(b)

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

07/07/2015

CBC Radio-Canada Mail - Re: Your guidance please

s.23

CBC  **Radio-Canada**

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Re: Your guidance please

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Thu, Jun 25, 2015 at 4:26 PM

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

Cc: Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>

Sorry. The flags will come to me regardless, and we can deal with rolling people in from there. Jennifer

On Thu, Jun 25, 2015 at 3:49 PM, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> wrote:

Hi Jennifer, I think you meant Anne-Julie Perrault (lawyer who works in Sylvie's team), no me (Anne-Marie)

Ads on Facebook of any other media should not be sent to me, as I am Director Advertising Standards Office managing the application of CBC policies to ad submitted for broadcast by CBC.

Evaluating the legality of ads on other media and the response to these situations is not part of my responsibilities. It is rather the domain and is rather the Legal Department's domain, therefore Anne-Julie Perrault.

Best regards,

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**

2015-06-25 15:31 GMT-04:00 Jennifer McGuire <jennifer.mcguire@cbc.ca>:

Hi Amy,

Thanks. Jennifer

On Thu, Jun 25, 2015 at 3:11 PM, Amy Castle <amy.castle@cbc.ca> wrote:

Hi Jennifer.

07/07/2015

CBC Radio-Canada Mail - Re: Your guidance please

Thanks,
Amy

Amy Castle
Executive Producer, Power and Politics
CBC News Network
www.cbc.ca/politics

CBC  **Radio-Canada**

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

Heads up

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Thu, Jun 25, 2015 at 3:35 PM

To: Jonathan Whitten <jonathan.whitten@cbc.ca>, FIONA CONWAY <fiona.conway@cbc.ca>, MARISSA NELSON <marissa.nelson@cbc.ca>, Paul Hambleton <paul.hambleton@cbc.ca>, Ian Kalushner <ian.kalushner@cbc.ca>, Rob Russo <rob.russo@cbc.ca>, Johnny Michel <johnny.michel@cbc.ca>, John Bertrand <john.bertrand@cbc.ca>, Susan Marjetti <susan.marjetti@cbc.ca>, Denise Wilson <denise.wilson@cbc.ca>, Shelagh Kinch <shelagh.kinch@radio-canada.ca>, Jennifer Harwood <Jennifer.Harwood@cbc.ca>, Brodie Fenlon <brodie.fenlon@cbc.ca>

Hi there,

If you or your teams see political advertising - pre and during the campaign - that illegally appropriates copyrighted CBC content, please flag the ad to: Gino Apponi and Jennifer McGuire. We will be dealing with these things through my office. Thanks. 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 <jennifer.mcguire@cbc.ca>

The January Memo on Process for Ads with CBC content_Fwd: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

1 message

Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> Wed, Jun 24, 2015 at 3:33 PM
To: Gino Apponi <gino.apponi@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Jeff Keay <jeff.keay@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>
Cc: "Guiton, Steven" <steven.guiton@cbc.ca>

You will find attached to this email the January 2015 memo I was talking about during our call. This memo from Steven Guiton outlines the process for dealing with political ads with CBC content or other news media content.

Anne-Marie

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

From: **Anne-Marie Migneault** <anne-marie.migneault@radio-canada.ca>
Date: 2015-06-23 15:10 GMT-04:00
Subject: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television
To: Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>
Cc: Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Jeff Keay <jeff.keay@cbc.ca>, "Darley, Mike" <mike.darley@cbc.ca>

Anne-Julie, please see item #3 in the attached memo from Steven Guiton of January 20, 2015.

Anne-Marie Migneault
Ad Stds Head Office

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

07/07/2015 CBC Radio-Canada Mail - The January Memo on Process for Ads with CBC content_Fwd: Next steps: Decision: Unacceptable Ad_Conservative Party...

From: **Anne-Marie Migneault** <anne-marie.migneault@radio-canada.ca>
Date: 2015-06-23 13:32 GMT-04:00
Subject: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television
To: "Darley, Mike" <mike.darley@cbc.ca>
Cc: CODE_PUBLICITAIRE_MONTREAL <codepub@radio-canada.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

From: Advertising Standards Head Office (A-M Migneault)
To: Mike Darley
Cc: Code publicitaire Montreal
Advertiser: Conservative Party of Canada
Message: CPC1952530E – Mom Benefit Proof – Television
(video attached)

Received on: June 22, 2015

Decision:

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**

2 attachments

 **CPC1952530E – Mom Benefit Proof .mp4**
1430K

 **2015-01-20_email_SG_broadcaster material in political advertising.pdf**
114K



Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fwd: Decision: Conservative Party of Canada - Business Proof & Retire Proof - Television

1 message

Jeff Keay <jeff.keay@cbc.ca> Wed, Jun 24, 2015 at 1:56 PM
 To: Gino Apponi <gino.apponi@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fyi, also these, which are approved to run.

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

From: **Mike Darley** <mike.darley@cbc.ca>
 Date: 24 June 2015 at 11:50
 Subject: Fwd: Decision: Conservative Party of Canada - Business Proof & Retire Proof - Television
 To: Jeff Keay <jeff.keay@cbc.ca>

Hi Jeff,

Here are the other 2 ads that we received yesterday. "Business Proof" quotes a statement from the Waterloo Region Record

Best!

Mike
 X7296

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

From: **Anne-Marie Migneault** <anne-marie.migneault@radio-canada.ca>
 Date: Tue, Jun 23, 2015 at 1:37 PM
 Subject: Decision: Conservative Party of Canada - Business Proof & Retire Proof - Television
 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
 Cc: Code publicitaire Montreal
 Advertiser: Conservative Party of Canada
 Message: CPC1552530E_Business Proof - Television
 CPC1352530E – Retire Proof – Television

Received on: June 22, 2015

Decision:

Restrictions:

Remarks:

Legislative Background:

Identification

-Under section 320 of the Canada Elections Act, "A candidate or registered party, or a person acting on their behalf, who causes election advertising to be conducted shall mention in or on the message that its transmission was authorized by the official agent of the candidate or by the registered agent of the party, as the case may be."

-Broadcast Arbitrator's guidelines 2011: The party's identification may be an audio and/or visual identifier at the beginning or end of the message. This could include a party logo that has been registered with the Chief Electoral Officer under paragraph 368(a) of the Act or is being used consistently by the party. In the case of a television message, the logo or other identifier should be displayed in a clearly visible or legible manner for at least three seconds, either at the beginning or the end of the message.

Blackout dates

s.21(1)(b)

s.23

—
Jeff Keay

Chief of Staff

Office of the Executive Vice-President, English Services

Office: 416.205.2867 | Mobile: 416.804.3262

205 Wellington St. W, Toronto ON M5V 3G7

CBC  **Radio-Canada**

2 attachments

 **CPC1552530E_Business Proof.mp4**
1638K

 **CPC1352530E – Retire Proof.mp4**
1727K

07/07/2015

CBC Radio-Canada Mail - Fwd: Broadcaster's Consortium - getting leverage

CBC  Radio-Canada

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fwd: Broadcaster's Consortium - getting leverage

1 message

Liliane Le <liliane.le@cbc.ca>

Wed, Jun 24, 2015 at 1:16 PM

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

Hi Jennifer,

FYI. the timing this email to my cbc account is somewhat questionable no? no idea who this person is.

Lil

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

From:

Date: 24 June 2015 at 11:44

Subject: Broadcaster's Consortium - getting leverage

To: liliane.le@cbc.ca

07/07/2015 CBC Radio-Canada Mail - Video of the ad_Fwd: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television



Jennifer McGuire <jennifer.mcguire@cbc.ca>

Video of the ad_Fwd: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

1 message

Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Wed, Jun 24, 2015 at 11:54 AM

Hi Jennifer, the video of the ad and Steven Guiton memo are attached.

AMM

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

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

Date: 2015-06-23 15:10 GMT-04:00

Subject: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

To: Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Cc: Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Jeff Keay <jeff.keay@cbc.ca>, "Darley, Mike" <mike.darley@cbc.ca>

Anne-Julie, please see item #3 in the attached memo from Steven Guiton of January 20, 2015.

Anne-Marie Migneault
Ad Stds Head Office

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

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

Date: 2015-06-23 13:32 GMT-04:00

Subject: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

07/07/2015 CBC Radio-Canada Mail - Video of the ad_Fwd: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

To: "Darley, Mike" <mike.darley@cbc.ca>
Cc: CODE_PUBLICITAIRE_MONTREAL <codepub@radio-canada.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

From: Advertising Standards Head Office (A-M Migneault)
To: Mike Darley
Cc: Code publicitaire Montreal
Advertiser: Conservative Party of Canada
Message: CPC1952530E – Mom Benefit Proof – Television
(video attached)

Received on: June 22, 2015

Decision:

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

2 attachments

 **CPC1952530E – Mom Benefit Proof .mp4**
1430K

 **2015-01-20_email_SG_broadcaster material in political advertising.pdf**
114K

07/07/2015

CBC Radio-Canada Mail - Fwd: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

CBC  Radio-Canada

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fwd: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

1 message

Bill Chambers <bill.chambers@cbc.ca> Wed, Jun 24, 2015 at 11:47 AM
To: "McGuire, Jennifer" <jennifer.mcguire@cbc.ca>
Cc: Heather Conway <heather.conway@cbc.ca>, "Gadoury, Sylvie" <sylvie.gadoury@radio-canada.ca>, Anne-Julie Perrault <Anne-Julie.Perrault@radio-canada.ca>, Steven Guiton <steven.guiton@cbc.ca>, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>

Jennifer,
Here is the background on the request I just sent you.
Thanks,
Bill

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

From: **Anne-Marie Migneault** <anne-marie.migneault@radio-canada.ca>
Date: Tue, Jun 23, 2015 at 5:42 PM
Subject: Fwd: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television
To: "Guiton, Steven" <steven.guiton@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>

FYI.

AM

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

From: **Anne-Julie Perrault** <anne-julie.perrault@radio-canada.ca>
Date: 2015-06-23 17:14 GMT-04:00
Subject: Re: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television
To: Jeff Keay <jeff.keay@cbc.ca>
Cc: Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, "Darley, Mike" <mike.darley@cbc.ca>

Hi Jeff,

If you need more details on this recommendation, you can call me.

Anne-Julie

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

07/07/2015

CBC Radio-Canada Mail - Fwd: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television



Tél.: (514) 597-5324

Fax: (514) 597-4087

anne-julie.perrault@radio-canada.ca

2015-06-23 15:19 GMT-04:00 Jeff Keay <jeff.keay@cbc.ca>:

Hi all:

Thanks for the update.

On 23 June 2015 at 15:10, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> wrote:
 Anne-Julie, please see item #3 in the attached memo from Steven Guiton of January 20, 2015.

Anne-Marie Migneault
 Ad Stds Head Office

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

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

Date: 2015-06-23 13:32 GMT-04:00

Subject: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

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

Cc: CODE_PUBLICITAIRE_MONTREAL <codepub@radio-canada.ca>, Sylvie Gadoury
 <sylvie.gadoury@radio-canada.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

From: Advertising Standards Head Office (A-M Migneault)
 To: Mike Darley
 Cc: Code publicitaire Montreal
 Advertiser: Conservative Party of Canada

07/07/2015

CBC Radio-Canada Mail - Fwd: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

Message: CPC1952530E – Mom Benefit Proof – Television
(video attached)

Received on: June 22, 2015

Decision:

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**

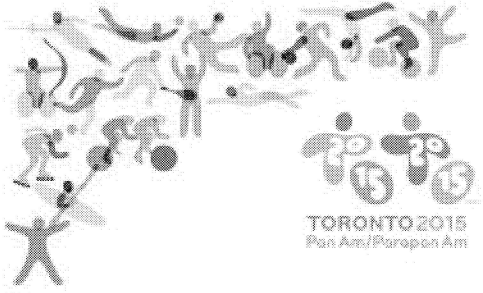
Jeff Keay
Chief of Staff
Office of the Executive Vice-President, English Services
Office: 416.205.2867 | Mobile: 416.804.3262
205 Wellington St. W, Toronto ON M5V 3G7

CBC  **Radio-Canada**

W. B. Chambers
Vice président/Vice-President,
Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles
CBC/Radio-Canada
tel. 613 288-6181

s.19(1)

e: bill.chambers@cbc.ca
visit: www.cbc.radio-canada.ca



cbc.ca/panam
#CBCPANAM

ici.radio-canada.ca/panam
#RCPANAM

Re: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Wed, Jun 24, 2015 at 10:53 AM

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

No

Sent from my iPhone

On Jun 24, 2015, at 10:52 AM, Gino Apponi <gino.apponi@cbc.ca> wrote:

is Jeff with you?

Are they are waiting for a response?

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

On Wed, Jun 24, 2015 at 10:50 AM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

We need to discuss.

Sent from my iPhone

On Jun 24, 2015, at 10:46 AM, Gino Apponi <gino.apponi@cbc.ca> wrote:

You fine with this?
Do I need to talk to Jeff?Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

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

From: **Heather Conway** <heather.conway@cbc.ca>

Date: Tue, Jun 23, 2015 at 5:47 PM

Subject: Re: Next steps: Decision: Unacceptable Ad_Conservative Party of
Canada - Mom Benefit Proof - Television

To: Jeff Keay <jeff.keay@cbc.ca>

Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Bill Chambers
<bill.chambers@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Chuck Thompson
<chuck.thompson@cbc.ca>, Liliane Le <liliane.le@cbc.ca>

07/07/2015

CBC Radio-Canada Mail - Re: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

On Jun 23, 2015, at 5:17 PM, Jeff Keay <jeff.keay@cbc.ca> wrote:

Fyi. For discussion.

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

From: **Anne-Julie Perrault** <anne-julie.perrault@radio-canada.ca>
Date: 23 June 2015 at 17:14
Subject: Re: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television
To: Jeff Keay <jeff.keay@cbc.ca>
Cc: Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, "Darley, Mike" <mike.darley@cbc.ca>

Hi Jeff,

If you need more details on this recommendation, you can call me.

Anne-Julie

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

CBC  **Radio-Canada**

Tél.: (514) 597-5324
Fax: (514) 597-4087
anne-julie.perrault@radio-canada.ca

2015-06-23 15:19 GMT-04:00 Jeff Keay <jeff.keay@cbc.ca>:

Hi all:

Thanks for the update.

On 23 June 2015 at 15:10, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> wrote:

Anne-Julie, please see item #3 in the attached memo from Steven Guiton of January 20, 2015.

07/07/2015

CBC Radio-Canada Mail - Re: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

s.23

Anne-Marie Migneault
Ad Stds Head Office

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

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

Date: 2015-06-23 13:32 GMT-04:00

Subject: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

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

Cc: CODE_PUBLICITAIRE_MONTREAL <codepub@radio-canada.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

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

To: Mike Darley

Cc: Code publicitaire Montreal

Advertiser: Conservative Party of Canada

Message: CPC1952530E – Mom Benefit Proof – Television

(video attached)

07/07/2015

CBC Radio-Canada Mail - Re: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television s.23

Received on: June 22, 2015

Decision:

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**

Jeff Key

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

CBC  **Radio-Canada**

Jeff Key

Chief of Staff
Office of the Executive Vice-President, English Services
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205 Wellington St. W, Toronto ON M5V 3G7

CBC  **Radio-Canada**

07/07/2015

CBC Radio-Canada Mail - Re: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

CBC  Radio-Canada

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Re: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

1 message

Jack Nagler <jack.nagler@cbc.ca>

Tue, Jun 23, 2015 at 6:03 PM

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

Nope. I'll try it at home tonight to see if I have better luck....

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Gino Apponi**Sent:** Tuesday, June 23, 2015 6:01 PM**To:** Jennifer McGuire; Jack Nagler**Reply To:** Gino Apponi**Subject:** Fwd: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

I could not get it to play..jack did you finally?

Begin forwarded message:

From: Heather Conway <heather.conway@cbc.ca>**Date:** June 23, 2015 at 5:47:51 PM EDT**To:** Jeff Keay <jeff.keay@cbc.ca>**Cc:** Jennifer McGuire <jennifer.mcguire@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Liliane Le <liliane.le@cbc.ca>**Subject: Re: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television**

On Jun 23, 2015, at 5:17 PM, Jeff Keay <jeff.keay@cbc.ca> wrote:

Fyi. For discussion.

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

From: Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>**Date:** 23 June 2015 at 17:14**Subject:** Re: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television**To:** Jeff Keay <jeff.keay@cbc.ca>**Cc:** Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, "Darley, Mike" <mike.darley@cbc.ca>

07/07/2015

CBC Radio-Canada Mail - Re: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

Hi Jeff,

If you need more details on this recommendation, you can call me.

Anne-Julie

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

CBC  Radio-Canada

Tél.: (514) 597-5324
Fax: (514) 597-4087
anne-julie.perrault@radio-canada.ca

2015-06-23 15:19 GMT-04:00 Jeff Keay <jeff.keay@cbc.ca>:

Hi all:

Thanks for the update.

On 23 June 2015 at 15:10, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> wrote:

Anne-Julie, please see item #3 in the attached memo from Steven Guiton of January 20, 2015.

07/07/2015

CBC Radio-Canada Mail - Re: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

s.68.1

Anne-Marie Migneault
Ad Stds Head Office

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

From: **Anne-Marie Migneault** <anne-marie.migneault@radio-canada.ca>
Date: 2015-06-23 13:32 GMT-04:00
Subject: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television
To: "Darley, Mike" <mike.darley@cbc.ca>
Cc: CODE_PUBLICITAIRE_MONTREAL <codepub@radio-canada.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

From: Advertising Standards Head Office (A-M Migneault)
To: Mike Darley
Cc: Code publicitaire Montreal
Advertiser: Conservative Party of Canada
Message: CPC1952530E – Mom Benefit Proof – Television
(video attached)

Received on: June 22, 2015

Decision:

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

Jeff Key

07/07/2015

CBC Radio-Canada Mail - Re: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

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

CBC  **Radio-Canada**

Jeff Key

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

CBC  **Radio-Canada**

07/07/2015

CBC Radio-Canada Mail - Fwd: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television



Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fwd: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

1 message

Gino Apponi <gino.apponi@cbc.ca>
 To: Jack Nagler <jack.nagler@cbc.ca>
 Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Tue, Jun 23, 2015 at 3:35 PM

Take a look

Begin forwarded message:

From: Jeff Keay <jeff.keay@cbc.ca>
To: Heather Conway <heather.conway@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Cristina Tonner <cristina.tonner@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>
Subject: Fwd: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

Hi all:

Want to make sure you're aware of this; timeline is quite short-- next day or two.

The CBC video component is brief-- probably less than 5 seconds; then followed by a text citation, as indicated below: "CBC, May 4, 2015"

Thus it begins....

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

From: Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>
 Date: 23 June 2015 at 15:10
 Subject: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television
 To: Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>
 Cc: Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Jeff Keay <jeff.keay@cbc.ca>, "Darley, Mike" <mike.darley@cbc.ca>

Anne-Julie, please see item #3 in the attached memo from Steven Guiton of January 20, 2015.

07/07/2015

CBC Radio-Canada Mail - Fwd: Next steps: Decision: Unacceptable Ad Conservative Party of Canada - Mom Benefit Proof - Television

Anne-Marie Migneault
Ad Stds Head Office

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

From: Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>
Date: 2015-06-23 13:32 GMT-04:00
Subject: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television
To: "Darley, Mike" <mike.darley@cbc.ca>
Cc: CODE_PUBLICITAIRE_MONTREAL <codepub@radio-canada.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

From:

Advertising Standards Head Office (A-M Migneault)

To:

Mike Darley

Cc:

Code publicitaire Montreal

Advertiser:

Conservative Party of Canada

Message:

CPC1952530E – Mom Benefit Proof – Television

(video attached)

Received on:

https://mail.google.com/mail/b/504/u/0/?ui=2&ik=5540af548b&view=pt&as_has=political%20advertising&as_sizeoperator=s_sl&as_sizeunit=s_smb&as_subset... 2/3

A0060939_64-000068

07/07/2015

CBC Radio-Canada Mail - Fwd: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

s.23

June 22, 2015

Decision:

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

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

2 attachments

 **CPC1952530E – Mom Benefit Proof .mp4**
1430K

 **2015-01-20_email_SG_broadcaster material in political advertising.pdf**
114K

07/07/2015

CBC Radio-Canada Mail - Fwd: Political Ads

CBC  **Radio-Canada**

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fwd: Political Ads

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Mon, May 4, 2015 at 2:30 PM

To: Jonathan Whitten <jonathan.whitten@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

FYI

— Forwarded message —

From: **Anne-Julie Perrault** <anne-julie.perrault@radio-canada.ca>

Date: Mon, May 4, 2015 at 11:40 AM

Subject: Political Ads

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

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

Good morning Jennifer,

If you want to discuss further about it, you can call me.

Anne-Julie Perrault

Première conseillère juridique/Senior Legal Counsel

CBC  **Radio-Canada**

Tél.: (514) 597-5324

Fax: (514) 597-4087

anne-julie.perrault@radio-canada.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

**2015-05-04 Political ads_arguments.doc**

66K

Anne-Julie Perrault
Senior Legal Counsel
(514) 597-5324
anne-julie.perrault@radio-canada.ca

Memorandum

Confidential and privileged

To: Jennifer McGuire
From: Anne-Julie Perrault
Date: May 4, 2015
Dossier: Political advertisements

Page 75

**is withheld pursuant to section
est retenue en vertu de l'article**

23

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

07/07/2015

CBC Radio-Canada Mail - Re: Update

CBC  **Radio-Canada**

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Re: Update

1 message

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

Tue, Apr 21, 2015 at 12:47 PM

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

Cc:

Jonathan Whitten <jonathan.whitten@cbc.ca>

Thanks Jennifer.

Michel

2015-04-21 10:26 GMT-04:00 Jennifer McGuire <jennifer.mcguire@cbc.ca>:

Hi there,

I had another conversation with [redacted] today about political advertising. I wrote to him to say it would not be on the agenda Friday. I asked if we could set up another meeting with the group copied here. The conversation was in follow up to this.

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

07/07/2015

CBC Radio-Canada Mail - Re: Advertising

CBC  Radio-Canada

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Re: Advertising

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Tue, Apr 21, 2015 at 8:23 AM

To

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

Hi

I am running off to a meeting at 8:30, may I call you when I get back to the office around 10?

Jennifer

On Tue, Apr 21, 2015 at 8:18 AM,

wrote:

I'm not interested in having a group discussion.

On Tuesday, April 21, 2015, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Hi

Sorry for the confusion. I was referring to the other broadcast editorial leaders (Shaw, Rogers, CTV, Radio Canada). But it probably makes sense to have all the parties there too. Do you have concerns about that?

Jennifer

On Tue, Apr 21, 2015 at 6:34 AM,

wrote:

Not sure what you mean by other leaders. CBC folks or other political parties?

On Monday, April 20, 2015, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Hi

Unfortunately I cannot meet on Thursday. The other leaders should be present for this meeting too. I will connect with them tomorrow and send you some possible dates. When are you in town again?
Jennifer

On Apr 20, 2015, at 10:01 AM,

wrote:

Thanks for following up. I look forward to seeing you Friday.

I'll be in Toronto this Thursday if you want to discuss the ads issue.

On Monday, April 20, 2015, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

07/07/2015

CBC Radio-Canada Mail - Re: Advertising

Hi

After our conversation I brought your points about advertising using news content to the other broadcasters, as promised. All agree that it is worth having a follow-up conversation.

I will be in touch about booking a meeting to discuss very soon. On Friday our Consortium meeting has to be focused on the debates. There is much to finalize there. As well, Rogers will not be at that meeting.

Regards,
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

—

07/07/2015

CBC Radio-Canada Mail - Re: Advertising

|

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

07/07/2015

CBC Radio-Canada Mail - Re:

- re: political advertising

CBC  **Radio-Canada**

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Re:**- re: political advertising**

1 message

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

Thu, Apr 16, 2015 at 11:00 AM

On Thu, Feb 12, 2015 at 2:29 PM, Amanda Pyle <amanda.pyle@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

07/07/2015

CBC Radio-Canada Mail - Meeting confidential



Jennifer McGuire <jennifer.mcguire@cbc.ca>

Meeting confidential

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Thu, Apr 16, 2015 at 9:34 AM

To:

Michel Cormier

<michel.cormier@radio-canada.ca>, Liliane Lê <Liliane.Le@cbc.ca>

Cc: Jonathan Whitten <jonathan.whitten@cbc.ca>,
Jean Pelletier <jean.pelletier@radio-canada.ca>, Michael Gruzuk

<michael.gruzuk@cbc.ca>

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

<amanda.pyle@cbc.ca>

Hi everyone,

Re: Please book a meeting with....

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>
To: Amanda Pyle <amanda.pyle@cbc.ca>

Mon, Apr 13, 2015 at 4:16 PM

Yes.

On Apr 13, 2015, at 12:14 PM, Amanda Pyle <amanda.pyle@cbc.ca> wrote:

Can you do it at 12:30 from home on Wednesday? Or 10:00 from home on Thursday?

Thanks
Amanda

On Mon, Apr 13, 2015 at 9:01 AM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Michel, Sylvie Gadboury, Anne Marie Migneault Gino and Jonathan re political advertising. Should be soon as we can.

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

Re: CRTC Guidelines for PEI and Alberta provincial elections / Directives CRTC - Élections provinciales IPE et Alberta

1 message

Jack Nagler <jack.nagler@cbc.ca>

Mon, Apr 13, 2015 at 9:42 AM

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

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

Bob is already on top of both the provincial elections here.

When you refer to Cormex, you're talking about the federal election, right? I'll try to get a meeting with Andre Turcotte in the next 1-2 weeks to get that RFP out the door.

On Mon, Apr 13, 2015 at 9:35 AM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Can we please make sure we have the tracking in place? Bob Campbell usually organizes but I suspect he will need help. Also, we need to finalize Cormex or whoever will be doing overall tracking.

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

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

Date: 2015-04-10 12:45 GMT-04:00

Subject: CRTC Guidelines for PEI and Alberta provincial elections / Directives CRTC - Élections provinciales IPE et Alberta

To: Andrea Laton <andrea.laton@cbc.ca>, JEAN MONGEAU <jean.mongeau@radio-canada.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Gino Apponi <gino.apponi@cbc.ca>, Michel Cormier <michel.cormier@radio-canada.ca>, Patricia Pleszczynska <patricia.pleszczynska@radio-canada.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, PAULE GENEST <paule.genest@radio-canada.ca>, EMMANUELLE LAMARRE-CLICHE <elcliche@radio-canada.ca>, Jeff Keay <jeff.keay@cbc.ca>, Nancy Roch <nancy.roch@radio-canada.ca>, Andrew Cochran <andrew.cochran@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, "Harvie, Judith" <judith.harvie@radio-canada.ca>, Danielle Stone <danielle.stone@cbc.ca>, ANNE KO <anne.ko@cbc.ca>, James Francois <james.francois@radio-canada.ca>, William Dale <william.dale@cbc.ca>

Cc: "Darley, Mike" <mike.darley@cbc.ca>, CODE_PUBLICITAIRE_MONTREAL <codepub@radio-canada.ca>, "Guiton, Steven" <steven.guiton@cbc.ca>, ANGUS MCKINNON <angus.mckinnon@cbc.ca>, TINA TATTO <tina.tatto@cbc.ca>

Hello,

The CRTC published today its guidelines for the provincial elections in PEI and Alberta, which were called earlier this week. The election will occur on 4 May 201 in PEI and 5 May 2015 in Alberta.

The guidelines are intended for the licensees of all radio and television stations, specialty television services and broadcasting distribution undertakings serving any part of the provinces of PEI and Alberta . They are relevant for sales, news and program departments, as well as departments responsible for the inscription of programs and advertising in CRTC logs. Among the issues covered: equity in various categories of broadcast, such as paid-time (advertising), free time, news and current affairs during the election period (i.e., from the date of the election call to voting day).

These guidelines are identical to the those issued by the CRTC for previous provincial elections.

Link to the guidelines:

2015-138 Guidelines for all licensees of broadcasting undertakings serving the province of Prince Edward Island – Provincial election

2015-139 Guidelines for all licensees of broadcasting undertakings serving the province of Alberta – Provincial election

P.S. "Blackout" rules for partisan political programs are not addressed in the CRTC Guidelines. The Law Department can provide advice on the blackout requirements under relevant election laws. With respect to political advertising, our Advertising Standards departments have already clarified the legislative restrictions with the Law Department.

Anne-Marie Migneault
Director Regulatory Affairs and
Director Advertising Standards Head Office
CBC/Radio-Canada
Tel: 514-597-6285
anne-marie.migneault@radio-canada.ca

CBC  Radio-Canada

Bonjour

Le CRTC a publié aujourd'hui des directives aux diffuseurs concernant les élections provinciales à l'Île-du-Prince-Édouard et en Alberta, annoncées plus tôt cette semaine. Les scrutins auront lieu le 4 mai 2015 à l'IPE le 5 mai 2015 en Alberta. Ce guide est destiné à tous les titulaires de licences d'exploitation de stations de radio et de télévision, de services de télévision spécialisés et d'entreprises de distribution de radiodiffusion desservant toute partie de ces provinces. Il est pertinent pour vos services des ventes, des nouvelles et de la programmation, ainsi que les départements responsables de l'inscription des émissions et publicités dans les registres du CRTC. Parmi les sujets couverts: Équité dans diverses catégories d'émissions, notamment le temps payé (publicité), le temps gratuit, les nouvelles et les affaires publiques pendant la période électorale (i.e.: de la date de l'annonce de l'élection jusqu'au jour de l'élection).

Ce guide est identique à celui publié pour les dernières élections provinciales.

Lien vers les directives du CRTC:

2015-138 Directives à l'intention de tous les titulaires d'entreprises de radiodiffusion desservant la province de l'Île-du-Prince-Édouard – Élection provinciale

2015-139 Directives à l'intention de tous les titulaires d'entreprises de radiodiffusion desservant la province de l'Alberta – Élection provinciale

P.S. Les règles relatives aux "période d'interdiction" pour la programmation qui expose la politique d'un parti ne sont pas couvertes par les directives du CRTC. Le Service juridique peut être consulté sur les règles applicables sous la législation pertinente de chaque province. En ce qui concerne la publicité politique, nos départements du Code publicitaire ont déjà clarifié avec le Service juridique les restrictions législatives applicables.

Anne-Marie Migneault
Directrice Affaires réglementaires et
Directrice Bureau chef du code publicitaire
CBC/Radio-Canada
Tel: 514-597-6285
anne-marie.migneault@radio-canada.ca

CBC  **Radio-Canada**

—
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 <jennifer.mcguire@cbc.ca>

Re: political advertising

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>
To: Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>

Fri, Apr 3, 2015 at 4:46 PM

Great. Have a wonderful Easter weekend. Jen

On Apr 3, 2015, at 3:28 PM, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca> wrote:

Parfait, I will wait for your call.

Sylvie

Sylvie Gadoury
Avocat-conseil associé, Droit des médias
Associate General Counsel, Media Law



Tel.: (514) 597-4069
Fax: (514) 597-4087

NOTE: Ce courriel est destiné exclusivement au(x) destinataire(s) mentionné(s) ci-dessus et peut contenir de l'information privilégiée, confidentielle et/ou dispensée de divulgation aux termes des lois applicables. Si vous avez reçu ce message par erreur, ou s'il ne vous est pas destiné, veuillez le mentionner immédiatement à l'expéditeur et effacer ce courriel.

NOTE: This e-mail message is intended only for the named recipient(s) above and may contain information that is privileged, confidential and/or exempt from disclosure under applicable law. If you have received this message in error, or are not the named recipient(s), please immediately notify the sender and delete this e-mail message.

2015-04-03 15:14 GMT-04:00 Jennifer McGuire <jennifer.mcguire@cbc.ca>:

Hi Sylvie,
Tuesday morning would be great. Does 930 work for you? Jen

On Apr 3, 2015, at 1:19 PM, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca> wrote:

Bonjour Jennifer,

I had the craziest week in a long time. I do a little of catching up today and just read the document that you forwarded to me. It seems that the most important page is missing (page 3) were we should find if not all blank the conclusion. I left a message to Dean just in case he can send us "the page".

I know that election are coming in PEI maybe as soon as next Tuesday, so if you have a chance (today or monday) I am working on both days, you can call me at the office (514) 894-4069. If not we can talk on Tuesday morning

Thanks

Sylvie.

Sylvie Gadoury

Avocat-conseil associé, Droit des médias
Associate General Counsel, Media Law

CBC  **Radio-Canada**

Tel.: (514) 597-4069

Fax: (514) 597-4087

NOTE: Ce courriel est destiné exclusivement au(x) destinataire(s) mentionné(s) ci-dessus et peut contenir de l'information privilégiée, confidentielle et/ou dispensée de divulgation aux termes des lois applicables. Si vous avez reçu ce message par erreur, ou s'il ne vous est pas destiné, veuillez le mentionner immédiatement à l'expéditeur et effacer ce courriel.

NOTE: This e-mail message is intended only for the named recipient(s) above and may contain information that is privileged, confidential and/or exempt from disclosure under applicable law. If you have received this message in error, or are not the named recipient(s), please immediately notify the sender and delete this e-mail message.

2015-03-30 16:00 GMT-04:00 Jennifer McGuire <jennifer.mcguire@cbc.ca>:

FYI

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

From: **Robert Russo** <rob.russo@cbc.ca>

Date: Mon, Mar 30, 2015 at 10:20 AM

Subject: Fwd: political advertising

To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Jonathan Whitten <jonathan.whitten@cbc.ca>

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

From: **DEAN BEEBY** <dean.beeby@cbc.ca>

Date: Mon, Mar 30, 2015 at 10:13 AM

Subject: political advertising

To: Robert Russo <rob.russo@cbc.ca>, Allison Brachman <allison.brachman@cbc.ca>, Sharon Musgrave <sharon.musgrave@cbc.ca>, Heather Spiller <heather.spiller@cbc.ca>

Attached is a briefing note to Industry Minister James Moore from last October.

It is about a decision among network TV broadcasters, including CBC, not to broadcast political ads that contain content for which the broadcasters had not given consent.

The material is heavily censored but might be of interest to senior CBC people.

Dean Beeby, Senior Reporter
CBC Ottawa Parliamentary Bureau
613.288.6945 / c 613.297.8540
Twitter @DeanBeeby
dean.beeby@cbc.ca
www.cbc.ca

07/07/2015

CBC Radio-Canada Mail - Re: political advertising

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

07/07/2015

CBC Radio-Canada Mail - Confidential - Action and Decision items

s.21(1)(b)



Jennifer McGuire <jennifer.mcguire@cbc.ca>

Confidential - Action and Decision items

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca> Wed, Mar 11, 2015 at 11:23 AM
To: Jean Pelletier <jean.pelletier@radio-canada.ca>,
Jonathan Whitten <jonathan.whitten@cbc.ca>, Liliane Lê
<Liliane.Le@cbc.ca>, Michael Gruzuk <michael.gruzuk@cbc.ca>, Michel Cormier <michel.cormier@radio-

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

Hi Everyone,

Here are the decisions and the action items coming out of our Consortium meeting last week. Just a reminder to everyone that this information is confidential and should not be shared beyond this group at this point in time. We will be setting up another meeting for early April. We are aiming for just after Easter. Please make sure that your action items get addressed in the next couple of weeks. If I have captured something incorrectly or missed anything, please let me know.

Thanks.
Jennifer

Decisions:

Page 90

**is withheld pursuant to section
est retenue en vertu de l'article**

21(1)(b)

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

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

s.21(1)(b)

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Can you book me 30 minutes with Michel today...

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>
To: Amanda Pyle <amanda.pyle@cbc.ca>

Wed, Jan 28, 2015 at 11:18 AM

Agenda is:

1. Ottawa story
2. Political Advertising
3. Covering ourselves
4. Speeches

—
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 <jennifer.mcguire@cbc.ca>

Political advertising conference call AGENDA

1 message

Jeff Keay <jeff.keay@cbc.ca>

Fri, Jan 9, 2015 at 2:49 PM

To: Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>, Steven Guiton <steven.guiton@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, Louis Lalande <louis.lalande@radio-canada.ca>, Emmanuelle LAMARRE-CLICHE <elcliche@radio-canada.ca>, Michel Cormier <michel.cormier@radio-canada.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Heather Conway <heather.conway@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Angus Mckinnon <angus.mckinnon@cbc.ca>, JEAN MONGEAU <jean.mongeau@radio-canada.ca>, Chuck Thompson <chuck.thompson@cbc.ca>

Good afternoon all:

For Monday's call...

 Political Ads Update-- AGENDA

Best, Jeff

Jeff Keay

Chief of Staff

Office of the Executive Vice-President, English Services

Office: 416.205.2867 | Mobile: 416.804.3262

205 Wellington St. W, Toronto ON M5V 3G7



Political Advertising Update
Conference call, 2:30-4pm, Monday January 12

Call in #: 1-888-602-7211 or 416-933-3840 ID:

ATTENDEES:

Sylvie Gadoury
Bill Chambers
Chuck Thompson
Louis Lalande
Emmanuelle Lamarre-Cliche
Heather Conway
Jeff Keay
Jennifer McGuire
Gino Apponi
Michel Cormier
Shaun Poulter
Steven Guiton
Anne-Marie Migneault
Angus McKinnon (regrets)
Jean Mongeau

AGENDA/ORDRE DU JOUR:

1. Intro/objectives (Jeff) 5min
 - a. Review position on political advertising, unauthorized use of news content, legal test of fair use, any other related issues to update, to ensure clarity and alignment (esp. in advance of 2015 federal election call).
2. Summary of Legal Opinion (Sylvie) 20 min
3. Discussion/Questions (all) 40 min
4. Summary/next steps (all) 10 min
5. Next meeting (if required)

THANKS TO ALL/MERCI A TOUS

Re: Happy New Year

1 message

Cristina Tonner <cristina.tonner@cbc.ca>
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Mon, Jan 5, 2015 at 1:41 PM

...also, Jeff will send out an agenda in advance of the new jan 12 meeting date ...

Cristina Tonner
Manager, Office of the Executive Vice President
CBC English Services
office 416 205 3542 cell 416 577 0875

On Mon, Jan 5, 2015 at 1:40 PM, Cristina Tonner <cristina.tonner@cbc.ca> wrote:

Thanks Jen. It was nice to have an excuse to stray from the routines and order out a lot and indulging ! :)

Hope you had a good holiday as well.

Is it the Political Advertising meeting that you are asking about? If so, Jeff said he sent an update because it has been rescheduled to Jan 12 @ 1430.

Please let me know if it's another meeting that you are referring to.

C

Cristina Tonner
Manager, Office of the Executive Vice President
CBC English Services
office 416 205 3542 cell 416 577 0875

On Mon, Jan 5, 2015 at 1:19 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Hi there,

I hope you had a lovely holiday. Quick question, is there an agenda for the meeting this afternoon? 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

CBC  Radio-Canada

Steven Guiton <steven.guiton@cbc.ca>

Fwd: Draft letter to CP_Fwd: Fwd: Copyright Report Form - CONFIDENTIAL

1 message

Steven Guiton <steven.guiton@cbc.ca>

3 July 2015 at 10:10

To: "McKinnon, Angus" <angus.mckinnon@cbc.ca>

As discussed.

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

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

From: **Bill Chambers** <bill.chambers@cbc.ca>

Date: 3 July 2015 at 08:27

Subject: Re: Draft letter to CP_Fwd: Fwd: Copyright Report Form - CONFIDENTIAL

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

Cc: Shaun Poulter <shaun.poulter@cbc.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>, "Guiton, Steven" <steven.guiton@cbc.ca>, "Duquette, Stephanie" <stephanie.duquette@radio-canada.ca>

Bill

On Thu, Jul 2, 2015 at 5:47 PM, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> wrote:
Hello

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

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

From: **Anne-Julie Perrault** <anne-julie.perrault@radio-canada.ca>
Date: 2015-07-02 15:32 GMT-04:00
Subject: Fwd: Fwd: Copyright Report Form
To: Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>

Voici la lettre (projet) en circulation pour être potentiellement envoyée au Prés. du PCC.

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

CBC  Radio-Canada

Tél.: (514) 597-5324
Fax: (514) 597-4087
anne-julie.perrault@radio-canada.ca

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

From: **Shaun Poulter** <shaun.poulter@cbc.ca>
Date: 2015-07-02 13:50 GMT-04:00
Subject: Re: Fwd: Copyright Report Form
To: Bill Chambers <bill.chambers@cbc.ca>
Cc: Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>, Stephanie Duquette <stephanie.duquette@radio-canada.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Jeff Keay <jeff.keay@cbc.ca>

Please have a look at our proposed letter to the President of the Conservative Party.

We'd like to get this out tomorrow.

On Thu, Jul 2, 2015 at 12:29 PM, Bill Chambers <bill.chambers@cbc.ca> wrote:

Merci.

Okay, so next step is the meeting with other broadcasters. Jenn, is that confirmed for Monday?

Shaun, let's discuss the CPC letter.

Anne-Julie, as-tu une ébauche pour FB et Google/YouTube?

B

On Thu, Jul 2, 2015 at 10:15 AM, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca> wrote:
Same as Youtube, Facebook has also maintained its position.

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

CBC  Radio-Canada

Tél.: (514) 597-5324
Fax: (514) 597-4087

anne-julie.perrault@radio-canada.ca

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

From: **Facebook** <ip+odmie2u.aeazjff6xgxl@support.facebook.com>
Date: 2015-07-01 8:34 GMT-04:00
Subject: Re: Fwd: Copyright Report Form
To: anne-julie.perrault@radio-canada.ca

Hi,

Thank you for your correspondence, which we have reviewed with our Legal department. For the reasons previously explained, it is not clear to us that the reported content infringes your copyright.

If you've not already done so, you may wish to reach out to the party responsible for posting the content to resolve your issue with them directly.

Thanks,

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

From: Anne-Julie Perrault (anne-julie.perrault@radio-canada.ca)
To: Facebook
Subject: Fwd: Copyright Report Form

To whom it may concern:

Facebook has asked for more details on why CBC considers the use of the Content as violating our rights.

We do not consider that such use constitutes commentary or criticism. The purpose or the motive in using CBC copyrighted material is solely for partisan and political purposes. It is using excerpts of a journalistic interview out of context for political purposes. Freedom of speech of political parties is not limitless, it must be exercised in respect of other statutes (e.g. the Copyright Act). See **Michelin* v. *Caw**, (1997) 2 FCR 306 (FC): "The Charter does not confer the right to use private property - the Plaintiff's copyright - in the service of freedom of expression".

The Content uses 28 seconds of CBC material out of its 45 seconds duration. This is not fair dealing. And, when there exists alternatives for a third party to get their message across, such as it is the case here, fair dealing does not apply.

Furthermore, we consider that the use of our material here also violates our moral rights. There has been editing of the interview which causes reputational harm to CBC and CBC's anchor.

Reusing CBC material for political purposes as done here, by editing its journalistic work and when alternatives exist, also unfairly tarnishes CBC's reputation of quality and CBC's independence as public broadcaster.

For the above reasons, we consider that such unauthorized use of CBC's copyrighted material is illegal and therefore we request Facebook to remove the Content.

Anne-Julie Perrault

Première conseillère juridique/Senior Legal Counsel

Tél.: (514) 597-5324

Fax: (514) 597-4087

anne-julie.perrault@radio-canada.ca

From: Facebook <ip+od72dpb.aea42d34xeasq@support.facebook.com>

Date: June 26, 2015 at 5:12:38 PM EDT

To: brodie.fenlon@cbc.ca

Subject: *Re: Copyright Report Form*

Reply-To: Facebook <ip+od72dpb.aea42d34xeasq@support.facebook.com>

Hi,

Thanks for your report. It appears that the content you reported is being used for the purpose of commentary or criticism regarding matters of public interest. In this context, we don't understand how this content would violate your rights.

If you still believe this content infringes your rights, please clarify why you believe this particular use of the reported content violates your copyright, including reference to statutes or legal decisions where applicable.

Thanks,

—Original Message—

From: brodie.fenlon@cbc.ca

To:

Subject: Copyright Report Form

To be sure you're in the right place, what best describes your issue?: I

found content which I believe violates my copyright

Your name (name and surname): Brodie Fenlon

Your organization or client (if applicable): The Canadian Broadcasting Corporation (CBC)

Your job title (if applicable): Managing Editor

Mailing address: P.O. Box 500 Stn. A

Toronto, Ontario

M5W 1E6

Phone number: 416-271-3672

Email: brodie.fenlon@cbc.ca

Confirm your email address: brodie.fenlon@cbc.ca

Where is the rights owner based?: Non-USA

Country (if based outside of the USA): Canada

Who owns the copyright?: My organization or client

Name of the rights owner: The Canadian Broadcasting Corporation

What type of content are you reporting?: Photo(s), video(s), note(s), share(s), wall post(s) or file(s)

Please provide links (URLs) leading directly to the specific content you are reporting.:

<https://www.facebook.com/cpcpcc/videos/vb.5661704203/10153435917054204/?type=2&theater>

Why are you reporting this content?: This content copies my organization or client's work

Which of these best describes your organization or client's original

copyrighted work?: A video my organization or client created

Where can we see an authorized example of your organization or client's work?:

<http://www.cbc.ca/player/News/Politics/Power+%26+Politics/ID/2670344858/>

Do you agree?: Yes

Electronic signature: Brodie Fenlon

—End Original Message—

—End Original Message—

—
W. B. Chambers

Vice président/Vice-President,

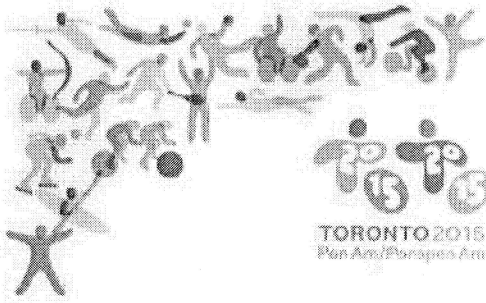
Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles

CBC/Radio-Canada

tel. 613 288-6181

e: bill.chambers@cbc.ca

visit: www.cbc.radio-canada.ca



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#CBCPANAM

ici.radio-canada.ca/panam
#ROPANAM

—
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

—
W. B. Chambers

Vice président/Vice-President,

Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles

CBC/Radio-Canada

tel. 613 288-6181

e: bill.chambers@cbc.ca

visit: www.cbc.radio-canada.ca



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#RCPANAM

Re: Conservative party ad refusal

1 message

Bill Chambers <bill.chambers@cbc.ca>

29 June 2015 at 12:36

To: MARY KREUK <mary.kreuk@cbc.ca>

Cc: Heather Conway <heather.conway@cbc.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, JEAN MONGEAU <jean.mongeau@radio-canada.ca>, Louis Lalande <louis.lalande@radio-canada.ca>, Jeff Keay <jeff.keay@cbc.ca>, Steven Guiton <steven.guiton@cbc.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>, Judith Harvie <judith.harvie@radio-canada.ca>

Thanks Mary. Let us know the response.

Bill

On Mon, Jun 29, 2015 at 12:25 PM, MARY KREUK <mary.kreuk@cbc.ca> wrote:

We have briefed the agency with additional details for refusal of the ad; the client was not available for a call. We are awaiting next steps.

Specifically:

On Mon, Jun 29, 2015 at 9:39 AM, Heather Conway <heather.conway@cbc.ca> wrote:
so where did we land with this?

s.19(1)

On Sun, Jun 28, 2015 at 3:27 PM, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca> wrote:

Bonjour,

Anne-Julie Perrault will handle this file

and if she need help Judith Harvie will help.

Sylvie

Sylvie Gadoury

Vice-présidente

Services juridiques, avocat-conseil et secrétaire générale

Vice-President

Legal Services, General Counsel and Corporate Secretary

CBC  Radio-Canada

Tel.: (514) 597-4069

Fax: (514) 597-4087

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2015-06-28 12:25 GMT-04:00 JEAN MONGEAU <jean.mongeau@radio-canada.ca>:

Thanks Bill,
Copying Marie-Claude as an FYI.

J

Jean Mongeau, MBA

Directeur général et chef des revenus, Solutions Média
General Manager & Chief Revenue Officer, Media Solutions

1400 boul. René-Lévesque Est, Bureau 1206
Montréal (Qc), H2L 2M2
Tel: (514) 597-4281, Toronto: (416) 205-2141

jean.mongeau@radio-canada.ca
publicite.radio-canada.ca



CBC & Radio-Canada

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

From: **Bill Chambers** <bill.chambers@cbc.ca>

Date: 2015-06-28 12:00 GMT-04:00

Subject: Re: Conservative party ad refusal

To: JEAN MONGEAU <jean.mongeau@radio-canada.ca>

Cc: Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Heather Conway <heather.conway@cbc.ca>, Louis Lalande <louis.lalande@radio-canada.ca>, MARY KREUK <mary.kreuk@cbc.ca>, Jeff Keay <jeff.keay@cbc.ca>, Steven Guiton <steven.guiton@cbc.ca> s.21(1)(b)

OK to call a meeting from my point of view.

Bill

Le message français suit l'anglais.

Greetings all,

Here are the conclusions and take-aways from the January 12th meeting:

Cheers,

s.23

SG

s.21(1)(b)

Bonjour à tous,

Voici les conclusions et les points à retenir de la réunion du 12 janvier :

Cheers,

SG

On Sun, Jun 28, 2015 at 11:36 AM, JEAN MONGEAU <jean.mongeau@radio-canada.ca> wrote:

Mary Kreuk can coordinate and setup the meeting.

Thanks,
J

Jean Mongeau, MBA

**Directeur général et chef des revenus, Solutions Média
General Manager & Chief Revenue Officer, Media Solutions**

1400 boul. René-Lévesque Est, Bureau 1206
Montréal (Qc), H2L 2M2
Tel: (514) 597-4281, Toronto: (416) 205-2141

jean.mongeau@radio-canada.ca
publicite.radio-canada.ca



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—
W. B. Chambers

Vice président/Vice-President,
Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles
CBC/Radio-Canada
tel. 613 288-6181

e: bill.chambers@cbc.ca
visit: www.cbc.radio-canada.ca



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#RCPANAM

Mary Kreuk
Executive Director Multi-Platform Media Sales
CBC & Radio-Canada Media Solutions
250 Front Street West
Toronto, ON M5V 3G5

Office: 416-205-2940
Cell: 416-819-3891

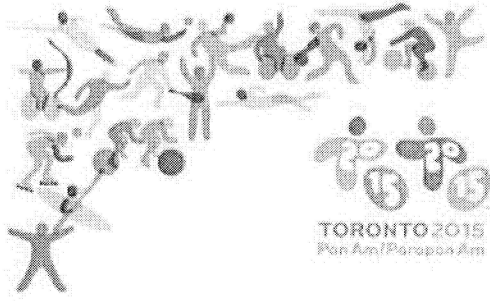
mary.kreuk@cbc.ca



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W. B. Chambers
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Steven Guiton <steven.guiton@cbc.ca>

Fwd: Conservative party ad refusal

1 message

Bill Chambers <bill.chambers@cbc.ca>

28 June 2015 at 12:01

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

Cc: Steven Guiton <steven.guiton@cbc.ca>

À titre d'info.

Comments welcome.

Bill

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

From: **Bill Chambers** <bill.chambers@cbc.ca>

Date: Sun, Jun 28, 2015 at 12:00 PM

Subject: Re: Conservative party ad refusal

To: JEAN MONGEAU <jean.mongeau@radio-canada.ca>

Cc: Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Heather Conway <heather.conway@cbc.ca>, Louis

Lalande <louis.lalande@radio-canada.ca>, MARY KREUK <mary.kreuk@cbc.ca>, Jeff Keay

<jeff.keay@cbc.ca>, Steven Guiton <steven.guiton@cbc.ca>

OK to call a meeting from my point of view.

Bill

Le message français suit l'anglais.

Greetings all,

Here are the conclusions and take-aways from the January 12th meeting:

Cheers,

SG

Bonjour à tous,

Voici les conclusions et les points à retenir de la réunion du 12 janvier :

Cheers,

SG

On Sun, Jun 28, 2015 at 11:36 AM, JEAN MONGEAU <jean.mongeau@radio-canada.ca> wrote:

Mary Kreuk can coordinate and setup the meeting.

Thanks,
J

Jean Mongeau, MBA

Directeur général et chef des revenus, Solutions Média
General Manager & Chief Revenue Officer, Media Solutions

14/07/2015

CBC Radio-Canada Mail - Fwd: Conservative party ad refusal

1400 boul. René-Lévesque Est, Bureau 1206
 Montréal (Qc), H2L 2M2
 Tel: (514) 597-4281, Toronto: (416) 205-2141

jean.mongeau@radio-canada.ca
 publicite.radio-canada.ca



CBC & Radio-Canada
 SOLUTIONS MÉDIA

W. B. Chambers

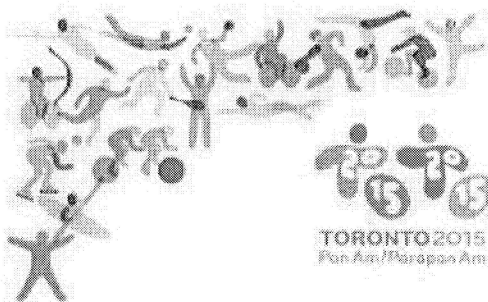
Vice président/Vice-President,

Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles
 CBC/Radio-Canada

tel. 613 288-6181

e: bill.chambers@cbc.ca

visit: www.cbc.radio-canada.ca



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 #RCPANAM

W. B. Chambers

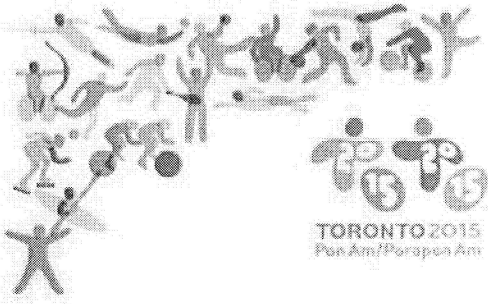
Vice président/Vice-President,

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e: bill.chambers@cbc.ca

visit: www.cbc.radio-canada.ca



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#RCPANAM

Re: Conservative party ad refusal

1 message

MARY KREUK <mary.kreuk@cbc.ca>

28 June 2015 at 12:14

To: Bill Chambers <bill.chambers@cbc.ca>, JEAN MONGEAU <jean.mongeau@radio-canada.ca>

Cc: Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Heather Conway <heather.conway@cbc.ca>, Louis Lalande <louis.lalande@radio-canada.ca>, Jeff Keay <jeff.keay@cbc.ca>, Steven Guiton <steven.guiton@cbc.ca>

Tks Bill - I will find a time tomorrow that works for our client and Anne-Julie and Anne-Marie.

Mary

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Bill Chambers**Sent:** Sunday, June 28, 2015 12:01 PM**To:** JEAN MONGEAU**Reply To:** Bill Chambers**Cc:** Sylvie Gadoury; Heather Conway; Louis Lalande; MARY KREUK; Jeff Keay; Steven Guiton**Subject:** Re: Conservative party ad refusal

OK to call a meeting from my point of view.

Bill

Le message français suit l'anglais.

Greetings all,

Here are the conclusions and take-aways from the January 12th meeting:

Cheers,

SG

Bonjour à tous,

Voici les conclusions et les points à retenir de la réunion du 12 janvier :

Cheers,

SG

On Sun, Jun 28, 2015 at 11:36 AM, JEAN MONGEAU <jean.mongeau@radio-canada.ca> wrote:

Mary Kreuk can coordinate and setup the meeting.

Thanks,
J

Jean Mongeau, MBA

Directeur général et chef des revenus, Solutions Média
General Manager & Chief Revenue Officer, Media Solutions

14/07/2015

CBC Radio-Canada Mail - Re: Conservative party ad refusal

1400 boul. René-Lévesque Est, Bureau 1206
Montréal (Qc), H2L 2M2
Tel: (514) 597-4281, Toronto: (416) 205-2141

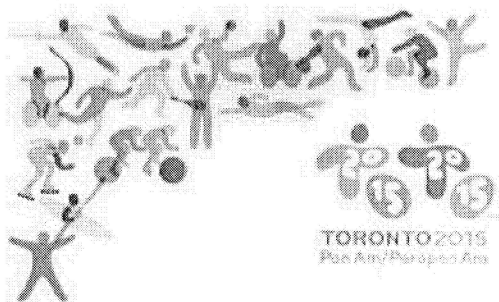
jean.mongeau@radio-canada.ca
publicite.radio-canada.ca



CBC & Radio-Canada

W. B. Chambers
Vice président/Vice-President,
Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles
CBC/Radio-Canada
tel. 613 288-6181

e: bill.chambers@cbc.ca
visit: www.cbc.radio-canada.ca



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CBC  **Radio-Canada****Steven Guiton** <steven.guiton@cbc.ca>

Re: Ad

1 message

Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>
To: Steven Guiton <steven.guiton@cbc.ca>
Cc: Anne Marie Migneault <anne-marie.migneault@radio-canada.ca>

24 June 2015 at 15:22

Merci beaucoup Steven,

Sylvie

Sylvie Gadoury

Vice-présidente

Services juridiques, avocat-conseil et secrétaire générale

Vice-President

Legal Services, General Counsel and Corporate Secretary

CBC  **Radio-Canada**

Tel.: (514) 597-4069

Fax: (514) 597-4087

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2015-06-24 14:49 GMT-04:00 Steven Guiton <steven.guiton@cbc.ca>:

Merci Sylvie,

SG

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

On 24 June 2015 at 14:22, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca> wrote:

Bonjour Steven,

Sylvie

Sylvie Gadoury
Vice-présidente
Services juridiques, avocat-conseil et secrétaire générale

Vice-President
Legal Services, General Counsel and Corporate Secretary

CBC  Radio-Canada

Tel.: (514) 597-4069
Fax: (514) 597-4087

NOTE: Ce courriel est destiné exclusivement au(x) destinataire(s) mentionné(s) ci-dessus et peut contenir de l'information privilégiée, confidentielle et/ou dispensée de divulgation aux termes des lois applicables. Si vous avez reçu ce message par erreur, ou s'il ne vous est pas destiné, veuillez le mentionner immédiatement à l'expéditeur et effacer ce courriel.

NOTE: This e-mail message is intended only for the named recipient(s) above and may contain information that is privileged, confidential and/or exempt from disclosure under applicable law. If you have received this message in error, or are not the named recipient(s), please immediately notify the sender and delete this e-mail message.

2015-06-24 12:22 GMT-04:00 Steven Guiton <steven.guiton@cbc.ca>:

Sylvie,

Thanks. Hope you're both having a good holiday. SG

s.21(1)(a)

s.21(1)(b)

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

s.23

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

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

Date: 24 June 2015 at 11:54

Subject: Re: Ad

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

Cc: Heather Conway <heather.conway@cbc.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>, Steven Guiton <steven.guiton@cbc.ca>, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>

Hi Bill

Can I call you when I am out of the pick and pay meeting?

Sent from my iPhone

On Jun 24, 2015, at 11:46 AM, Bill Chambers <bill.chambers@cbc.ca> wrote:

Hi Jennifer,

Bill

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Heather Conway

Sent: Wednesday, June 24, 2015 11:35 AM

To: Bill Chambers

Reply To: Heather Conway

Cc: Sylvie Gadoury; Anne-Julie Perrault; Steven Guiton

Subject: Re: Ad

On Jun 24, 2015, at 11:23 AM, Bill Chambers <bill.chambers@cbc.ca> wrote:

Heather, what do you think?

B

2015-06-24 10:01 GMT-04:00 Bill Chambers <bill.chambers@cbc.ca>:

Bill

On Tue, Jun 23, 2015 at 8:52 PM, Heather Conway <heather.conway@cbc.ca> wrote:

s.21(1)(b)

Great thanks.

s.19(1)

> On Jun 23, 2015, at 6:49 PM, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca> wrote:

>

> Of course we can brief him on this matter since we will be receiving more and more political ads in the next weeks.

>

> Sent from my iPhone

>

>> On Jun 23, 2015, at 6:38 PM, Heather Conway <heather.conway@cbc.ca> wrote:

>>

>> Anne Julie and Steve will you brief Hubert ?

W. B. Chambers

Vice président/Vice-President,

Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires Institutionnelles
CBC/Radio-Canada

tel. 613 288-6181

e: bill.chambers@cbc.ca

visit: www.cbc.radio-canada.ca



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#RCPANAM

FYI - 1st time refusal of political ad for use of CBC citation_Fwd: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

1 message

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

23 June 2015 at 15:22

To: Bill Chambers <bill.chambers@cbc.ca>, "Guiton, Steven" <steven.guiton@cbc.ca>

Hello,

The email below shows you where we are in the process. If you have concerns, please let me know.

P.S. Tomorrow is a holiday in Quebec but I will follow up on the Ad Stds emails.

Anne-Marie

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

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

Date: 2015-06-23 15:10 GMT-04:00

Subject: Next steps: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

To: Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Cc: Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Jeff Keay <jeff.keay@cbc.ca>, "Darley, Mike" <mike.darley@cbc.ca>

s.68.1

Anne-Julie, please see item #3 in the attached memo from Steven Guiton of January 20, 2015.

Anne-Marie Migneault
Ad Stds Head Office

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

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

Date: 2015-06-23 13:32 GMT-04:00

s.23

Subject: Decision: Unacceptable Ad_Conservative Party of Canada - Mom Benefit Proof - Television

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

Cc: CODE_PUBLICITAIRE_MONTREAL <codepub@radio-canada.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

From: Advertising Standards Head Office (A-M Migneault)
To: Mike Darley
Cc: Code publicitaire Montreal
Advertiser: Conservative Party of Canada
Message: CPC1952530E – Mom Benefit Proof – Television
(video attached)

Received on: June 22, 2015

Decision:

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

2 attachments

 **CPC1952530E – Mom Benefit Proof .mp4**
1430K

 **2015-01-20_email_SG_broadcaster material in political advertising.pdf**
114K

Re: Political advertising - Jan. 12 mtg conclusions

1 message

Steven Guiton <steven.guiton@cbc.ca>

13 February 2015 at 18:01

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

Merci Anne-Marie! En passant, j'ai parlé avec Michel Cormier hier, et il n'était pas au courant avec ces discussions de Jennifer.

SG

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Anne-Marie Migneault**Sent:** Friday, February 13, 2015 17:52**To:** Steven Guiton**Reply To:** Anne-Marie Migneault**Cc:** ANGUS MCKINNON**Subject:** Re: Political advertising - Jan. 12 mtg conclusions

Hi Steven,

Jennifer McGuire called yesterday to inform me that she had a discussion with the media consortium about your point 5a (below). She told me:

Have a nice weekend,

Anne-Marie

Le 20 janvier 2015 16:18, Steven Guiton <steven.guiton@cbc.ca> a écrit :

Le message français suit l'anglais.

Greetings all,

Here are the conclusions and take-aways from the January 12th meeting:

Cheers,

SG

Bonjour à tous,

Voici les conclusions et les points à retenir de la réunion du 12 janvier :

Cheers,

SG

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

14/07/2015

CBC Radio-Canada Mail - Re: Political advertising - Jan. 12 mtg conclusions

s.23

CBC  Radio-Canada

Steven Guiton <steven.guiton@cbc.ca>

Re: Political advertising - Jan. 12 mtg conclusions

1 message

Steven Guiton <steven.guiton@cbc.ca>

21 January 2015 at 14:15

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

Hi Heather, from my meeting notes that's what they confirmed they would be doing as part of an upcoming broadcaster meeting. Anne-Marie or Angus will check in with them in a few weeks to make sure they have a process in place. SG

On Jan 21, 2015, at 14:03, Heather Conway <heather.conway@cbc.ca> wrote:

thanks Steve, will you be following up with Jennifer and Michel re reaching out to the other broadcasters?

2015-01-20 16:18 GMT-05:00 Steven Guiton <steven.guiton@cbc.ca>:

Le message français suit l'anglais.

Greetings all,

Here are the conclusions and take-aways from the January 12th meeting:

14/07/2015

CBC Radio-Canada Mail - Re: Political advertising - Jan. 12 mtg conclusions

s.23

Cheers,

SG

Bonjour à tous,

Voici les conclusions et les points à retenir de la réunion du 12 janvier :

Cheers,

SG

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

Fwd: Use of broadcaster material in advertising

1 message

Steven Guiton <steven.guiton@cbc.ca>
To: KATHARINE WIGHTMAN <katharine.wightman@cbc.ca>

20 January 2015 at 07:18

Please remove the word 'legitimate' from point #1. Thanks. SG

Begin forwarded message:

From: Steven Guiton <steven.guiton@cbc.ca>
Date: January 20, 2015 at 07:08:21 EST
To: Anne Marie Migneault <anne-marie.migneault@radio-canada.ca>, KATHARINE WIGHTMAN <katharine.wightman@cbc.ca>
Subject: Use of broadcaster material in advertising

Anne-Marie, Kate,

Please see following which I propose to send out today to all those who participated on the January 12th call.

Anne-Marie, please provide comments. Kate, once you have Anne-Marie's comments, could you please get this translated.

Thanks. SG

Greetings all,

Here are the conclusions and take-aways from the January 12th meeting:

Cheers, SG

CONSULTATION DE PROGRAMME

NOTE DE RÉUNION

NOTE AU DOSSIER

| | | | | | | | |
|-------------------------------|---------------|-----------------------------|----------------------------|-------------------------------|---------------------------------|-----------------------|-------|
| Avocat | Communication | De <input type="checkbox"/> | à <input type="checkbox"/> | Avec <input type="checkbox"/> | Endroit | Date | Heure |
| | | | | | | 30/06/2015 | |
| De (Service / Émission / Orga | | | | | ionne | Numéro de télécopieur | |
| Objet | | | | | Numéro de dossier | | |
| Action requise | | | | | Annexe <input type="checkbox"/> | | |

Notes :

CONSULTATION DE PROGRAMME NOTE DE RÉUNION NOTE AU DOSSIER

| | | | | | | | |
|--|---------------|-----------------------------|----------------------------|-------------------------------|-------------------|-----------------------|------------------------------------|
| Avocat | Communication | De <input type="checkbox"/> | à <input type="checkbox"/> | Avec <input type="checkbox"/> | Endroit | Date | Heure |
| De (Service / Émission / Organisation) | | | | Numéro de téléphone | | Numéro de télécopieur | |
| Objet | | | | | Numéro de dossier | | |
| Action requise | | | | | | | Annexe <input type="checkbox"/> |

Notes :

30/6/2015

Messagerie CBC Radio-Canada - Fwd: [0-3159000007758] New YouTube Copyright Complaint Submission

s.21(1)(b)

CBC Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Fwd: [0-3159000007758] New YouTube Copyright Complaint Submission

1 message


Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

30 juin 2015 13:20

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

Bill, do you want me to call Jennifer or do you want to do it

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

CBC  Radio-Canada

Tél.: (514) 597-5324
Fax: (514) 597-4087
anne-julie.perrault@radio-canada.ca

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

From: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Date: 2015-06-30 13:07 GMT-04:00
Subject: Re: [0-3159000007758] New YouTube Copyright Complaint Submission
To: Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>
Cc: Bill Chambers <bill.chambers@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, Stephanie Duquette <stephanie.duquette@radio-canada.ca>, Gino Apponi <gino.apponi@cbc.ca>, Jeff Keay <jeff.keay@cbc.ca>

Hi Anne-Julie,

Jennifer

On Tue, Jun 30, 2015 at 12:39 PM, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca> wrote:
Youtube has maintained its position. It will not remove the video.

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

CBC  Radio-Canada

Tél.: (514) 597-5324
Fax: (514) 597-4087
anne-julie.perrault@radio-canada.ca

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

From: <copyright@youtube.com>
Date: 2015-06-30 12:37 GMT-04:00
Subject: RE: [0-3159000007758] New YouTube Copyright Complaint Submission
To: Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Hello,

Thank you for your message. However, we remain concerned that your copyright notification is not valid for the video identified in your notification. As a result, the content will remain live on YouTube.

Regards,

The YouTube Legal Support Team

On 06/29/15 10:24:53 anne-julie.perrault@radio-canada.ca wrote:
To the YouTube Legal Support Team:

You have asked for more details on why CBC considers the use of the video as violating our rights.

We do not consider that such use constitutes commentary or criticism under the Canadian *Copyright Act*. The purpose or the motive in using CBC copyrighted material is solely for partisan and political purposes. The video uses excerpts of a journalistic interview out of context for political purposes. Freedom of speech of political parties is not limitless, it must be exercised in respect of other statutes (e.g. the *Copyright Act*).

The video uses 28 seconds of CBC's material out of its 45 seconds duration. This is not "fair dealing". And, when there exists alternatives for a third party to get their message across, such as it is the case here, fair dealing does not apply.

Furthermore, we consider that the use of our material here also violates our moral rights. There has been editing of the interview which causes reputational harm to CBC and CBC's anchor.

Reusing CBC material for political purposes as done here, by editing its journalistic work and when alternatives exist, also unfairly tarnishes CBC's reputation of quality and CBC's independence as public broadcaster.

For the above reasons, we consider that such unauthorized use of CBC's copyrighted material is illegal and therefore we request YouTube to remove the video.

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel



Tél.: (514) 597-5324
Fax: (514) 597-4087
anne-julie.perrault@radio-canada.ca

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

From: <copyright@youtube.com>
Date: 2015-06-29 13:12 GMT-04:00
Subject: RE: [0-315900007758] New YouTube Copyright Complaint Submission
To: genevieve.brunelle@radio-canada.ca

Hello,

We are very concerned that your copyright notification may not be valid for some or all of the videos identified in your notification. Please keep in mind that in many countries, it is legal to use copyrighted works in specific ways without the owner's authorization, particularly for transformative purposes such as news reporting, parody, commentary, or review.

Some countries protect such uses under doctrines of "fair use" or "fair dealing," while others allow for

specific exceptions to copyright protection.

earn more about fair use in the United States.

If you still believe your copyright is infringed by the YouTube video(s) identified in your notification, please explain in detail why you think so. We ask that you provide more detail than was included in your initial notice. Here are questions you may wish to consider:

How much of your copyrighted work is used? How is the market for your original work affected by this use? Does this use significantly transform your original work, or does it serve the same purpose? Does this use fall into an exception to copyright protection? Please note that we may share your response with the uploader(s).

Thank you very much for your cooperation.

Regards,

The YouTube Legal Support Team

Hi there, here is a new copyright complaint submission:

Copyright Infringement Notification Confirmation

Copyright Owner Name (Company Name if applicable): CBC/Radio-Canada

Your Full Legal Name (Aliases, usernames or initials not accepted): Geneviève Brunelle

Your Title or Job Position (What is your authority to make this complaint?): Parajuriste

Address:

1400 boul. René-Lévesque Est

Montréal, QC H2L 2M2

CA

Username: genevieve.brunelle@radio-canada.ca

Email Address: genevieve.brunelle@radio-canada.ca

Phone: 514-597-4071

URL of allegedly infringing video to be removed: http://www.youtube.com/watch?v=2zzoyQh5c_o

Describe the work allegedly infringed: My company, organization or client's video (not from YouTube)

- Title of original video: Power & Politics, entrevue de Justin Trudeau avec l'animateur/journaliste Terry Milewski
- Link to video: <http://www.cbc.ca/player/News/Politics/Power+%26+Politics/ID/2670344858/>
- Where does the content appear? Timestamps: 19 to 45

Country where copyright applies: CA

I, in good faith state that:

- I am the owner, or an agent authorized to act on behalf of the owner of an exclusive right that is allegedly infringed.
- I have a good faith belief that the use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law; and
- This notification is accurate.
- I acknowledge that there may be adverse legal consequences for making false or bad faith allegations of copyright infringement by using this process.
- I understand that abuse of this tool will result in termination of my YouTube account.

Authorized Signature: Geneviève Brunelle

Sincerely,

— The YouTube Copyright Complaint Servlet

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

3/7/2015

Messagerie CBC Radio-Canada - Re: Draft letter to CP_Fwd: Fwd: Copyright Report Form - CONFIDENTIAL

s.23

CBC  Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Re: Draft letter to CP_Fwd: Fwd: Copyright Report Form - CONFIDENTIAL

1 message

Bill Chambers <bill.chambers@cbc.ca>

3 juillet 2015 08:27

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

Cc : Shaun Poulter <shaun.poulter@cbc.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>, "Guiton, Steven" <steven.guiton@cbc.ca>, "Duquette, Stephanie" <stephanie.duquette@radio-canada.ca>

Bill

On Thu, Jul 2, 2015 at 5:47 PM, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> wrote:

Hello

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

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

From: **Anne-Julie Perrault** <anne-julie.perrault@radio-canada.ca>

Date: 2015-07-02 15:32 GMT-04:00

Subject: Fwd: Fwd: Copyright Report Form

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

Voici la lettre (projet) en circulation pour être potentiellement envoyée au Prés. du PCC.

Anne-Julie Perrault
 Première conseillère juridique/Senior Legal Counsel

CI  Radio-Canada

Tél.: (514) 597-5324
 Fax: (514) 597-4087
 anne-julie.perrault@radio-canada.ca

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

From: **Shaun Poulter** <shaun.poulter@cbc.ca>
 Date: 2015-07-02 13:50 GMT-04:00
 Subject: Re: Fwd: Copyright Report Form
 To: Bill Chambers <bill.chambers@cbc.ca>
 Cc: Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>, Stephanie Duquette <stephanie.duquette@radio-canada.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Jeff Keay <jeff.keay@cbc.ca>

Please have a look at our proposed letter to the President of the Conservative Party.

We'd like to get this out tomorrow.

On Thu, Jul 2, 2015 at 12:29 PM, Bill Chambers <bill.chambers@cbc.ca> wrote:
 Merci.

Okay, so next step is the meeting with other broadcasters. Jenn, is that confirmed for Monday?

Shaun, let's discuss the CPC letter.

Anne-Julie, as-tu une ébauche pour FB et Google/YouTube?

B

On Thu, Jul 2, 2015 at 10:15 AM, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca> wrote:
 Same as Youtube, Facebook has also maintained its position.

Anne-Julie Perrault
 Première conseillère juridique/Senior Legal Counsel

CBC  Radio-Canada

Tél.: (514) 597-5324
 Fax: (514) 597-4087
 anne-julie.perrault@radio-canada.ca

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

From: **Facebook** <ip+odmie2u.aeazjff6xgxo@support.facebook.com>
 Date: 2015-07-01 8:34 GMT-04:00
 Subject: Re: Fwd: Copyright Report Form
 To: anne-julie.perrault@radio-canada.ca

Hi,

Thank you for your correspondence, which we have reviewed with our Legal department. For the reasons previously explained, it is not clear to us that the reported content infringes your copyright.

If you've not already done so, you may wish to reach out to the party responsible for posting the content

CBC  Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Fwd: Fwd: Copyright Report Form

1 message

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

2 juillet 2015 10:15

À : Bill Chambers <bill.chambers@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, Stephanie Duquette <stephanie.duquette@radio-canada.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Jeff Keay <jeff.keay@cbc.ca>

Same as Youtube, Facebook has also maintained its position.

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

CBC  Radio-Canada

Tél.: (514) 597-5324

Fax: (514) 597-4087

anne-julie.perrault@radio-canada.ca

—— Forwarded message ——

From: Facebook <ip+odmie2u.aeazjff6xgxo@support.facebook.com>

Date: 2015-07-01 8:34 GMT-04:00

Subject: Re: Fwd: Copyright Report Form

To: anne-julie.perrault@radio-canada.ca

Hi,

Thank you for your correspondence, which we have reviewed with our Legal department. For the reasons previously explained, it is not clear to us that the reported content infringes your copyright.

If you've not already done so, you may wish to reach out to the party responsible for posting the content to resolve your issue with them directly.

Thanks,

s.19(1)

——Original Message——

From: Anne-Julie Perrault (anne-julie.perrault@radio-canada.ca)

To: Facebook

Subject: Fwd: Copyright Report Form

To whom it may concern:

Facebook has asked for more details on why CBC considers the use of the Content as violating our rights.

We do not consider that such use constitutes commentary or criticism. The purpose or the motive in using CBC copyrighted material is solely for partisan and political purposes. It is using excerpts of a journalistic interview out of context for political purposes. Freedom of speech of political parties is not limitless, it must be exercised in respect of

[https://mail.google.com/mail/u/0/?ui=2&ik=39489dea8e&view=pt&cat=Fair%20dealing%2FPublicit%C3%A9s%20politiques%20\(16-106\)%2FVideo%2023%20j...](https://mail.google.com/mail/u/0/?ui=2&ik=39489dea8e&view=pt&cat=Fair%20dealing%2FPublicit%C3%A9s%20politiques%20(16-106)%2FVideo%2023%20j...) 1/3

2/7/2015

Messagerie CBC Radio-Canada - Fwd: Fwd: Copyright Report Form

other statutes (e.g. the Copyright Act). See **Michelin* v. *Caw**, (1997) 2 FCR 306 (FC): "The Charter does not confer the right to use private property - the Plaintiff's copyright - in the service of freedom of expression".

The Content uses 28 seconds of CBC material out of its 45 seconds duration. This is not fair dealing. And, when there exists alternatives for a third party to get their message across, such as it is the case here, fair dealing does not apply.

Furthermore, we consider that the use of our material here also violates our moral rights. There has been editing of the interview which causes reputational harm to CBC and CBC's anchor.

Reusing CBC material for political purposes as done here, by editing its journalistic work and when alternatives exist, also unfairly tarnishes CBC's reputation of quality and CBC's independence as public broadcaster.

For the above reasons, we consider that such unauthorized use of CBC's copyrighted material is illegal and therefore we request Facebook to remove the Content.

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

Tél.: (514) 597-5324
Fax: (514) 597-4087
anne-julie.perrault@radio-canada.ca

From: Facebook <ip+od72dpb.aea42d34xeasq@support.facebook.com>
Date: June 26, 2015 at 5:12:38 PM EDT
To: brodie.fenlon@cbc.ca
Subject: *Re: Copyright Report Form*
Reply-To: Facebook <ip+od72dpb.aea42d34xeasq@support.facebook.com>

Hi,

Thanks for your report. It appears that the content you reported is being used for the purpose of commentary or criticism regarding matters of public interest. In this context, we don't understand how this content would violate your rights.

If you still believe this content infringes your rights, please clarify why you believe this particular use of the reported content violates your copyright, including reference to statutes or legal decisions where applicable.

Thanks,

—Original Message—

From: brodie.fenlon@cbc.ca
To:
Subject: Copyright Report Form

To be sure you're in the right place, what best describes your issue?: I found content which I believe violates my copyright

[https://mail.google.com/mail/u/0/?ui=2&ik=39489dea8e&view=pt&cat=Fair%20dealing%2FPublicit%C3%A9s%20politiques%20\(16-106\)%2FVideo%2023%20j...](https://mail.google.com/mail/u/0/?ui=2&ik=39489dea8e&view=pt&cat=Fair%20dealing%2FPublicit%C3%A9s%20politiques%20(16-106)%2FVideo%2023%20j...) 2/3

Your name (name and surname): Brodie Fenlon

Your organization or client (if applicable): The Canadian Broadcasting Corporation (CBC)

Your job title (if applicable): Managing Editor

Mailing address: P.O. Box 500 Stn. A

Toronto, Ontario

M5W 1E6

Phone number: 416-271-3672

Email: brodie.fenlon@cbc.ca

Confirm your email address: brodie.fenlon@cbc.ca

Where is the rights owner based?: Non-USA

Country (if based outside of the USA): Canada

Who owns the copyright?: My organization or client

Name of the rights owner: The Canadian Broadcasting Corporation

What type of content are you reporting?: Photo(s), video(s), note(s), share(s), wall post(s) or file(s)

Please provide links (URLs) leading directly to the specific content you are reporting.:

<https://www.facebook.com/cpcpcc/videos/vb.5661704203/10153435917054204/?type=2&theater>

Why are you reporting this content?: This content copies my organization or client's work

Which of these best describes your organization or client's original copyrighted work?: A video my organization or client created

Where can we see an authorized example of your organization or client's work?:

<http://www.cbc.ca/player/News/Politics/Power+%26+Politics/ID/2670344858/>

Do you agree?: Yes

Electronic signature: Brodie Fenlon

—End Original Message—

—End Original Message—

CBC Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Fwd: Intellectual Property Report #525541297593544

1 message

Brodie Fenlon <brodie.fenlon@cbc.ca>

26 juin 2015 08:45

À : Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Cc : Jennifer McGuire <jennifer.mcguire@cbc.ca>, MICHAEL BOLEN <michael.bolen@cbc.ca>

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

From: **Facebook** <ip+od72dpb.aea42d34xe@support.facebook.com>

Date: Fri, Jun 26, 2015 at 8:44 AM

Subject: Intellectual Property Report #525541297593544

To: brodie.fenlon@cbc.ca

Report to Facebook

Hi,

The Facebook Team received a report from you. For reference, your complaint number is 525541297593544.

Please note that this channel is only for reports of alleged infringements or violations of your legal rights, such as copyright or trademark. If you filed that type of report, no further action is necessary. However, if you contacted us through this channel about another matter, you might not receive a response.

If you're not confident that your issue concerns intellectual property rights, please consult the Intellectual Property section of our Help Center for additional information:

IP Help Center: https://www.facebook.com/help/intellectual_property/

Note that we regularly provide your contact information, including your name and email address, the name of your organization or client who owns the right in question, and/or the contents of your report to the person who posted the content you are reporting. You may wish to provide a professional or business email address for contact by users.

For help with matters other than infringement/violation of your legal rights, the links below may be helpful:

- Hacked or phished accounts: <https://www.facebook.com/help/security>
- Fake/Impostor accounts (timelines): <https://www.facebook.com/help/174210519303259/>
- Abuse (including spam, hate speech and harassment): <https://www.facebook.com/help/263149623790594/>
- Pages (including admin issues): <https://www.facebook.com/help/pages/>
- Unauthorized photos or videos: <https://www.facebook.com/help/428478523862899>
- Login issues: <https://www.facebook.com/help/login>
- Help for users who have been disabled or blocked: <https://www.facebook.com/help/warnings>

If the links above do not contain the information you're looking for, you may want to search the Help Center for more assistance: <https://www.facebook.com/help/>

As a reminder, if your submission contains a report of alleged infringement/violation of your legal rights, no further action is necessary. We will look into your matter shortly.

Thanks for contacting Facebook,

The Facebook Team

Your name (name and surname) : Brodie Fenlon

Your organization or client (if applicable) : The Canadian Broadcasting Corporation (CBC)

<https://mail.google.com/mail/u/0/?ui=2&ik=39489dea8e&view=pt&search=inbox&th=14e2fe71685fcac1&siml=14e2fe71685fcac1>

1/2

26/6/2015

Messagerie CBC Radio-Canada - Fwd: Intellectual Property Report #525541297593544

Your job title (if applicable) : Managing Editor

Mailing address : P.O. Box 500 Stn. A

Toronto, Ontario

M5V 1E6

Phone number : 416-271-3672

Email : brodie.fenlon@cbc.ca

Confirm your email address : brodie.fenlon@cbc.ca

Where is the rights owner based? : Non-USA

Country (if based outside of the USA) : Canada

Who owns the copyright? : My organization or client

Name of the rights owner : The Canadian Broadcasting Corporation

What type of content are you reporting? : Photo(s), video(s), note(s), share(s), wall post(s) or file(s)

Please provide links (URLs) leading directly to the specific content you are reporting. :

<https://www.facebook.com/cpcpcc/videos/vb.5661704203/10153435917054204/?type=2&theater>

Why are you reporting this content? : This content copies my organization or client's work

Which of these best describes your organization or client's original copyrighted work? : A video my organization or client created

Where can we see an authorized example of your organization or client's work? : <http://www.cbc.ca/player/News/Politics/Power+%26+Politics/ID/2670344858/>

Brodie Fenlon

Managing Editor

CBCNews.ca

P: 416-205-5661

T: @brodiefenlon

29/6/2015

Messagerie CBC Radio-Canada - Keep a copy please

CBC  Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Keep a copy please

1 message

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

29 juin 2015 08:48

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

Good morning Jennifer,

Also, could someone in your team please make a copy for me (on a DVD or other support) of that video that is on the CCP FB page.

Anne-Julie

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

CBC  Radio-Canada

Tél.: (514) 597-5324

Fax: (514) 597-4087

anne-julie.perrault@radio-canada.ca

CBC  Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Re: Conservative ad uses ISIL propaganda and anthem to attack Trudeau's foreign policy

1 message

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

26 juin 2015 09:54

À : Gino Apponi <gino.apponi@cbc.ca>

Cc : Jennifer McGuire <jennifer.mcguire@cbc.ca>, Jeff Keay <jeff.keay@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Bill Chambers <bill.chambers@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>

Good morning,

I see that the link to the said video is taken from YouTube. I have asked this morning to our paralegal to ask YouTube to remove the said video since it has been done in violation of our rights (exactly as we have done with FaceBook).

Anne-Julie

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

CBC  Radio-Canada

Tél.: (514) 597-5324

Fax: (514) 597-4087

anne-julie.perrault@radio-canada.ca

2015-06-25 18:55 GMT-04:00 Gino Apponi <gino.apponi@cbc.ca>:

<http://www.nationalpost.com/m/wp/blog.html?b=news.nationalpost.com/news/canada/canadian-politics/conservative-ad-uses-isil-propaganda-and-anthem-to-attack-trudeaus-foreign-policy>

CBC  Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Request to Facebook

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>
Brouillon

25 juin 2015 16:22

Dear Mr. /Mrs.....

When it is reported to us that CBC/Radio-Canada's material is being used by third parties in violation of our rights on YouTube or Facebook, we send a request to the concerned platform to have such material removed according to the procedures they have put in place.

We have been informed that the following video <https://www.facebook.com/cpcpcc/videos/10153435917054204> contains CBC's journalistic material in violation of our rights and have requested Facebook to have that video removed.

As a courtesy, we are informing you of the latter.

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

CBC  Radio-Canada

Tél.: (514) 597-5324
Fax: (514) 597-4087
anne-julie.perrault@radio-canada.ca

Handwritten notes in French:
- "C'est un message de demande de suppression de contenu" (This is a message of content removal request)
- "à l'attention de la direction juridique" (attention to the legal department)
- "à l'attention de la direction des médias" (attention to the media department)
- "à l'attention de la direction des affaires publiques" (attention to the public affairs department)

25/6/2015

Messagerie CBC Radio-Canada - Fwd: CBC footage in CON ads..

CBC Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Fwd: CBC footage in CON ads..

1 message

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

25 juin 2015 11:33

À : Marcel Lacoursiere <marcel.lacoursiere@radio-canada.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Sylvie Gadoury

Vice-présidente

Services juridiques, avocat-conseil et secrétaire générale

Vice-President

Legal Services, General Counsel and Corporate Secretary

CBC  Radio-Canada

Tel.: (514) 597-4069

Fax: (514) 597-4087

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

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

Date: 2015-06-25 10:40 GMT-04:00

Subject: Fwd: CBC footage in CON ads..

To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Jeff Keay <jeff.keay@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Anne-Marie Migneault <anne-marie_migneault@radio-canada.ca>, Jack Nagler <jack.nagler@cbc.ca>

Take a look. Not a broadcast ad.

Jennifer and I are in an all day but will discuss next break

Begin forwarded message:

From: Ian Kalushner <ian.kalushner@cbc.ca>**Date:** June 25, 2015 at 10:37:50 AM EDT**To:** Gino Apponi <gino.apponi@cbc.ca>**Subject:** Fw: CBC footage in CON ads..

25/6/2015

Messagerie CBC Radio-Canada - Fwd: CBC footage in CON ads..

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Allison Brachman <allison.brachman@cbc.ca>
Sent: Thursday, June 25, 2015 10:30 AM
To: Ian Kalushner; Paul Hambleton; Greg REAUME;
Reply To: Allison Brachman
Subject: CBC footage in CON ads..

I gather there were conversations about this kind of use.

Terry and P&P footage featured in this near the end...

<https://www.facebook.com/cpcpcc/videos/10153435917054204>

Allison Brachman
CBC News: Assignment Editor - Parliamentary Bureau
(w) 613.288.6997
(c) 613.294.7380

CONSULTATION DE PROGRAMME NOTE DE RÉUNION NOTE AU DOSSIER

| | | | | | | | |
|--|---------------|-----------------------------|----------------------------|------------------------------------|---------|-----------------------|-------|
| Avocat AJP | Communication | De <input type="checkbox"/> | à <input type="checkbox"/> | Avec <input type="checkbox"/> | Endroit | Date 25/06/2015 | Heure |
| De (Service / Émission / Organisation) | | | | Numéro de téléphone | | Numéro de télécopieur | |
| Objet | | | | Numéro de dossier | | | |
| Action requise | | | | Annexe <input type="checkbox"/> | | | |

Notes :

CBC  Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Fwd: Your guidance please

1 message

Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>
 À : Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

25 juin 2015 15:35

Sylvie
Sylvie Gadoury
 Vice-présidente
 Services juridiques, avocat-conseil et secrétaire générale

s.21(1)(b)

s.23

Vice-President
 Legal Services, General Counsel and Corporate Secretary

CBC  Radio-Canada

Tel.: (514) 597-4069
 Fax: (514) 597-4087

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——— Forwarded message ———

From: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Date: 2015-06-25 15:31 GMT-04:00
Subject: Re: Your guidance please
To: Amy Castle <amy.castle@cbc.ca>
Cc: Rob Russo <rob.russo@cbc.ca>, Michael Hughes <michael.hughes@cbc.ca>, Jonathan Whitten <jonathan.whitten@cbc.ca>, FIONA CONWAY <fiona.conway@cbc.ca>, MARISSA NELSON <marissa.nelson@cbc.ca>

Hi Amy,

Thanks. Jennifer

On Thu, Jun 25, 2015 at 3:11 PM, Amy Castle <amy.castle@cbc.ca> wrote:
 Hi Jennifer.

25/6/2015

Messagerie CBC Radio-Canada - Fwd: Your guidance please

s.23

Thanks,
Amy

Amy Castle
Executive Producer, Power and Politics
CBC News Network
www.cbc.ca/politics

CBC  Radio-Canada

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Leave to appeal to SCC
denied. May 1/89

Federal Liberal Agency of Canada v. CTV Television Network Ltd.

**FEDERAL LIBERAL AGENCY OF CANADA ET AL. v. CTV TELEVISION
NETWORK LTD. ET AL.**

24 C.P.R. (3d) 470

Affirming 24 C.P.R. (3d) at p. 271

Federal Court of Appeal

Iacobucci C.J. and Pratte, Hugessen J.J.A.

November 15, 1988

Injunctions -- Interlocutory relief -- Balance of convenience -- Elections -- Television debates -- Extracts from debates used to prepare advertisements for political party -- Obligations of broadcasters to broadcast advertisements of political party during election -- Freedom of press -- Statutory obligation as basis for cause of action -- Criminal sanctions provided where breach of statutory provision -- Regulation of broadcaster by CRTC -- Production of videotapes by networks -- Copyright in videotapes -- Contrivance under Copyright Act, R.S.C. 1970, c. C-30 -- Substantial taking -- Interlocutory injunction -- Balance of convenience.

[p. 471]

Copyright -- Infringement -- Substantial taking -- Videotape -- Contrivance -- Debate by leaders of political parties -- Debates videotaped by broadcasters -- Broadcasts made from videotape -- Advertisements produced by one political party by taking extracts from the debates -- Infringement -- Substantial taking.

The plaintiffs in an action against three broadcasters who conducted the television debates amongst the three leaders of the principal political parties sought interlocutory relief to require the broadcasters to broadcast as free time and paid time two advertisements prepared by the plaintiffs as extracts taken from the debates. The plaintiffs invoked ss. 99.13 and 99.21 of the Canada Elections Act, R.S.C. 1970, c. 14 (1st Supp.).

The broadcasters prepared a videotape from the live debate and broadcast the programme from the videotape.

The defendants denied that the provisions of the Canada Elections Act created a civil cause of action, denied the applicability of the provisions of the Canada Elections Act to the extracts and asserted infringement of copyright by the plaintiffs.

The trial judge held that the plaintiffs are entitled to an interlocutory injunction which requires

the broadcasters to broadcast the advertisements of the plaintiffs.

The plaintiffs have made out an arguable case or that there is a serious case to be tried. The defendants have established that they have an arguable defence. The balance of convenience must then be considered.

A refusal of the relief requested would result in the defendant having succeeded in the action because there is not sufficient time between the making of an order and the election. The refusal would deprive the plaintiffs absolutely of the right to which they have shown they are prima facie entitled. The inability to have the advertisements published could not be compensated for in damages. The grant of an interlocutory injunction would not give rise to equivalent mischief or harm. The defendants are more concerned with matters of principle.

On further appeal to the Federal Court of Appeal, held, the appeal should be dismissed for the reasons given at trial.

APPEAL from a judgment of Martin J., *infra*, granting an application for interlocutory injunction requiring the broadcast of political advertisements.

The judgment appealed is as follows

November 10, 1988.

William T. Green, Q.C., and Claude Brunet, for plaintiffs.

Edward A. Ayers, Q.C., and Gary A. Maavara, for defendant, CTV Television Network Ltd.

Gordon F. Henderson, Q.C., and Rose-Marie Perry, Q.C., for defendant, Canadian Broadcasting Corporation.

William T. Houston, for defendant, Global Communications Limited.

MARTIN J.:-- The plaintiffs apply for interlocutory injunctive relief prohibiting the defendants from refusing to broadcast two political advertisements and ordering them to broadcast them.

The advertisements consist of 120-second and 30-second extracts from the videotaped leaders' debate which took place on October 25, 1988. The plaintiffs have requested and the defendants have refused to broadcast the first advertisement as a free-time political advertisement pursuant to s. 99.21 of the Canada Elections Act, R.S.C. 1970, c. 14 (1st Supp.). They have also refused to broadcast the second advertisement as a paid political advertisement pursuant to section 99.13 of the Act.

It is not disputed that the defendants have made available to the plaintiffs various times for the broadcasting of the plaintiffs' free time and paid political advertisements and that, if the defendants do not broadcast the advertisements which are the subject of this application, they will have time available and will broadcast other paid and free-time partisan political

programming produced by or on behalf of the plaintiffs.

The defendants have refused to broadcast the advertisements which are the subject of this application for the principal reason that they claim to have a copyright in the videotapes of the leaders' debates and that by taking unauthorized extracts from the debates for their political advertisements the plaintiffs are infringing the defendants' copyright. I say that the defendants' "principal reason" for refusing to broadcast the plaintiffs' advertisements is on account of the alleged infringement of the defendants' copyright because the defendants have also advanced other reasons for refusing to broadcast them.

Counsel for the Canadian Broadcasting Corporation (CBC) submits that under the constitutional guarantee of freedom of the press the networks are at liberty to refuse to broadcast any political advertisement if, for any reason, they do not wish to do so. He argues that the networks have absolute control over the content of anything which is presented to them for broadcast over their networks.

He also submits that because the advertisements are extracts from the videotapes of the debates they were not produced by or on behalf of the plaintiffs within the meaning of ss. 99.13 or 99.21 of the Canada Elections Act and that there is therefore no obligation within the meaning of those subsections on the part of the defendants to broadcast them.

Furthermore, says counsel for the CBC, even if there is an obligation on the part of the networks to broadcast the plaintiffs'

[p. 473]

advertisements the plaintiffs cannot enforce that obligation by injunctive proceedings because there already exist penalties in the Act for the breach of that obligation, should it exist, and the defendants are liable, as well, to have their licences cancelled or otherwise restricted by the Canadian Radio-television and Telecommunications Commission (CRTC) in such an event.

Finally he says that more evidence is required in order to ascertain the scope of an alleged agreement between the plaintiffs and the defendants in order to determine whether there exists some agreement on the part of the plaintiffs that they would not use the material from the leaders' debates for the purpose of their political advertisements.

To these objections I have the following observations:

1. I do not see any issue of freedom of the press in this application except to the possible extent that the plaintiffs might advance an argument that the principle entitles them to the use of the press for the purpose of expressing their partisan political programming in the manner provided for in the Canada Elections Act.

2. In my view counsel has assigned too narrow a meaning to the phrase "produced by or on behalf of" contained in s. 99 of the Canada Elections Act. The debates and the tapes of the debates may well have been produced by the networks but in my view the two minute and

30-second videotaped advertisements tendered to the networks for broadcasting were prepared or produced by the plaintiffs. Granted that they were copied from the original videotapes of the debates but the advertisements themselves were nevertheless produced by or on behalf of the plaintiffs.

3. Sections 99.13 and 99.21 of the Canada Elections Act create legal obligations on the part of the defendants to provide free and paid broadcasting time for the broadcast of partisan political programming. I know of no reason why that obligation cannot be enforced by order of this court if the defendants wrongfully refuse to broadcast the material presented to them by the plaintiffs. Assuming that such an obligation exists I do not see the provision of a penalty for refusing to broadcast the material or the fact that the networks might be subject to disciplinary action by the CRTC in such an event as operating to prevent the plaintiffs from enforcing the defendants' obligation to perform a statutory duty by way of the relief sought in this action.

[p. 474]

4. While there were suggestions that there might exist other evidence which would tend to establish that the plaintiffs had agreed not to use the material from the debates in preparing their advertisements, these were only vague suggestions of what might or might not exist and did not amount to even a probability that the evidence itself might exist. The issuance of an interlocutory injunction, if otherwise warranted, should not be refused on the basis of such vague suggestions.

In addition to associating his client with the submissions of counsel for the defendant CBC, and the copyright objection, counsel for CTV Television Network Ltd. (CTV) submitted that it was not bound by the provisions of ss. 99.13 and 99.21 because it was a network operator and not a broadcaster.

I believe counsel intended this submission to apply only to s. 99.13 which is directed to broadcasters and not to s. 99.21 which is specifically directed to network operators. He also appears to have overlooked s-s. 99.13(2) which directs network operators to make available at the times set out in s-s. 99.13(1) where there is an affiliation between broadcasters and a network operator such as exists in the case of the defendant CTV.

It is also my view that counsel for CTV is precluded from arguing, as he did, that his client was not a "broadcaster" within the meaning of the Canada Elections Act or the Broadcasting Act, R.S.C. 1970, c. B-11, because in the affidavit evidence of Mr. Tim Kotcheff, a vice-president of CTV, that defendant is identified "as a licensed broadcaster".

Having dealt with what I consider to be the secondary objections to the plaintiffs' application I come now to the principal objection based on an alleged copyright. The rules governing the issuance of interlocutory injunctions are well known and generally set out in the judgment of Lord Diplock in *American Cyanamid Co. v. Ethicon Ltd.*, [1975] 1 All E.R. 504. This was the basis upon which all counsel argued both for and against the application.

Sections 99.13 and 99.21 of the Canada Elections Act provide that the defendants shall make broadcasting time available for the broadcast of partisan political programming during a fixed period immediately preceding a general election. In accordance with these sections the

defendants have set aside time, both free time and paid time, during which they must broadcast political programming presented to them by the several political parties to which the times have been allocated. The plaintiffs have prepared such programming in the form of two political advertisements

[p. 475]

which they have requested that the defendants broadcast. The defendants have refused to broadcast the advertisements on the grounds that they have a copyright in the videotapes of the leaders' debates and that in copying the videotapes of the debates for the purpose of making their advertisements, the plaintiffs have infringed the defendants' copyright.

The plaintiffs deny that the defendants have any copyright in the debates. They submit that because the debate cannot be characterized as an original literary, dramatic, musical or artistic work the defendants can have no copyright in it. On the basis of *Canadian Admiral Corp., Ltd. v. Rediffusion, Inc.* [1954], 20 C.P.R. 75, [1954] Ex. C.R. 382, 14 Fox Pat. c. 114, counsel for the plaintiffs argues that there can be no copyright in the telecast of the debate because there had been no fixation of the images as required in cinematography or any process analogous to cinematography.

Furthermore he submitted that even if the defendants have a copyright interest in the videotapes of the debates the plaintiffs do not infringe that right because they were not copying a substantial portion of it. He submits that to use one and a half minutes from a three-hour debate could not be considered a reproduction of a substantial portion of the debate.

In reply the defendants argue that, unlike the Admiral case in which the court found that the cable station could tape and rediffuse to its subscribers the live telecasting of a football game, the telecasting of the debate was not a live telecast. In his affidavit Kotcheff describes the process whereby what is actually seen on the network is a videotape of the debate which has been close-captioned for the hard of hearing. Counsel for CTV demonstrated, and it was not contested by the plaintiffs, that the tape which forms a part of their advertisements is a copy of the close-captioned time delayed videotape of the debate and not a videotape of a live telecast of the debate. The close-captioning is not the transposition of each word spoken in the debate but the sense of what is said. This, argues counsel for the defendants, constitutes original literary work in respect of which the defendants can and do have a copyright.

Counsel for the defendants also submits that under the provisions of s. (3) and (4) of s. 4 of the Copyright Act, R.S.C. 1970, c. C-30, they have a copyright in the contrivance, the videotape of the debate, because the sound of the telecast can be mechanically reproduced from it.

As to the plaintiffs' claim that the one and a half minute extract

[p. 476]

from the videotapes of the debate does not constitute a substantial portion of the debate, counsel

claims it is a matter of fact to be determined in all the circumstances of the case and not just by a quantitative analysis of what has been extracted as compared to the whole.

I am satisfied on these facts that the plaintiffs have made out an arguable case or that there is a serious question to be tried. I am also satisfied that the defendants have established that they have an arguable defence. The plaintiffs have shown that there exists a prima facie statutory obligation on the part of the defendants to broadcast their political advertisements while, on the other hand, the defendants have shown that, assuming the advertisements amount to an infringement of their claimed copyright, they were acting properly in refusing to broadcast the infringing material.

It is not for the motions judge at this stage of the proceedings to decide upon the respective merits of these contentions. That is a matter for the trial judge. Under these circumstances, where the scales are more or less equally balanced, as they appear to be in this matter I must go on to consider the so called balance of convenience or, put another way, the respective degrees of irreparable harm or non compensable damages which would be sustained to the parties by granting or refusing the order requested.

In this respect, the present matter appears to require somewhat different considerations than the normal or more usual application for an interlocutory injunction. Convenience, or rather inconvenience, which can frequently be measured in terms of money damages cannot be measured by that method for either side in this case. The plaintiffs see themselves suffering "considerable serious and irreparable prejudice" by reason of the defendants' refusal to broadcast the advertisements. On the other hand the defendant CTV claims the advertisements take portions of the debate out of context and would thus damage its credibility as a news gathering operation, would create a precedent which would allow anyone to use its news material and would jeopardize the potential for debates in the future.

When weighing the balance of convenience I am entitled to take into account the reality, if such be the case, that the grant or refusal to grant an interlocutory injunction would be tantamount to giving final judgment against one of the parties. As Lord Diplock said in *NWL Ltd. v. Woods*, [1979] 3 All E.R. 614 at pp. 625-6:

The nature and degree of harm and inconvenience that are likely to be sustained in these two events by the defendant and the plaintiff respectively

[p. 477]

in consequence of the grant or the refusal of the injunction are generally sufficiently disproportionate to bring down, by themselves, the balance on one side or the other; and this is what I understand to be the thrust of the decision of this House in *American Cyanamid Co. v. Ethicon Ltd.*, [1975] 1 All ER 504.

After considering the position of both parties I find that the degree of harm and inconvenience that are likely to be sustained by the plaintiffs in consequence of my refusal to grant the relief

requested exceed considerably the same consequences to the defendants by reason of my granting the relief and, accordingly, I find that the balance of convenience lies in favour of the plaintiffs.

If I refuse to grant the relief requested the defendants will have succeeded in this action because there is not sufficient time between my order and the election to have my refusal set aside following a trial or, I suspect, practically speaking, on appeal. My refusal would deprive the plaintiffs absolutely of the right to which they have shown they are prima facie entitled. The inability to have broadcast what they consider to be essential political advertisements, should it subsequently be determined they have the right to do so, could not be compensated for in damages, nor could that inability be in any way rectified by a subsequent successful judgment after trial.

On the other hand to grant the order requested, while repugnant to the views of the defendants, does not give rise to the equivalent mischief or harm. I understand the defendants' objections to broadcasting the plaintiffs' advertisements to be more concerned with matters of principle which will continue to exist after the election. The precedent which they fear will be created by granting the order requested will last only as long as this decision has not been reversed either on trial or appeal.

I see no reason why CTV's credibility as a news gathering operation should be damaged by my order. In the first place it has acted swiftly and vigorously in opposing it and, no doubt, if it continues to see it in that light it will act just as assiduously to have it reversed at trial or on appeal. If it is successful in accomplishing this, any credibility which it had lost would, in my view, be more than restored.

The defendants' objection to broadcasting the plaintiffs' advertisements on the grounds that they take Mr. Turner's statements out of context to create a particular partisan impression of the debate or that it would not be in the public interest to broadcast the advertisements is a judgment made by CTV to effect a form of censorship on the advertisements. Whatever may be the merits of

[p. 478]

these judgments on the part of the defendant CTV I do not see them as being relevant to a consideration of the balance of convenience between the parties in this action.

Accordingly I will order that the defendants CBC and CTV begin forthwith to broadcast the plaintiffs' advertisements which form the subject of this application in accordance with the schedule agreed to between the parties. In this respect I appreciate that even with the best of goodwill on the part of the defendants to comply with the terms of my order it may take two or three days before the first advertisement can be broadcast. The term "forthwith" in the order accompanying these reasons is used with that limitation in mind.

At the request of counsel for the defendant, Global Communications Limited and with counsel

for the plaintiffs consenting, the defendant, Global Communications Limited is not included in the terms of this order.

Costs will be costs in the cause.

Gordon F. Henderson, Q.C., and Rose-Marie Perry, Q.C., for Canadian Broadcasting Corporation.

Edward A. Ayers, Q.C., and Gary A. Maavara, for CTV Television Network Ltd.

No one appearing for Global Communications Limited.

William T. Green, Q.C., Michael Hebert and Claude Brunet, for Federal Liberal Agency of Canada and Red Leaf Communications Limited.

November 15, 1988.

BY THE COURT:-- The appellants have not persuaded us that the learned Trial Judge committed any reversible error in reaching the conclusion that he did. The appeal will be dismissed with costs.

23/4/2015

Messagerie CBC Radio-Canada - Fwd: Update

CBC  Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Fwd: Update

1 message

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

23 avril 2015 11:43

À : Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Sylvie GadouryAvocat-conseil associé, Droit des médias
Associate General Counsel, Media LawCBC  Radio-Canada

Tel.: (514) 597-4069

Fax: (514) 597-4087

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——— Forwarded message ———

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

Date: 2015-04-23 10:48 GMT-04:00

Subject: Update

To: Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>, Michel Cormier <michel.cormier@radio-canada.ca>

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

Hi there,

23/4/2015

Maclean's | CBC Radio-Canada | Evid 11111111

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

1/5/2015

Messagerie CBC Radio-Canada - Fwd:

CBC  Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Fwd:

1 message


Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

1 mai 2015 15:33

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

Anne-Marie,

Anne-Julie

Anne-Julie Perrault
Première conseillère juridique/Senior Legal CounselCBC  Radio-Canada

Tél.: (514) 597-5324

Fax: (514) 597-4087

anne-julie.perrault@radio-canada.ca

----- Message transféré -----

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

Date : 1 mai 2015 13:03

Objet :

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

Cc : EMMANUELLE LAMARRE-CLICHE <elcliche@radio-canada.ca>

Bonjour Sylvie,

Anne-Marie Migneault

Le 1 mai 2015 08:50, Louis Lalande <louis.lalande@radio-canada.ca> a écrit :
Bonjour Anne-Marie,

Emmanuelle 5462

----- Message transféré -----

<https://mail.google.com/mail/u/0/?ui=2&ik=39489dea8e&view=pt&search=sent&th=14d10f8681ef5b02&siml=14d10f8681ef5b02>

1/2

1/5/2015

Messagerie CBC Radio-Canada - Fwd:

De :
Date : 30 avril 2015 22:18
Objet :
À : "Louis.lalande@radio-canada.ca" <louis.lalande@radio-canada.ca>

Cher M. Lalande,

Permettez-moi de me présenter. Je suis m'a demandé de
repérer quelques clips vidéos provenant d'émissions de Radio Canada diffusées à Rimouski vers le début de
septembre 2014. Deux de ces items sont affichés sur votre site web, mais je n'arrive pas à les ouvrir. Vous trouverez la
liste des liens concernés ci-dessous.

Je vous serais très reconnaissant si vous pourriez me faciliter l'accès à ces extraits.

En vous remerciant d'avance de votre aide.

Sincèrement,

3 sept.

<http://ici.radio-canada.ca/widgets/mediaconsole/medianet/7152876>

4 sept.

http://ici.radio-canada.ca/emissions/telejournal_est_du_quebec/2014-2015/integrales.asp?annee=2014&mois=9

CBC  Radio-Canada

Veronique Proulx <veronique.proulx@radio-canada.ca>

s.21(1)(b)

s.23

Rank 3 - Avis d'ouverture de dossier - CT2016-00106

1 message

Sylvie Boucher <sylvie.boucher@radio-canada.ca>

6 mai 2015 14:56

À : Fred Mattocks <fred.mattocks@cbc.ca>, Sylvie Napert <sylvie.napert@radio-canada.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Cc : Judith Harvie <judith.harvie@radio-canada.ca>, Veronique Proulx <veronique.proulx@radio-canada.ca>

-- Svp ne pas répondre a ce courriel. --

Les rapports qui vous sont transmis peuvent contenir des informations protégées par le privilège de confidentialité avocat-client. Ce privilège pourrait être perdu si ces rapports sont retransmis à d'autres personnes autres que les destinataires. En conséquence, nous vous demandons de ne transmettre aucune copie sans obtenir au préalable l'autorisation de Sylvie Gadoury (Droit des médias), Marie-Claude Ferland (Droit des affaires) ou Linda Facchin (Relations de travail et droit de l'emploi).

Bonjour,

Veuillez trouver ci-après un Avis d'ouverture de dossier ouvert à la demande de ANNE-JULIE PERRAULT.

Dossier # CT2016-00106-Fair dealing/Publicités politiquesRésumé:Client: ENG-FR Services (shared files)Budget annuel pour coûts juridiques externes: N/ARéserve pour paiement de règlement ou condamnation: N/A

Pour toute information supplémentaire pour ce dossier, n'hésitez pas à communiquer avec ANNE-JULIE PERRAULT au (514) 597-5324.

Espérant ces renseignements utiles.

Sylvie Boucher
Chef d'équipe, Gestion administrative et juridique
Services juridiques et secrétariat général
CBC/Radio-Canada
Tél.: 514 597-4086
Fax: 514 597-4087

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Date :

Titre :

Risques :

Catégorie :

Type de dossier

Type de sujet

(Schedule B)

Org. Niveau 1 :

(Schedule A)

Client interne

Avocats externes

Code de tâche

État du dossier :

(Statut Case-Track)

Résumé :

Courriels/pièces jointes à sauvegarder (voir dans mon armoire Groupwise – dossier « À CLASSER-COURRIELS »)

2011-12-05

CONSULTATION DE PROGRAMME NOTE DE RÉUNION

NOTE AU DOSSIER

| | | | | | | | |
|--|---------------|-----------------------------|----------------------------|-------------------------------|---------|------------------------------------|-------|
| Avocat AJP | Communication | De <input type="checkbox"/> | à <input type="checkbox"/> | Avec <input type="checkbox"/> | Endroit | Date 25/06/2015 | Heure |
| De (Service / Émission / Organisation) | | | | Numéro de téléphone | | Numéro de télécopieur | |
| Objet | | | | Numéro de dossier | | | |
| Action requise | | | | | | Annexe <input type="checkbox"/> | |

Notes :

25/6/2015

Messagerie CBC Radio-Canada - Fwd: Political ads...Jeff briefed me, please keep me posted. Thx

CBC  Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Fwd: Political ads...Jeff briefed me, please keep me posted. Thx

1 message

Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>
 À : Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

25 juin 2015 15:32

Sylvie
Sylvie Gadoury
 Vice-présidente
 Services juridiques, avocat-conseil et secrétaire générale

Vice-President
 Legal Services, General Counsel and Corporate Secretary

CBC  Radio-Canada

Tel.: (514) 597-4069
 Fax: (514) 597-4087

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

From: **Chuck Thompson** <chuck.thompson@cbc.ca>
 Date: 2015-06-25 15:14 GMT-04:00
 Subject: Political ads...Jeff briefed me, please keep me posted. Thx
 To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, "Gadoury, Sylvie" <sylvie.gadoury@radio-canada.ca>, Bill Chambers <bill.chambers@cbc.ca>

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

25/6/2015

Messagerie CBC Radio-Canada - Re: Ad

CBC Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Re: Ad

1 message

Bill Chambers <bill.chambers@cbc.ca>

25 juin 2015 12:09

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

Cc : Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>, Steven Guiton <steven.guiton@cbc.ca>

No, I have not yet heard a Rad-Can example. The same Ad Standards office would be evaluate so the same rules would be applied.

Yes, these questions will be handled by the Corporate Spokesperson.

B

On Thu, Jun 25, 2015 at 10:59 AM, Heather Conway <heather.conway@cbc.ca> wrote:

Thanks - bill is rad can facing same issues? And are you handling media at corporate or is chuck?

On Jun 25, 2015, at 10:30 AM, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca> wrote:

Anne-Julie

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

CBC  Radio-Canada

Tél.: (514) 597-5324
Fax: (514) 597-4087
anne-julie.perrault@radio-canada.ca

2015-06-25 10:22 GMT-04:00 Heather Conway <heather.conway@cbc.ca>:
Ok great thanks. Jean wants to talk to me about it.

On Jun 25, 2015, at 10:12 AM, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca> wrote:

Good morning Heather,

Just to inform you it has been decided that Bill will be briefing Hubert on that matter.

Anne-Julie

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

25/6/2015

Messagerie CBC Radio-Canada - Re: Ad

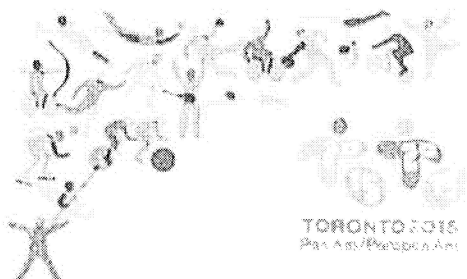
CBC  Radio-Canada

Tél.: (514) 597-5324
Fax: (514) 597-4087
anne-julie.perrault@radio-canada.ca

2015-06-23 18:38 GMT-04:00 Heather Conway <heather.conway@cbc.ca>:
Anne Julie and Steve will you brief Hubert ?

W. B. Chambers
Vice président/Vice-President,
Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles
CBC/Radio-Canada
tel. 613 288-6181

e: bill.chambers@cbc.ca
visit: www.cbc.radio-canada.ca



TORONTO 2016
Parl. Arts / Festival Arts



cbc.ca/panam
#CBOPANAM
ici.radio-canada.ca/panam
#RCPANAM

6/7/2015 Messagerie CBC Radio-Canada - Fwd:

Political Ad rejected for broadcast on CBC TV - Correspondance between CBC ...

CBC  Radio-Canada

Audrey Charbonneau <audrey.charbonneau@radio-canada.ca>

**Fwd: Political Ad rejected for broadcast on
CBC TV - Correspondance between CBC and agency/party_Re: Political Ads**

1 message

Judith Harvie <judith.harvie@radio-canada.ca>

6 juillet 2015 11:25

À : AUDREY CHARBONNEAU <audrey.charbonneau@radio-canada.ca>

Pour impression et me remettre svp. Merci

Judith Harvie

Avocat-conseil associé, Droit des médias

Associate General Counsel, Media Law

514 597-4091

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

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

Date: 2015-07-06 11:11 GMT-04:00

Subject: Fwd: Political Ad rejected for broadcast on CBC TV - Correspondance
between CBC and agency/party_Re: Political Ads

To: "Harvie, Judith" <judith.harvie@radio-canada.ca>

Bonjour Judith, c'est pour le sujet ci-dessous que je cherchais à rejoindre Anne-Julie. Je t'appelle dans 5 minutes.

AMM

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

From: **Anne-Marie Migneault** <anne-marie.migneault@radio-canada.ca>Date: ~~2015-07-06 9:47 GMT-04:00~~Subject: Political Ad rejected for broadcast on CBC TV - Correspondance
between CBC and agency/party_Re: Political Ads

To: Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Boniour Anne-Julie.

Merci,

Anne-Marie

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

From: **Bill Chambers** <bill.chambers@cbc.ca>

Date: 2015-07-02 18:39 GMT-04:00

Subject: Re: Update_Political Ad rejected for broadcast on CBC TV - Correspondance between CBC and agency/party_Re: Political Ads

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

Cc: Jeff Keay <jeff.keay@cbc.ca>, Anne-Julie Perrault <Anne-Julie.Perrault@radio-canada.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, MARY KREUK <mary.kreuk@cbc.ca>, JEAN MONGEAU <jean.mongeau@radio-canada.ca>

Thanks,
B

On Thursday, July 2, 2015, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> wrote:

Anne-Marie Migneault
Director Advertising Standards Head Office

2015-06-29 18:26 GMT-04:00 Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>:

6/7/2015 Messagerie CBC Radio-Canada - Fwd:

Political Ad rejected for broadcast on CBC TV - Correspondance between CBC ...

015-06-26 16:24 GMT-04:00 Mike Darley <mike.darley@cbc.ca>:

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

From:
 Date: Fri, Jun 26, 2015 at 3:52 PM
 Subject: Fw: Mom Benefit Proof commercial issues
 To: Rosemary Pereira <rosemary.pereira@cbc.ca>, Mike Darley <mike.darley@cbc.ca>
 Cc:

Hi

Please see the clients comments below.

We need to understand the issue further. If approved by telecaster
 does CBC have a separate approval process? Will CBC air the ad?

s.20(1)(b)

Sent from my BlackBerry 10 smartphone on the Rogers network.

From:
 Sent: Friday, June 26, 2015 3:03 PM
 To:
 Cc
 Subject: RE: Mom Benefit Proof commercial issues

From:
 Sent: June-25-15 3:01 PM
 To:
 Cc:
 Subject: Mom Benefit Proof commercial issues

Hi

As per our quick chat the commercial that CBC is having an issue with is called "Mom Benefit Proof" --
 CPC1952530E

They are looking for the reference to CBC to be removed but have no issues with using the actual quote.

Thanks

s.68.1

cid:ima

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

From: **MARY KREUK** <mary.kreuk@cbc.ca>

Date: 2015-06-29 12:25 GMT-04:00

Subject: Re: Conservative party ad refusal

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

Cc: Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, JEAN MONGEAU <jean.mongeau@radio-canada.ca>, Bill Chambers <bill.chambers@cbc.ca>, Louis Lalande <louis.lalande@radio-canada.ca>, Jeff Keay <jeff.keay@cbc.ca>, Steven Guiton <steven.guiton@cbc.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>, Judith Harvie <judith.harvie@radio-canada.ca>

We have briefed the agency with additional details for refusal of the ad; the client was not available for a call. We are awaiting next steps.

Specifically:

On Mon, Jun 29, 2015 at 9:39 AM, Heather Conway <heather.conway@cbc.ca> wrote:
so where did we land with this?

Anne-Marie

Le 29 juin 2015 17:43, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> a écrit :

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

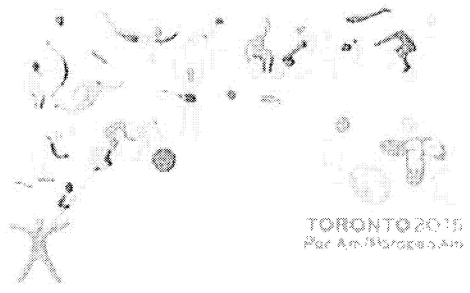
Le 29 juin 2015 17:36, Bill Chambers <bill.chambers@cbc.ca> a écrit :

Pourriez-vous m'envoyer des copie de toute la correspondance qui a eu lieu entre nous et les divers représentants du parti conservateur (leur agent de placement, Facebook, YouTube, le parti même, etc.) au sujet de ces deux vidéos en cause - celle qu'on nous a fournie pour diffusion et celle qui a été affichée sur Facebook et YouTube.

Merci,
Bill

W. B. Chambers
Vice président/Vice-President.
Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles
CBC/Radio-Canada
tel. 613 288-6181

e: bill.chambers@cbc.ca
visit: www.cbc.radio-canada.ca



cbc.ca/panam
#CBCPANAM
ici.radio-canada.ca/panam
#RCPANAM

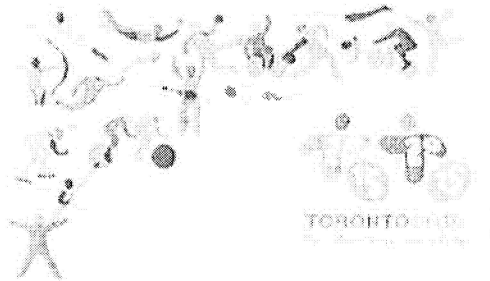
s.19(1)

///na

s.23

W. B. Chambers
 Vice président/Vice-President,
 Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles
 CBC/Radio-Canada
 tel. 613 288-6181

e: w.b.chambers@cbc.ca
 visit: www.cbc.radio-canada.ca



cbc.ca/panam
#CBCPANAM
ici.radio-canada.ca/panam
#RCPANAM

29/6/2015

Messagerie CBC Radio-Canada

s.68.1

CBC Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

1 message

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

29 juin 2015 13:48

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

Anne-Marie,

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

CBC  Radio-Canada

Tél.: (514) 597-5324
Fax: (514) 597-4087
anne-julie.perrault@radio-canada.ca

CBC  Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Other request for you -

1 message

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

29 juin 2015 10:15

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

Thanks.

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

CBC  Radio-Canada

Tél.: (514) 597-5324
Fax: (514) 597-4087
anne-julie.perrault@radio-canada.ca

29/6/2015

Messagerie CBC Radio-Canada - Fwd: Phone Call re Mom Proof Ad

CBC Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Fwd: Phone Call re Mom Proof Ad

1 message

Mike Darley <mike.darley@cbc.ca>

28 juin 2015 15:06

À : Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

More correspondence...

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

From:

Date: Sun, Jun 28, 2015 at 3:04 PM

Subject: Re: Phone Call re Mom Proof Ad

To: MARY KREUK <mary.kreuk@cbc.ca>

Cc

Mike Darley <mike.darley@cbc.ca>

Mary

I am not in Monday and Tuesday but adding to the email. We will also check with

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: MARY KREUK**Sent:** Sunday, June 28, 2015 12:21 PM**To:****Cc:** ROSEMARY PEREIRA; Mike Darley**Subject:** Phone Call re Mom Proof Ad

- I'm trying to set up a phone call between our legal, you and your client - clarification on the Mom Proof ad.

to get

Can you let me know avails on Monday or Tuesday as I want this cleared up?

Tks.

Mary

Sent from my BlackBerry 10 smartphone on the Rogers network.

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29/6/2015

Messagerie CBC Radio-Canada - Fwd: Fw: Mom Benefit Proof commercial issues

CBC Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Fwd: Fw: Mom Benefit Proof commercial issues

1 message

Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>
 À : Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

27 juin 2015 14:39

Bonjour anne-julie

Merci,
 Am

----- Message transféré -----

De : **Mike Darley** <mike.darley@cbc.ca>

Date : vendredi 26 juin 2015

Objet : Fwd: Fw: Mom Benefit Proof commercial issues

À : Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>

Hi Anne-Julie & Anne-Marie,

Regards,

Mike

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

From: **MARY KREUK** <mary.kreuk@cbc.ca>

Date: Fri, Jun 26, 2015 at 5:45 PM

Subject: Re: Mom Benefit Proof commercial issues

To: Mike Darley <mike.darley@cbc.ca>, Rosemary Pereira <rosemary.pereira@cbc.ca>

Cc: Andrea Laton <andrea.laton@cbc.ca>

Mike -

29/6/2015

Messagerie CBC Radio-Canada - Fwd: Fw: Mom Benefit Proof commercial issues

Mary

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Mike Darley
Sent: Friday, June 26, 2015 5:06 PM
To: MARY KREUK; Rosemary Pereira
Reply To: Mike Darley
Subject: Fw: Mom Benefit Proof commercial issues

Hi Mary & Rose

Cheers!

Mike

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>
Sent: Friday, June 26, 2015 16:55
To: Mike Darley; Anne-Julie Perrault
Reply To: Anne-Marie Migneault
Subject: Re: Fw: Mom Benefit Proof commercial issues

s.68.1

Hi Mike.

Mike

2015-06-26 16:24 GMT-04:00 Mike Darley <mike.darley@cbc.ca>:

s.19(1)

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

From:
Date: Fri, Jun 26, 2015 at 3:52 PM
Subject: Fw: Mom Benefit Proof commercial issues
To: Rosemary Pereira <rosemary.pereira@cbc.ca>, Mike Darley <mike.darley@cbc.ca>
Cc:

Please see the clients comments below.

We need to understand the issue further. If approved by telecaster does CBC have a separate approval process? Will CBC air the ad?

s.19(1)

Sent from my BlackBerry 10 smartphone on the Rogers network.

s.20(1)(b)

From:

Sent: Friday, June 26, 2015 3:03 PM

To:

Cc:

Subject: RE: Mom Benefit Proof commercial issues

From:

Sent: June-25-15 3:01 PM

To:

Cc:

Subject: Mom Benefit Proof commercial issues

Hi

As per our quick chat the commercial that CBC is having an issue with is called "Mom Benefit Proof" – CPC1952530E

They are looking for the reference to CBC to be removed but have no issues with using the actual quote.

Thanks

29/6/2015

Messagerie CBC Radio-Canada - Fwd: Fw: Mom Benefit Proof commercial issues

cid:ima

Canne2014 HIRES

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Anne-Marie Migneault
Directrice Affaires réglementaires/
Director Regulatory Affairs
CBC/Radio-Canada
Tel: 514-597-6285
anne-marie.migneault@radio-canada.ca

CBC  Radio-Canada

29/6/2015

Messagerie CBC Radio-Canada - Re: Fw: Mom Benefit Proof commercial issues

s.21(1)(b)

s.68.1

CBC Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Re: Fw: Mom Benefit Proof commercial issues

1 message

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

26 juin 2015 16:59

À : Mike Darley <mike.darley@cbc.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Mike, Anne-Julie just left the office,

Anne-Marie

2015-06-26 16:54 GMT-04:00 Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>:

Hi Mike

Mike

2015-06-26 16:24 GMT-04:00 Mike Darley <mike.darley@cbc.ca>:

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

From

Date: Fri, Jun 26, 2015 at 3:52 PM

Subject: Fw: Mom Benefit Proof commercial issues

To: Rosemary Pereira <rosemary.pereira@cbc.ca>, Mike Darley <mike.darley@cbc.ca>

Cc:

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Please see the clients comments below.

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From:**Sent:** Friday, June 26, 2015 3:03 PM

s.19(1)

To:**Cc:****Subject:** RE: Mom Benefit Proof commercial issues

29/6/2015

Messagerie CBC Radio-Canada - Re: Fw: Mom Benefit Proof commercial issues

s.20(1)(b)

From:
Sent: June-25-15 3:01 PM
To:
Cc:
Subject: Mom Benefit Proof commercial issues

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Thanks

29/6/2015

Messagerie CBC Radio-Canada - Re: Fw: Mom Benefit Proof commercial issues

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25/6/2015

Messagerie CBC Radio-Canada - Re: Ad

CBC Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Re: Ad

1 message

Bill Chambers <bill.chambers@cbc.ca>

25 juin 2015 14:14

À : Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>, "Gadoury, Sylvie" <sylvie.gadoury@radio-canada.ca>, Steven Guiton <steven.guiton@cbc.ca>, Heather Conway <heather.conway@cbc.ca>, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>

Hubert has been briefed. No issues.

B

On Thu, Jun 25, 2015 at 10:29 AM, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca> wrote:

Anne-Julie

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

CBC  Radio-Canada

Tél.: (514) 597-5324
Fax: (514) 597-4087
anne-julie.perrault@radio-canada.ca

2015-06-25 10:22 GMT-04:00 Heather Conway <heather.conway@cbc.ca>:

Ok great thanks. Jean wants to talk to me about it.

On Jun 25, 2015, at 10:12 AM, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca> wrote:

Good morning Heather,

Just to inform you it has been decided that Bill will be briefing Hubert on that matter.

Anne-Julie

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

CBC  Radio-Canada

Tél.: (514) 597-5324
Fax: (514) 597-4087
anne-julie.perrault@radio-canada.ca

2015-06-23 18:38 GMT-04:00 Heather Conway <heather.conway@cbc.ca>:

Anne Julie and Steve will you brief Hubert ?

25/6/2015

Messagerie CBC Radio-Canada - Re: Ad

W. B. Chambers

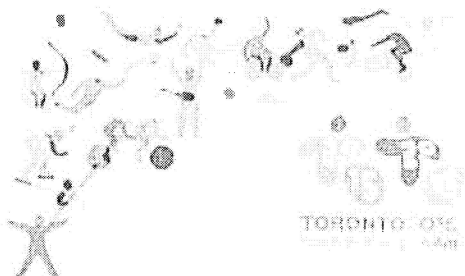
Vice président/Vice-President,

Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles
CBC/Radio-Canada

tel. 613 288-6181

e: bill.chambers@cbc.ca

visite: www.cbc.radio-canada.ca



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25/6/2015

Messagerie CBC Radio-Canada - Re: Ad

CBC Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Re: Ad

1 message

Heather Conway <heather.conway@cbc.ca>

23 juin 2015 20:52

À : Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Cc : Steven Guiton <steven.guiton@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>

Great thanks.

> On Jun 23, 2015, at 6:49 PM, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca> wrote:

>

> Of course we can brief him on this matter since we will be receiving
> more and more political ads in the next weeks.

>

> Sent from my iPhone

>

>> On Jun 23, 2015, at 6:38 PM, Heather Conway <heather.conway@cbc.ca> wrote:

>>

>> Anne Julie and Steve will you brief Hubert ?

23/6/2015

"The Conservatives' income-splitting tax credit would be scrapped" - Recherche Google

Google

"The Conservatives' income-splitting tax credit would



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Under the Liberal proposal announced Monday:

[READ MORE: POLL: Most Canadians favor coalition if election ends in minority](#)

The 22-per-cent tax rate for anyone with a taxable annual income between \$44,701 and \$89,401 would be cut to 20.5 per cent.

A new tax bracket of 33 per cent would be imposed on those with taxable incomes over \$200,000 a year. The current top bracket of 29 per cent would continue to apply to those earning between \$138,586 and \$200,000.

The Conservatives' newly enriched universal child care benefit would be replaced by rolling together two other existing child benefits into a single, more generous, monthly, tax-free "Canada child benefit."

The Conservatives' income-splitting tax credit would be scrapped.

The near doubling of the tax-free savings account contribution limits announced in the federal budget would be cancelled.

"We can do more for the people who need it, by doing less for the people who don't," Trudeau said at a campaign-style event at a family restaurant in nearby Aylmer, Que."

Tax the rich and give to the poor, the Liberal mantra.

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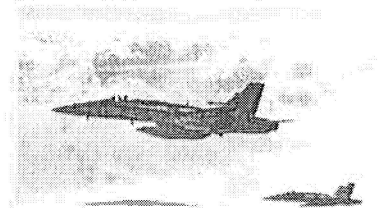
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Notes :

23/6/2015

CBC News - Justin Trudeau plan taxes top 1% to cut taxes, boost benefits for middle class



Tuesday, June 23, 2015

CBC NEWS

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Justin Trudeau plan taxes top 1% to cut taxes, boost benefits for middle class
Justin Trudeau has unveiled the Liberal alternative to the Harper government's economic plan: hike taxes for the wealthiest one per cent to pay for more generous child benefits and an across-the-board income tax cut for the middle class. Watch Employment Minister Pierre Poilievre's reaction live.

Justin Trudeau plan taxes top 1% to cut taxes, boost benefits for middle class

Liberal leader would scrap Conservatives' income-splitting credit to boost monthly child benefit

Joan Bryden The Canadian Press

Posted: May 04, 2015 1:24 PM ET

Last Updated: May 04, 2015 7:44 PM ET

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Justin Trudeau has unveiled the Liberal alternative to the Harper government's economic plan: hike taxes for the wealthiest one per cent to pay for more generous child benefits and an across-the-board income tax cut for the middle class.

Under the Liberal proposal announced Monday:

- The 22-per-cent tax rate for anyone with a taxable annual income between \$44,701 and \$89,401 would be cut to 20.5 per cent
- A new tax bracket of 33 per cent would be imposed on those with taxable incomes over \$200,000 a year. The current top bracket of 29 per cent would continue to apply to those earning between \$138,586 and \$200,000
- The Conservatives' newly enriched universal child care benefit would be replaced by rolling together two other existing child benefits into a single, more generous, monthly, tax-free "Canada child benefit"
- The Conservatives' income-splitting tax credit would be scrapped
- The near doubling of the tax-free savings account contribution limits announced in the federal budget would be cancelled.

"We can do more for the people who need it, by doing less for the people who don't," Trudeau said at a campaign-style event at a family restaurant in nearby Aylmer, Que.



<http://www.cbc.ca/m/touch/news/story/1.3060323>



Liberal Leader Justin Trudeau is said in a speech Monday he would cut taxes on the middle class and boost monthly child benefits while introducing a new higher tax bracket for those earning more than \$200,000 a year and scrapping the government's income-splitting plan. (Adrian Wyld/Canadian Press)

According to the Liberals, all families with kids under 18 and an annual income below \$150,000, or 90 per cent of families, would receive more under Trudeau's plan than they do under Prime Minister Stephen Harper's.

Monday's announcement puts in place a central pillar of the Liberals' eventual platform for the fall election. And it is a reply to last month's Conservative pre-election budget, which pivots around twin measures to allow parents with children under 18 to split their income for tax purposes and to expand and enrich the universal child care benefit.

"Canada has always done well when most Canadians are doing well — when we have a strong and successful middle class," Trudeau told the crowd. "The fact is, over the past 10 years, Mr. Harper's plan has failed. We are not getting the economic growth, and we're not getting fairness and success for the middle class."

Asked about Trudeau's announcement during his own press conference in Sept.-lies, Que. Monday, NDP Leader Tom Mulcair said inequality in Canada is at an all-time high because of cuts to corporate taxes.

"That increase in inequality in Canada is the result of wrong-headed choices by the Conservatives and the Liberals," Mulcair said. "Liberals and Conservatives have given tens of billions of dollars in tax reductions to Canada's largest corporations, while increasing inequality in society."

Mulcair said creating good jobs is the best way to help the middle class.

New monthly child benefit

Trudeau has previously promised to scrap the \$2 billion parental income-splitting scheme, which numerous economists and think tanks have said will benefit less than 15 per cent of Canadian families, primarily the wealthiest.

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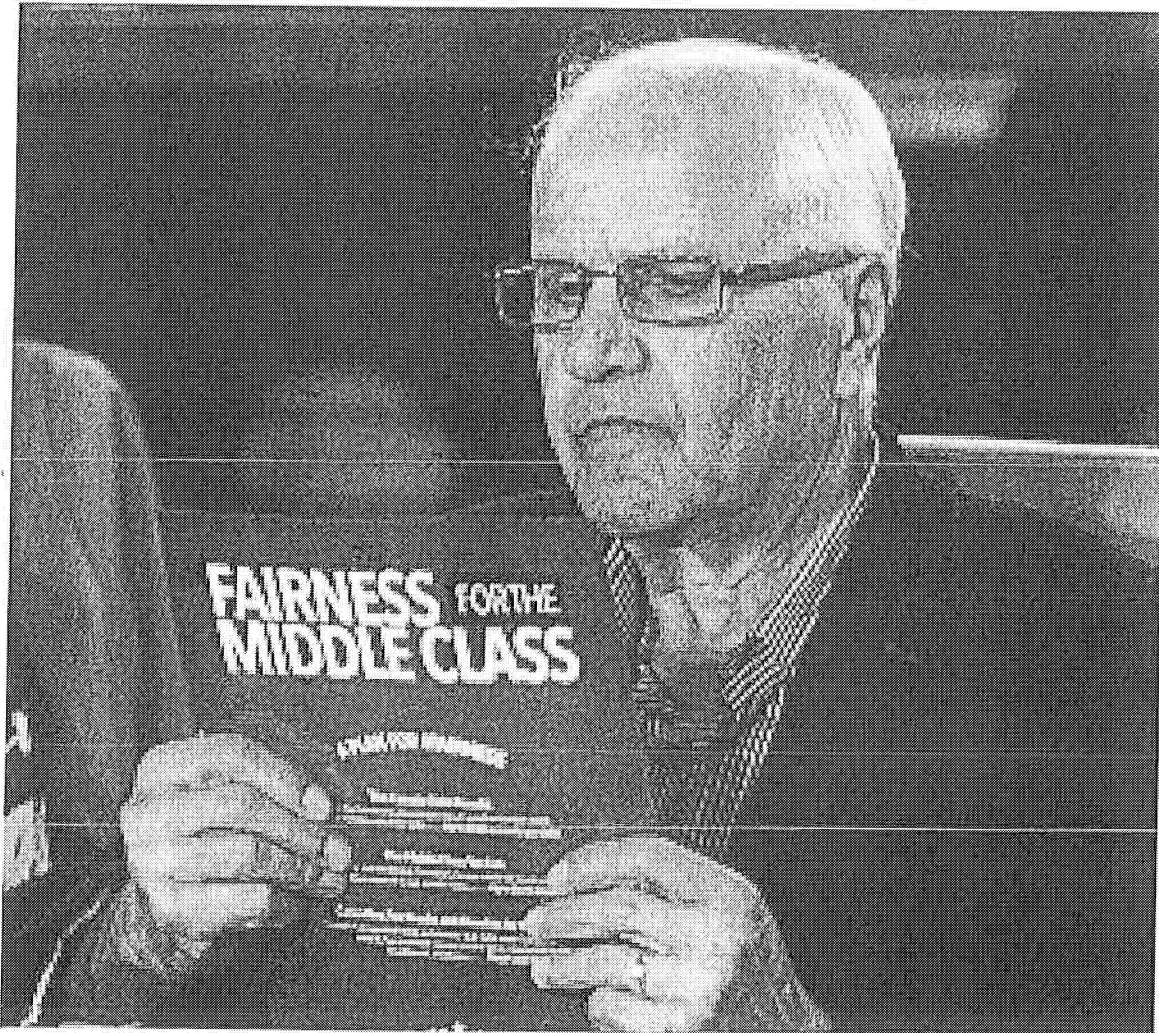
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Tom Mulcair says corporate tax cuts creating inequality 0:47

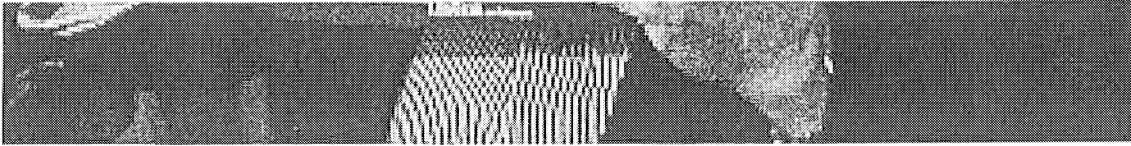
He is now promising to do away with the Tory-introduced universal child care benefit as well, contending that it makes no sense to dole out equal benefits to rich and poor families alike.

- [8 things to know about the family tax cut](#)
- [Tips and tools you need to get through tax time](#)
- [10 tax myths to avoid](#)
- [Harper reincarnates family allowance with universal child care benefit](#)

The Conservative government has just boosted that benefit to \$160 from \$100 a month for each child under the age of six. And it has expanded the program to give families \$60 a month for every child between six and 17.



<http://www.cbc.ca/m/touch/news/story/1.3060323>



A man reads a promotional brochure as he waits for Liberal Leader Justin Trudeau to announce his party's new economic policy at a restaurant in Aylmer, Que (Adrian Wyld/Canadian Press)

Trudeau proposes to roll together and enrich two other existing benefits that are geared to income — the Canada child tax benefit and the national child benefit supplement — into a single, enriched benefit that would give families up to \$6,400 annually for every child under six and up to \$5,400 for children aged six to 17

The benefit level would be tied to family income and would gradually disappear at higher income levels

The benefit would be "simple, meaningful, monthly and tax-free. But most of all, it will be fair," Trudeau said

Trudeau has promised that the eventual Liberal platform will be fully costed and designed within the framework of a balanced federal budget

Cancel TFSA contribution hike

His proposed changes to tax brackets would be revenue neutral — a tax cut of \$3 billion a year for the middle class counterbalanced by an additional \$3 billion in taxes on the wealthy, the Liberals said.

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Poillievre gives Conservative take on Liberal plan 1:28

However, Trudeau's proposed new child benefit would cost the federal treasury an additional \$4 billion a year. That would be paid for, in part, by scrapping the Harper government's \$2-billion parental income-splitting scheme.

Trudeau has also promised to reverse the recently announced plan to almost double the amount people can sock away annually in tax-free savings accounts — another measure Trudeau maintains will primarily benefit the wealthy.

That would give him another \$1 billion immediately — and potentially billions more over the longer term — to finance his own program.

But Employment Minister Pierre Poillievre said that by canceling the increase to TFSA contribution limits, the Liberal plan raises taxes on Canadians earning less than \$60,000. The government says two-thirds of TFSA account holders are middle-income earners.

Poillievre told reporters on Parliament Hill Monday that the Conservative government's plan gives tax breaks and child care benefits to all Canadians.

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Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Re: Contacts

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

25 juin 2015 23:08

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

Cc : Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Sent from my iPhone

On Jun 25, 2015, at 5:56 PM, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca> wrote:

Bonjour Jennifer,

Could you help Anne-Julie.

Sylvie

Sylvie Gadoury

Vice-présidente

Services juridiques, avocat-conseil et secrétaire générale

Vice-President

Legal Services, General Counsel and Corporate Secretary



Tel.: (514) 597-4069

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2015-06-25 16:58 GMT-04:00 Jennifer McGuire <jennifer.mcguire@cbc.ca>:

Hi there,

As discussed, here are the party contacts we have been dealing with for the campaign.

Jennifer

26/01/2015

Messagerie CBC Radio-Canada - Re: Contacts

CBC  Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Re: Final

1 message

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

26 juin 2015 15:48

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

Cc : Jack Nagler <jack.nagler@cbc.ca>, Mark Mietkiewicz <mark.mietkiewicz@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>

Fine with me. Small typo: double period at the end.

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

CBC  Radio-Canada

Tél.: (514) 597-5324

Fax: (514) 597-4087

anne-julie.perrault@radio-canada.ca

2015-06-26 15:43 GMT-04:00 Jennifer McGuire <jennifer.mcguire@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

Protecting Journalistic Content

s.23

Today CBC/Radio-Canada asked Facebook and YouTube to take down a political ad that not only uses news footage but also re-edits it.

In recent years, social media and the ongoing technology revolution have led to some blurring of the necessary bright lines that must exist between journalists on the one hand; and sponsors, advertisers, political parties and governments, on the other.

Readers, listeners and viewers need to be confident that the political coverage they enjoy is not in any manner framed by commercial concerns or partisan interest.

That is why Canadian broadcast journalistic organizations – including CTV, CBC, Global and Rogers -- are so determined to limit the re-use of political coverage in paid advertising. Our integrity as providers of serious, independent coverage of political parties and governments rests on this.

When a TV clip of an interview of a party leader, shows up in another party's advertising edited in a way that shifts the context of the facts, this may cause viewer confusion and even suspicion about our journalism, and the intentions of journalists. It can damage our credibility, independence and integrity as neutral participants.

At no time is it more important to insist on these boundaries than in an election period.

With our fixed date elections today, campaigning begins earlier and the formal writ period is no longer the boundary that it was. So for broadcasters, the pre-writ period is as sensitive as the formal campaign itself.

Our guiding principle is simple and clear:

No one - no individual candidate or political party, and no government, corporation or NGO - may re-use our creative and copyrighted property without our permission. This includes our brands, our talent and our content.

Canada's broadcasters will defend vigorously both their property and their journalistic reputation from illicit use.

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

26/6/2015

Messagerie CBC Radio-Canada - Blog de Jennifer

CBC Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Blog de Jennifer

1 message

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

26 juin 2015 15:42

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

Anne-Julie

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel

CBC  Radio-Canada

Tél.: (514) 597-5324
Fax: (514) 597-4087
anne-julie.perrault@radio-canada.ca

26/6/2015

Messagerie CBC Radio-Canada - Re: Draft blog

CBC Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Re: Draft blog

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

26 juin 2015 15:10

À : Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Bill Chambers <bill.chambers@cbc.ca>

Hi there,

On Fri, Jun 26, 2015 at 2:51 PM, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca> wrote:
Jennifer,

Anne-Jul...

Anne-Julie Perrault
Première conseillère juridique/Senior Legal Counsel**CBC  Radio-Canada**

Tél.: (514) 597-5324

Fax: (514) 597-4087

anne-julie.perrault@radio-canada.ca

2015-06-26 14:33 GMT-04:00 Jennifer McGuire <jennifer.mcguire@cbc.ca>:

Jennifer McGuire
General Manager and Editor in Chief,
CBC News and Centres
jennifer.mcguire@cbc.caAmanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

26/6/2015

Messagerie CBC Radio-Canada - Fwd: Made some edits

CBC Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Fwd: Made some edits

1 message

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

26 juin 2015 14:18

À : Jennifer McGuire <jennifer.mcguire@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, Heather Conway <heather.conway@cbc.ca>, Jeff Keay <jeff.keay@cbc.ca>

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

Sylvie and Anne-Julie

Anne-Julie Perrault
Première conseillère juridique/Senior Legal CounselCBC  Radio-CanadaTél.: (514) 597-5324
Fax: (514) 597-4087
anne-julie.perrault@radio-canada.ca**Sylvie Gadoury**
Vice-présidente
Services juridiques, avocat-conseil et secrétaire générale

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26/6/2015

Messagerie CBC Radio-Canada - Fwd: Made some edits

Legal Services, General Counsel and Corporate Secretary

CBC  Radio-Canada

Tel.: (514) 597-4069

Fax: (514) 597-4087

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

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

Date: 2015-06-26 13:28 GMT-04:00

Subject: Made some edits

To: Bill Chambers <bill.chambers@cbc.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Heather Conway <heather.conway@cbc.ca>, Jeff Keay <jeff.keay@cbc.ca>

Hi there,

I made some edits. I have my call at 2 p.m.
I will call you after Bill. 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

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Draft Statement

News Neutrality

s.21(1)(b)

s.23

26/6/2015

Messagerie CBC Radio-Canada - Fwd:

Jews Blog

CBC Radio-Canada

Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Fwd: News Blog

1 message

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

26 juin 2015 13:24

À : Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Sylvie

Sylvie Gadoury

Vice-présidente

Services juridiques, avocat-conseil et secrétaire générale

Vice-President

Legal Services, General Counsel and Corporate Secretary

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From: **Bill Chambers** <bill.chambers@cbc.ca>

Date: 2015-06-26 12:25 GMT-04:00

Subject: News Blog

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

Cc: Heather Conway <heather.conway@cbc.ca>, JEFF KEAY <jeff.keay@cbc.ca>, "Gadoury, Sylvie" <sylvie.gadoury@radio-canada.ca>, Martine Menard <martine.menard@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>

Hi Jennifer,

Let me know what you think.

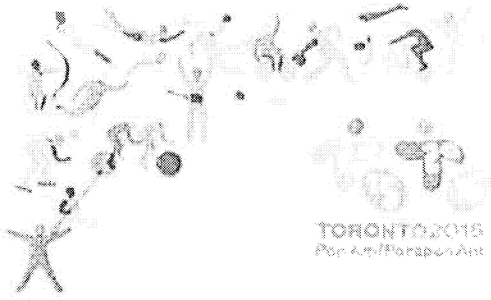
W. B. Chambers

26/6/2015

Messagerie CBC Radio-Canada - Fwd: (Joint?) News Blog

*Vice président/Vice-President,
Brand, Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles
CBC/Radio-Canada
tel. 613 288-6181*

e: bill.chambers@cbc.ca
visit: www.cbc.radio-canada.ca



cbc.ca/panam
#CBCPANAM
ici.radio-canada.ca/panam
#RCPANAM

 185K

Re: Brian Lilley on Steven's email_Fwd: March 25 - Daily Issues / Enjeux du jour

1 message

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

25 mars 2015 10:44

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

Cc : ANGUS MCKINNON <angus.mckinnon@cbc.ca>, "Guiton, Steven" <steven.guiton@cbc.ca>

Bonjour Anne-Marie,

J'avais également noté cette omission ...

Sylvie

Sylvie GadouryAvocat-conseil associé, Droit des médias
Associate General Counsel, Media LawCBC  Radio-Canada

Tel.: (514) 597-4069

Fax: (514) 597-4087

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2015-03-25 10:28 GMT-04:00 Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>:

Hello, you've probably seen this already (THEREBELMEDIA, below). Lilley distorts one important fact.

The 27 October 2014 memo from Steven Guiton was discussing the application of Advertising Standards policies for cases where the content of the ad does not violate copyright laws and does not have any other illegal content. This was also made very clear in the memo attached to the email, which says that an would be refused if there is "a copyright violation or other illegal content".

This is a very important element that Lilley leaves out of his report, and it makes it impossible for people to understand that letter signed by CBC, CTV and als was to inform parties parties that ads with unauthorized and illegal use of their footage would not be broadcast.

Anne-Marie

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

From: **Julie Page** <julie.page@radio-canada.ca>

Date: 2015-03-25 8:02 GMT-04:00

Subject: March 25 - Daily Issues / Enjeux du jour

To: "Pagé, Julie" <julie.page@radio-canada.ca>

Good morning! Bonjour!

CANADALANDSHOW.COM: Ghomeshi Witness Won't Participate With CBC Internal Investigation
<http://canadalandshow.com/article/ghomeshi-witness-wont-participate-cbc-internal-investigation>

LIBERAL.CA: Justin Trudeau s'engage à redonner un nouveau souffle à Radio-Canada, et à promouvoir la culture et la langue française.
<https://www.liberal.ca/fr/culture/>

THEREBEL.MEDIA: Brian Lilley: How the Media Party bends the rules to protect Justin Trudeau
http://www.therebel.media/brian_lilley_how_the_media_party_bends_the_rules_to_protect_justin_trudeau

RICARDO:

LEDEVOIR.COM: ICI Ricardo-Canada
<http://www.ledevoir.com/culture/television/435394/ici-ricardo-canada>

QUEBEC.HUFFINGTONPOST.CA: «Un chef à l'oreille»: nouvelle émission pour Ricardo à Radio-Canada
http://quebec.huffingtonpost.ca/2015/03/24/chef-a-loreille-nouvelle-emission-ricardo-radio-canada_n_6933414.html

CANOE.CA: Ricardo pilotera la compétition Un chef à l'oreille
<http://fr.canoe.ca/divertissement/telemédias/nouvelles/archives/2015/03/20150324-143407.html>

JOURNALMETRO.COM: Ricardo animera Un chef à l'oreille cet automne
<http://journalmetro.com/plus/bouffe/742844/une-nouvelle-emission-culinaire-de-ricardo-cet-automne/>

INFOPRESSE.COM: Ricardo à la barre d'une émission de soirée à Radio-Canada
<http://www.infopresse.com/article/2015/3/24/ricardo-a-la-barre-d-une-emission-de-soiree-a-radio-canada>

COMMUNIQUES.RADIO-CANADA.CA: UN CHEF À L'OREILLE, Ricardo anime un nouveau concept en soirée dès l'automne
<http://communiques.radio-canada.ca/television/4530/Emission>

<https://www.facebook.com/video.php?v=930910650282044&set=vb.144455282260922&type=2&theater>

VARIA:

CBC.CA: CBC ASKS: IS POLITICS BROKEN? A SPECIAL LIVE DEBATE ON MARCH 25
<http://www.cbc.ca/mediacentre/cbc-asks-is-politics-broken-a-special-live-debate-on-march-25.html>

OTHER NEWS/AUTRES NOUVELLES:

CBC.CA: Cutting the TV cord? Call the anti-cable guy
<http://www.cbc.ca/news/business/cutting-the-tv-cord-call-the-anti-cable-guy-1.3005946>

BRANCHEZ-VOUS.COM: Les fossoyeurs : le CRTC, la fin des quotas, et le coup de pelle dans la télévision
<http://branchez-vous.com/2015/03/24/les-fossoyeurs-le-crtc-la-fin-des-quotas-le-coup-de-pelle-dans-la-television/>

Have a good day! Bonne journée!

Julie Pagé
Corporate Communications/Communications institutionnelles
CBC/Radio-Canada
Bureau: 613-288-6335
Cellulaire: 613-299-2102



Re: Information communicated to Political Party's at start of election campaigns

1 message

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

3 avril 2015 15:48

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

Merci
Sylvie**Sylvie Gadoury**
Avocat-conseil associé, Droit des médias
Associate General Counsel, Media LawCBC  Radio-CanadaTel.: (514) 597-4069
Fax: (514) 597-4087

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2015-04-03 15:45 GMT-04:00 Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>:

Bonjour Sylvie, pour faire suite à notre discussion, voici les informations que j'avais demandé à Mike de me fournir.

Anne-Marie

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

From: **Mike Darley** <mike.darley@cbc.ca>

Date: 2015-04-02 16:47 GMT-04:00

Subject: Information communicated to Political Party's at start of election campaigns

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

Hi Anne-Marie,

The following 2 sentences continue to be included in the letter that Media Solutions (formerly known as The Revenue Group) sends out to the political party's at the beginning of an election campaign.

- Parties are responsible for ensuring that the content of their paid messages supplied to the CBC comply with all applicable laws and regulations.**

□ Parties are responsible for obtaining the broadcast rights for the material used in their paid messages. CBC does not permit the use of any of its programming material in political advertising.

We also provide this direction to the Sales reps who book election advertising:

All Main Channel election advertising will be booked in On-Air using normal Sales Rep Numbers/teams. All bookings must be Deal Type = Political, Line Class = Election. "Election" to be entered in the plan name and remark to be added to the Plan Rep Notes as follows: "The amount of time purchased under this contract may be reduced to allow for equitable allocation of broadcast time to qualifying political parties. Registered/qualified political parties are responsible for ensuring: the content of their messages complies with applicable laws; and they have obtained broadcast rights for all material used in their messages."

Regards,

Mike

Re: Conservative Party of Canada - Business Proof & Retire Proof & Mom Benefit Proof - Television

1 message

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

22 juin 2015 21:39

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

Cc : "Darley, Mike" <mike.darley@cbc.ca>, "anne-julie_perrault@radio-canada.sa" <anne-julie_perrault@radio-canada.sa>

s.21(1)(b)

s.23

Anne-marie Je suis au Conseil d'administration
Je fais suivre ton courriel à Anne-julie. A l'avenir voudrais tu
toujours la mettre en copie comme ça si je ne suis pas disponible elle
le sera peut être
Sylvie

Sent from my iPhone

> On Jun 22, 2015, at 8:10 PM, Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca> wrote:

>

> Bonjour Sylvie,

>

> Here are 3 ads with my draft decision below. I submit to you because the
> 3rd one (Mom Benefit Proof) has a CBC citation as well as footage from an
> unknown source. please let me
> know by tomorrow (Tuesday) 2pm please.

>

> Conservative Party of CanadaCPC1552530E_Business
> Proof22/06/2015TelevisionContains
> a quote from the "Waterloo Region Record" Jan 22, 2015, along with footage
> of Trudeau from an unknown sourceConservative Party of CanadaCPC1352530E –
> Retire Proof22/06/2015TelevisionContains a quote from the "Liberal
> Fundraising e-mail" April 23, 2015, along with footage of Trudeau from an
> unknown sourceConservative Party of CanadaCPC1952530E – Mom Benefit Proof
> 22/06/2015TelevisionContains a quote from the "CBC" May 4, 2015, along with
> footage of Trudeau from an unknown source

>

> Thanks,

>

> Anne-Marie

>

> Draft decision:

>

> *From:*

>

> *Advertising Standards Head Office (A-M Migneault)*

>

> *To:*

>

> *Mike Darley*

>

> *Cc:*

>

> *Code publicitaire Montreal*

>

> *Advertiser:*

>

> *Conservative Party of Canada*

>

> *Message:*

>

> *CPC1552530E__Business Proof - Television*

>

> *CPC1352530E – Retire Proof – Television*

s.21(1)(b)

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> *CPC1952530E – Mom Benefit Proof – Television*

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> *Legislative Background:*

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> *Identification*

>

- >
- > -Under section 320 of the Canada Elections Act, "A candidate or registered
- > party, or a person acting on their behalf, who causes election advertising
- > to be conducted shall mention in or on the message that its transmission
- > was authorized by the official agent of the candidate or by the registered
- > agent of the party, as the case may be."
- >
- >
- >
- > -Broadcast Arbitrator's guidelines 2011: The party's identification may be
- > an audio and/or visual identifier at the beginning or end of the message.
- > This could include a party logo that has been registered with the Chief
- > Electoral Officer under paragraph 368(*a*) of the Act or is being used
- > consistently by the party. In the case of a television message, the logo or
- > other identifier should be displayed in a clearly visible or legible manner
- > for at least three seconds, either at the beginning or the end of the
- > message.
- >
- >

s.21(1)(b)

s.23

s.23

CBC  Radio-Canada

s.21(1)(b)

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

Re: Conservative Party of Canada - Business Proof & Retire Proof & Mom Benefit Proof - Television

1 message

Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>
 À : Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

23 juin 2015 09:13

je n ai pas encore essaye
 Sylvie

Envoyé de mon iPad

Le 2015-06-23 à 09:11, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca> a écrit :

Sylvie, es-tu capable toi d'ouvrir le 3e fichier? Moi incapable.... je vais demander à AMM.

Anne-Julie Perrault
 Première conseillère juridique/Senior Legal Counsel

CBC  Radio-Canada

Tél.: (514) 597-5324
 Fax: (514) 597-4087
 anne-julie.perrault@radio-canada.ca

2015-06-22 21:43 GMT-04:00 Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>:

Sent from my iPhone

Begin forwarded message:

From: Anne-Marie Migneault <anne-marie.migneault@radio-canada.ca>
To: Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>
Cc: "Darley, Mike" <mike.darley@cbc.ca>
Subject: Fwd: Conservative Party of Canada - Business Proof & Retire Proof & Mom Benefit Proof - Television

Bonjour Sylvie,

Here are 3 ads with my draft decision below. I submit to you because the 3rd one (Mom Benefit Proof) has a CBC citation as well as footage from an unknown source. please let me know by tomorrow (Tuesday) 2pm please.

Conservative Party of CanadaCPC1552530E_Business Proof22/06/2015TelevisionContains a quote from the "Waterloo Region Record" Jan 22, 2015, along with footage of Trudeau from an unknown sourceConservative Party of CanadaCPC1352530E – Retire Proof22/06/2015TelevisionContains a quote from the "Liberal Fundraising e-mail" April 23, 2015, along with footage of Trudeau from an unknown sourceConservative Party of CanadaCPC1952530E – Mom Benefit Proof

<https://mail.google.com/mail/b/348/u/0/?ui=2&ik=5ec6efca8e&view=pt&q=political%20advertisements&qs=true&search=query&th=14e208db49470a4c&siml=1...> 1/

22/06/2015TelevisionContains a quote from the "CBC" May 4, 2015, along with footage of Trudeau from an unknown source

Thanks,

Anne-Marie

s.21(1)(b)

s.23

Draft decision:

From:

Advertising Standards Head Office (A-M Migneault)

To:

Mike Darley

Cc:

Code publicitaire Montreal

Advertiser:

Conservative Party of Canada

Message:

CPC1552530E_Business Proof - Television

CPC1352530E – Retire Proof – Television

CPC1952530E – Mom Benefit Proof – Television

Received on:

June 22, 2015

Decision:

s.21(1)(b)

s.23

Legislative Background:***Identification***

-Under section 320 of the Canada Elections Act, "A candidate or registered party, or a person acting on their behalf, who causes election advertising to be conducted shall mention in or on the message that its transmission was authorized by the official agent of the candidate or by the registered agent of the party, as the case may be."

-Broadcast Arbitrator's guidelines 2011: The party's identification may be an audio and/or visual identifier at the beginning or end of the message. This could include a party logo that has been registered with the Chief Electoral Officer under paragraph 368(*a*) of the Act or is being used consistently by the party. In the case of a television message, the logo or other identifier should be displayed in a clearly visible or legible manner for at least three seconds, either at the beginning or the end of the message.

Fwd: Draft blog

1 message

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

26 juin 2015 14:41

À : Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

Sylvie Gadoury

Vice-présidente

Services juridiques, avocat-conseil et secrétaire générale

Vice-President

Legal Services, General Counsel and Corporate Secretary

CBC  Radio-Canada

Tel.: (514) 597-4069

Fax: (514) 597-4087

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

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

Date: 2015-06-26 14:33 GMT-04:00

Subject: Draft blog

To: Bill Chambers <bill.chambers@cbc.ca>, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Heather Conway <heather.conway@cbc.ca>

**NEWS NEUTRALITY Revised.docx4.docx**

17K

Draft Statement

News Neutrality

Today CBC/Radio-Canada's legal department asked Facebook and YouTube to take down a political ad that not only uses its news footage but also re-edits it.

In recent years, social media and the ongoing technology revolution have led to some blurring of the necessary bright lines that must exist between journalists on the one hand; and sponsors, advertisers, political parties and governments, on the other.

Readers, listeners and viewers need to be confident that the political coverage they enjoy is not in any manner framed by commercial concerns or partisan interest.

That is why Canadian broadcast journalistic organizations – including CTV, CBC, Global and Rogers -- are so determined to limit the re-use of political coverage in paid advertising. Our integrity as providers of serious, independent coverage of political parties and governments rests on this.

When a TV clip of an interview of a party leader, shows up in another party's advertising edited in a way that shifts the context of the facts, this may cause viewer confusion and even suspicion about our journalism, and the intensions of journalists. It can damage our credibility, independence and integrity as neutral participants.

At no time is it more important to insist on these boundaries than in an election period.

With our fixed date elections today, campaigning begins earlier and the formal writ period is no longer the boundary that it was. So for broadcasters, the pre-writ period is as sensitive as the formal campaign itself.

Our guiding principles are simple and clear:

No one - no individual candidate or political party, and no government, corporation or NGO - may re-use our creative and copyrighted property without our permission. This includes our brands, our talent and our content.

If the intention is to generate an ad "promoting or opposing any candidate or party," using news products created by our journalists, that ***permission will not be granted.***

Period.

Canada's broadcasters will defend vigorously both their property and their journalistic reputation from illicit use..

Re: Conservative party ad refusal

1 message

Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>
À : Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>

28 juin 2015 16:03

Bonjour Anne-Julie,

Sylvie

Sylvie Gadoury

Vice-présidente

Services juridiques, avocat-conseil et secrétaire générale

Vice-President

Legal Services, General Counsel and Corporate Secretary

CBC  Radio-Canada

Tel.: (514) 597-4069

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Le 28 juin 2015 15:54, Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca> a écrit :

Sent from my iPhone

On Jun 28, 2015, at 3:42 PM, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca> wrote:

Bonjour Anne-Julie,

Si jamais les choses deviennent incontrôlables ne pas hésiter à me téléphoner. Je vais avoir mon cellulaire et j'ai pris un forfait.

Sylvie

Sylvie Gadoury

Vice-présidente

Services juridiques, avocat-conseil et secrétaire générale

Vice-President

Legal Services, General Counsel and Corporate Secretary



Tel.: (514) 597-4069
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s.19(1)

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2015-06-28 15:34 GMT-04:00 Anne-Julie Perrault <anne-julie.perrault@radio-canada.ca>:
Merci Sylvie d'avoir mis cela au clair avant ton départ. Tu ne peux pas imaginer le nombre de courriels générés ce week-end sur ce dossier et un autre en parallèle....

Sent from my iPhone

On Jun 28, 2015, at 3:27 PM, Sylvie Gadoury <sylvie.gadoury@radio-canada.ca> wrote:

Bonjour,

Anne-Julie Perrault will handle this file and if she need help Judith Harvie will help.

Sylvie

Sylvie Gadoury
Vice-présidente
Services juridiques, avocat-conseil et secrétaire générale

Vice-President
Legal Services, General Counsel and Corporate Secretary



Tel.: (514) 597-4069
Fax: (514) 597-4087

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2015-06-28 12:25 GMT-04:00 JEAN MONGEAU <jean.mongeau@radio-canada.ca>:

Thanks Bill,
Copying Marie-Claude as an FYI.

J

Jean Mongeau, MBA

s.19(1)

s.23

Directeur général et chef des revenus, Solutions Média
General Manager & Chief Revenue Officer, Media Solutions

1400 boul. René-Lévesque Est, Bureau 1206
Montréal (Qc), H2L 2M2
Tel: (514) 597-4281, Toronto: (416) 205-2141

jean.mongeau@radio-canada.ca
publicite.radio-canada.ca



CBC & Radio-Canada

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

From: **Bill Chambers** <bill.chambers@cbc.ca>
Date: 2015-06-28 12:00 GMT-04:00
Subject: Re: Conservative party ad refusal
To: JEAN MONGEAU <jean.mongeau@radio-canada.ca>
Cc: Sylvie Gadoury <sylvie.gadoury@radio-canada.ca>, Heather Conway <heather.conway@cbc.ca>, Louis Lalande <louis.lalande@radio-canada.ca>, MARY KREUK <mary.kreuk@cbc.ca>, Jeff Keay <jeff.keay@cbc.ca>, Steven Guiton <steven.guiton@cbc.ca>

OK to call a meeting from my point of view.

Bill

Le message français suit l'anglais.

Greetings all,

Here are the conclusions and take-aways from the January 12th meeting:

Cheers,

SG

Bonjour à tous,

Voici les conclusions et les points à retenir de la réunion du 12 janvier :

s.23

;

;

s.21(1)(b)

Cheers,

s.23

SG

On Sun, Jun 28, 2015 at 11:36 AM, JEAN MONGEAU <jean.mongeau@radio-canada.ca> wrote:

Mary Kreuk can coordinate and setup the meeting.

Thanks,
J

Jean Mongeau, MBA

**Directeur général et chef des revenus, Solutions Média
General Manager & Chief Revenue Officer, Media Solutions**

1400 boul. René-Lévesque Est, Bureau 1206
Montréal (Qc), H2L 2M2
Tel: (514) 597-4281, Toronto: (416) 205-2141

jean.mongeau@radio-canada.ca
publicite.radio-canada.ca



CBC & Radio-Canada

W. B. Chambers
Vice président/Vice-President,
Brand Communications, Corporate Affairs/ Image de marque, Communication, Affaires institutionnelles
CBC/Radio-Canada
tel. 613 288-6181

s.19(1)

e: bill.chambers@cbc.ca
visit: www.cbc.radio-canada.ca



cbc.ca/panam
#CBCPANAM

ici.radio-canada.ca/panam
#RCPANAM