



Office of the Ombudsman
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March 12, 2014

Dear

Here is my review of your complaint about the role of Rex Murphy on CBC.

COMPLAINT

You wrote to question the role of commentator and Cross Country Checkup host Rex Murphy on CBC. You were concerned about a speech that was “drawn to your attention” that Mr. Murphy gave at an “oil industry fete.” The event you refer to was a gala celebration to mark the 20th anniversary of FirstEnergy Capital Corporation, a company which plays a large role in financing endeavours in the Canadian oil and gas sector. You were concerned because the speech was highly supportive of the development of the oil sands. You said when Mr. Murphy delivered a commentary on The National this past January, it echoed the speech he had delivered to the industry gathering. The National commentary was in response to Neil Young’s anti-oil sands remarks while on tour in support of the Athabasca Chipewyan First Nation. The National had recently aired an interview with Mr. Young about his criticism of oil sands development. You were especially concerned because you felt the commentary on The National was a reprise of his September speech at the gala and putting the two together made it appear that Mr. Murphy was speaking for the oil industry:

“In that oil-industry sponsored fete, Rex rehearsed many of the arguments he later used in his recent CBC National ad hominem rant against Neil Young: Except that in the Calgary venue, any pretense of impartiality or fairness was abandoned, and the authenticity of his statements was as blatant as his sycophancy: [e.g. “I’m not used to being in a room full of achievers”]; take that, Mr. Mansbridge].”

You felt that this violated CBC policies that cover “fairness and unbiased comment by public respondents”:

*“I do not find Rex’s diatribe [as published or as broadcast] meets CBC’s promulgated standards or generally accepted definitions of ‘news’ or ‘commentary’ due to its contravention of normal Canadian standards of honesty, fairness, and neutrality. As such, it doesn’t belong on the CBC.ca ‘News’ page or on the ‘National’ broadcast. Entertainment, it may be; parody, perhaps. But doesn’t Rick Mercer do **that** a whole lot better!?”*

Yours was one of over 70 letters this office has received in the wake of publicity about Mr. Murphy’s paid presentations to various oil industry events. The Sierra Club encouraged its supporters to contact the CBC to complain about Mr. Murphy’s activities. Some complainants were angered that Mr. Murphy was allowed to express an opinion, others felt that he should be forced to disclose all his paid engagements. Some zeroed in on the fact it was the oil sands development that he favored, and dismissed, as you did, that support of the projects could be “honest and accurate.” For example, one complainant stated that CBC policy says that analysis must be based on facts and there are no facts that lead one to the conclusion that oil sands development is beneficial. The conclusion drawn from that position, and echoed by other complainants, is that Mr. Murphy is a paid spokesperson for the oil industry.

While this is not part of your complaint, this office has also received many queries about the activity of CBC Chief Correspondent and The National host Peter Mansbridge, after a blog posting mentioned he had been paid to speak at a meeting of the Canadian Association of Petroleum Producers. Here too people were concerned that a CBC journalist was paid by a special interest group and expressed concern about potential bias. Others also felt that it was not appropriate for an employee of the public broadcaster to be further compensated through speaking engagements. Since the two issues are so closely related, it is appropriate to address it in the context of this review as well.

MANAGEMENT RESPONSE

Jack Nagler, the Director of Journalistic Accountability and Engagement for CBC News, responded to your concerns. He stated that while “we take this kind of feedback very seriously,” he did not agree with your “strong statements” about Mr. Murphy and CBC News. He explained that Mr. Murphy is not a reporter, and that “the very reason (he) appears on The National is to do analysis and express his point of view.” He pointed out that his appearances are distinguished by the fact that his segment is entitled “Point of View,” to further differentiate it from other content on The National.

“Mr. Murphy’s perspective on the oil sands, whether we agree with it or not, is an analytical argument based on facts, and is perfectly valid commentary. He has been utterly consistent in expressing those views for a long time, and he makes the same broad points whether he is talking on The National, in a

newspaper, or in a speech at a public event. We have no reason to question the independence and integrity of his views.”

He added that CBC News’s relationship with Mr. Murphy is a freelance one. Mr. Murphy is not a regular employee of the corporation, and so it is “natural that he does outside work.”

In subsequent responses to complainants, Mr. Nagler replied that while he did not see an issue with conflict of interest, he did acknowledge there were issues about “transparency.” He noted that news management is considering ways to increase openness on an ongoing basis:

“In policy and practice we support the idea of transparency, not just for Rex Murphy but for all of our contributors. But implementing this is not always as simple as it sounds.

There are a set of complicating factors, ranging from how much we can legally demand of our freelancers, to privacy rights of our employees, to what constitutes ‘full disclosure’. Is it only paid speeches we should disclose? Or do we need to be concerned about journalists who attend charity events, or moderate a public forum? Does the content of a speech matter, or does the mere act of getting in front of a lectern make it a question of public concern? And finally, how do we share the disclosure so the audience can properly judge for themselves what’s appropriate?”

He pointed you to a more detailed discussion of the issue in a [blog post](#) by CBC News General Manager and Editor in Chief, Jennifer McGuire. In it she addresses the question of any potential conflict of interest. She characterized the questions members of the CBC News audience had raised:

“...how can Rex be an objective journalist when he's going out and speaking to oil executives? And if he's paid for those speeches, does that compromise his ability to be on our airwaves talking about the issue?”

She reiterated that Mr. Murphy is a freelancer who is hired to provide commentary, commentary that is reviewed by CBC editorial staff to ensure that it meets the policy requirement that is opinion based on interpretation of facts, not just rhetoric. She pointed out that Mr. Murphy’s opinions are not the only ones expressed on The National and that the program provides a range of perspectives and views.

She elaborated and explained the important distinction Mr. Murphy’s freelance status confers:

“As much as Rex is identified with the CBC, he is not a full-time employee of the CBC. We have a wonderful freelance relationship that allows him to appear on The National and host CBC Radio One's Cross-Country Checkup. As a freelancer,

Rex has the ability to do other work. So yes, he writes opinion pieces for The National Post. And yes, he does speaking engagements.

He is not alone. Other prominent CBC personalities are freelancers, too. When they're not at CBC, people such as David Suzuki and Bob McDonald have more freedom to express their views in ways that full-time journalists at CBC News do not."

She acknowledged it might be confusing to audience members as he is also the host of Cross Country Checkup but she felt confident that the program's editorial integrity was intact.

She mentioned in the blog, and repeated to me, that the news management team is committed to transparency and is reviewing its practices and processes around outside activities of freelancers and CBC staff. They are considering ways in which they can be more transparent with members of the public. Given that there have been inquiries about Mr. Mansbridge's outside activity, these new policies and practices will address those concerns as well.

REVIEW

You and the many others who have written to this office raise some fundamental questions about journalistic independence, conflict of interest, perception of conflict of interest, and transparency. In a time when journalism is practiced by many different people, and in many different ways, along with the intense pressure and scrutiny social media can bring to bear, the answers are critical and are most helpful if they are widely shared and understood.

From the outset, it is important to state that contrary to some of the more nasty correspondence I have received, Mr. Murphy is not a spokesperson for anyone, nor is his personal integrity in any way in question here. Throughout his career, he has been outspoken and frequently iconoclastic in his views on a range of issues. The fact that he is a supporter of resource development is not the issue here. He wrote in his own column and repeated to me that he has spoken to a wide range of groups, many for no fee. And no matter what the organization, the fee is the same.

There are several issues that come into play when CBC employees are paid to speak to any advocacy group. The issues would be the same had Mr. Murphy or Mr. Mansbridge been paid to give a speech to the Sierra Club, for instance, or other environmental groups. CBC has policy that informs this discussion. Policy is based on principle, and does not prescribe, or for that matter proscribe what is appropriate for every situation.

The most relevant policy is the one covering conflict of interest. There is corporate policy which applies to all CBC employees. For obvious reasons, the bar is even higher for employees involved in news and current affairs production, so there are particular policies contained in CBC's *Journalistic Standards and Practices* as well. The policy states:

Our credibility is the foundation of our reputation. The credibility of our news, current affairs and public affairs programs rests on the reputation of its journalists who are, and are seen to be, independent and impartial.

The corporate policy provides a number of guidelines. The first is: No conflict should exist or appear to exist between the private interests of CBC/Radio-Canada employees and their official duties.

Whether there is a real or only an apparent conflict of interest, in matters of journalistic integrity it amounts to the same thing. The degree of response this matter has generated is an indication of that. Some correspondents frame their concern within a particular view of the oil industry, but that does not lessen the need to address the issue. No matter what your views, or what the issue, there is a conundrum here.

In the case of Mr. Murphy, his freelance status makes the situation less clear cut. The rules are different. He told me that his longstanding agreement with CBC is that he retains his freelance status so that he can speak his mind in other fora. He is clear that he is speaking on his own behalf, and that his message is the one he chooses to deliver. But audience members might be forgiven for some confusion. Mr. Murphy is both a program host (of the weekly radio national phone-in show Cross Country Checkup), and appears regularly on The National as a commentator. As one correspondent wrote:

"...whether Rex Murphy is a free-lancer or not, he has been a fixture of CBC TV and radio for as long as I can recall. As such, in discussions with friends and colleagues, most did not know that Rex is merely a free lancer, but assumed he was on the full time payroll of the CBC. As did I until recently. The fact is he is paid by CBC and most laypersons would not know he is merely a free lancer – indeed his celebrity status at the CBC and weekly appearance on the National and Cross Country Checkup would belie that. So again, this is a matter of perception of conflict of interest that must to be addressed." (sic)

It would be helpful if, in the course of its review, CBC News management would address this specific situation. There is a need for clarity about Mr. Murphy's status and what the terms of engagement are in his case. And in the course of doing its review, I hope they are considering ways to be as open and transparent as possible in letting the public know the relevant activities of their staff, no matter their employment status.

There are other policy considerations that come into play in judging Mr. Murphy's commentary about Neil Young. CBC journalistic policy calls for balance and fairness, the treatment of an issue from a variety of perspectives, over a reasonable period of time. Mr. Murphy's commentary followed the broadcast of an interview with Neil Young which had aired some days before.

CBC policy on opinion states: “Our programs and platforms allow for the expression of a particular perspective or point of view. This content adds public understanding and debate on the issues of the day.” As a non-staff commentator, it is perfectly appropriate for Mr. Murphy to express his views, no matter how much many may disagree with them. The policy says:

CBC, in its programming, over time, provides a wide range of comment and opinion on significant issues.

We achieve balance by featuring multiple perspectives and points of view to reflect a diversity of opinion.

It is important to mention any association, affiliation or special interest a guest or commentator may have so that the public can fully understand that person's perspective.

The final guideline raises a question about whether accepting speaking engagements would qualify as an association, affiliation or special interest. I don't think it is necessary or realistic to mention, each time a regular contributor speaks to an issue of controversy or public policy debate, that there be a requirement to state all associations. In the interests of full disclosure, I was one of the authors of this policy, which is a restating of policy that has existed for over 30 years. This version was approved by the Board of Directors and judged to be as good as or best in class by outside experts. When colleagues used that language, they were not thinking about paid outside work. Perhaps we should have. As part of the review process, management might want to clarify further, or provide some other guidelines dealing with this issue. There will be times when the relationship between a commentator and an organization whose interests are in the news, or are subject to a public policy debate, is relevant information. It would be needed to fulfil the CBC policy that states an interviewee or commentator's associations should be transparent in order for the public to evaluate the information being given.

Rex Murphy's commentary on Neil Young did not violate CBC policy. Rather it has raised some important and interesting issues for news management and its commitment to transparency and independence and what constitutes a perception of conflict of interest. This office does not set policy, but I note that the commitment to provide further policy and guidance on CBC journalists and their participation in outside events, paid or not, is a necessary step. When journalists get paid to speak to powerful advocacy groups, it is hard to argue that this does not lead to a perception of conflict of interest. It is just that, a perception – there are enough checks and balances in the system, as Ms. McGuire points out. CBC management must decide and be very clear about how that perception of conflict will be dealt with. CBC policies on conflict of interest indicate that they must, and they have indicated they will. As many of the complainants mentioned, disclosure will go some way to mitigate the concern about this issue.

As the public broadcaster, CBC is held to a higher standard. Many letters questioned the wisdom of CBC reporters and hosts taking money for speaking engagements at all. The argument that it is important and useful for high profile CBC news staff to engage with various

groups and members of the public is a reasonable one. The question is what happens to the perception of the relationship when they are paid. CBC policy states that CBC staff cannot use their association with CBC for personal gain. But this is a chicken and egg argument.

Mr. Mansbridge, for instance, only began speaking because CBC management encouraged him to do so. He has explained in his blog, and has told me, that his speeches are about a sense of identity and what it means to be Canadian. The presentations include anecdotes from his first-hand experience covering Canadians all over the world. He understands his role and the limits it places on him in expressing opinions, and in advocating for any cause. Most of the money he receives is turned back into scholarships and other charitable endeavors.

There is no question of his integrity or of Mr. Murphy's. But since taking money leads to a perception of a conflict of interest, CBC management might want to consider, in the review they are undertaking, whether even with disclosure, it is appropriate for CBC news and current affairs staff to get paid for their speaking engagements. I note that in their articles dealing with this issue, both Mr. Murphy and Mr. Mansbridge mention the range of groups they have spoken to over time. At the least, management should think about the appearance of getting paid by interest groups who are likely to feature prominently in the news, or who are involved in public policy debates.

When this same issue was being debated in the case of some high profile Washington Post reporters, Greta Van Susteren, host of a Fox News Network program, told a writer for a Harper's article that she does not accept payment for her speaking appearances:

Frankly, the reason I don't accept fees for speeches is because I fear conflicts (you and I probably think a lot alike about this) and I get paid well at my job anyway. I would like all journalists to list monthly online where they have given speeches and for what amounts of money.

Every ethical code that informs the practice of journalism emphasizes the need to be independent and to be seen to be independent. CBC's own code includes "to protect our independence" as part of its mission and values:

We are independent of all lobbies and of all political and economic influence.
We uphold freedom of expression and freedom of the press, the touchstones of a free and democratic society. Public interest guides all our decisions.

Journalism is going through many changes. Through access to social media and the ability to publish instantly, an individual can as easily be the subject of a journalistic endeavour as the creator of one. The hallmark of a professional journalist is to be able to honestly present areas of legitimate debate, even if his or her analysis leads to a different set of conclusions. Of course, not all journalism is created equal, so there is a growing emphasis on an additional value – and that is to be open and transparent. CBC policy makes that commitment through its accountability. Its decision to open wider and institute greater transparency about the outside

activities of its contributors and staff, where appropriate, can only be welcome in reinforcing the independence and the perceptions of that independence.

Given that *Journalistic Standards and Practices* spells out a commitment to independence, and the Conflict of Interest guidelines encompass perception of conflict as well, it is inconsistent with policy when CBC news and current affairs staff accept payment from groups that are likely to be in the news. To summarize, in the course of reviewing its policy, I hope CBC management will reconsider the practice of paid speaking engagements for its journalists and, and at a minimum, consider how any relevant activity and payment can be on the public record.

Sincerely,

A handwritten signature in black ink, appearing to read "Esther Enkin". The signature is fluid and cursive, with the first name "Esther" written in a larger, more prominent script than the last name "Enkin".

Esther Enkin
CBC Ombudsman

cc: Jennifer McGuire, General Manager and Editor in Chief, CBC News
Chris Straw, Senior Director, Network Talk, CBC Radio

Rex Murphy "Analysis"

Tue, Jan 28, 2014 at 12:38 PM

To: "ombudsman@cbc.ca" <ombudsman@cbc.ca>

Ombudsman, CBC

My attention was recently drawn to an October 11 2013 Calgary speech by one Rex Murphy.
<http://jetvision.tv/video.aspx?playerID=326&videoID=58623>

That clip frankly calls into question the CBC's judgement in continuing to employ his services as an "analyst" or whatever it is you think he contributes to public discourse on the public's airwaves.

In that oil-industry sponsored fete, Rex rehearsed many of the arguments he later used in his recent CBC National ad hominem rant against Neil Young:
<http://www.cbc.ca/news/neil-young-s-oilsands-stance-is-unfair-rex-murphy-1.2501131>

Except that in the Calgary venue, any pretense of impartiality or fairness was abandoned, and the authenticity of his statements was as blatant as his sycophancy: [e.g. "I'm not used to being in a room full of achievers"; take *that*, Mr. Mansbridge].

You (CBC) have published Journalistic standards of impartiality and fairness. You have policies covering fairness and unbiased comment by public respondents. Mt. Murphy's comments have violated both.

In the interest of fairness, you should consider imposing *some* manner of sanction on Mr. Murphy; at the very least, insist that his Calgary speaking fee [& don't tell me it was an 'in-kind' charitable!] go to the Asthmatics Association.

Rex Murphy's bias

Tue, Feb 18, 2014 at 8:53 PM

To: ombudsman@cbc.ca

Date: Feb. 18, 2014 8:53 P.M.**Title:****First name:****Last name:****Platform:** CBC TV**Program:** The National**Subject:** Rex Murphy's bias

Message: I recently learned that Rex Murphy has been accepting money from the oil industry for speaking fees in favour of the oil industry, in particular, of the bituminous sands. I believe this is a clear conflict of interest, especially given his recent POV on the National where he completely belittled Neal Young and his position opposing bituminous sands exploitation in northern Alberta.

I believe that in the interest of transparency, ethical journalism and fairness, any time that Mr. Murphy speaks on any subject for which he is also receiving payment, he should be required to inform his viewers or listeners (that goes for Cross-Country Checkup as well) that he is being paid by whatever industry or group to act as their cheerleader.

I defend his right to his own opinions, but when he is getting paid by one industry and comes out swinging against anyone who opposes his viewpoint, or paints whoever is paying him in a flattering light, the public has a right to know that he is in a conflict of interest..

E-mail address:**Address:****City:****Province / state:** Quebec**Country:** Canada**Postal / zip code:**

it is not ok for peter mansbridge to accept speaking fees from the petroleum industry

Fri, Feb 28, 2014 at 10:07 AM

To: ombudsman@cbc.ca

Date: Feb. 28, 2014 10:07 A.M.**Title:****First name:****Last name:****Platform:** CBC TV**Program:** the national with peter mansbridge**Subject:** it is not ok for peter mansbridge to accept speaking fees from the petroleum industry

Message: The CBC must clearly forbid the acceptance of speaking fees for ALL journalists and yes this uncludews Peter Mansbridge and Rex Murphy. It is absolutely unacceptable to me as a taxpayer that the petroleum industry be allowed to buy influence through the CBC. I am a staunch defender of the CBC but this is where even your most ardent supporters have to draw the line.

E-mail address:**Address:****City:****Province / state:****Country:****Postal / zip code:**

paid speaking engagements by CBC news personnel

Sun, Mar 2, 2014 at 6:02 PM

To: ombudsman@cbc.ca

Date: Mar. 2, 2014 6:02 P.M.**Title:****First name:****Last name:****Platform:** CBC TV**Program:** the National and Cross Country Checkup**Subject:** paid speaking engagements by CBC news personnel**Message:** To the Ombudsman:

I am not sure that the CBC Ombudsman is the correct place to direct these complaints but I assume if it is not they will be redirected to the appropriate person(s).

I have recently been made aware of the paid speaking engagements by CBC chief news correspondent and news anchor Peter Mansbridge and weekly commentator on 'the National' and host of 'Cross Country Checkup', Rex Murphy. I listened to the discussion on this topic by commentators on the program 'the Current' and because it concerned and upset me so much I started reading about this issue as well as thinking about it and forming my opinions.

I want to deal with the 2 persons involved separately.

First Peter Mansbridge and his reported paid speaking engagements to the Canadian Petroleum Producers Association: Mr. Mansbridge is a very senior member of the CBC news team who has a major influence in how and what news is reported on CBC. We taxpayers of Canada who pay for the publically funded CBC rely on it for objective news reporting. We have trusted it over many years to report news to us in as unbiased a manner as possible. One of the major issues for our country is the oil and gas industry and how our oil reserves including the Oil Sands are developed and how the oil is transported. These are highly divisive issues in our country. So for Mr. Mansbridge to accept money for a talk to a major oil industry group gives a definite appearance of potential bias toward that industry no matter what the actual topic of his talk was. Mr. Mansbridge should in my opinion not be accepting money for talks to any industry group. Nor should he be accepting money from other groups no matter what their political slant. Because of his very senior and influential position at the CBC, he must give the appearance of total neutrality. Accepting money by CBC news personnel for talks, no matter how benign the topic or group is wrong and the CBC should not allow this from any of its news staff including and especially Mr. Mansbridge.

On to Mr. Murphy: The same opinions expressed above apply to equally to Mr. Murphy. But in addition, Mr. Murphy is known to have a definite and consistent bias in his views on the oil industry and also on other topics. I have believed for a number of years that he should not be allowed a prominent weekly solo spot on the National News where he can spout his contrarian views without challenge by others. I watch this program in order to hear the news reported plus to hear a variety of opinions expressed on current topics. The CBC hires discussion groups that we hear from regularly such as the 'At Issue Panel' which discusses current issues of the week. The members of the panel discuss their views with each other so we hear a variety of opinions. These panel members whose views are usually much less blatantly 'opinionated' and more reasonable than those of Mr. Murphy are not given solo forums to rant without debate like Mr. Murphy is. This is the National News and no one

person should be allowed a weekly rant without debate or discussion with others on this program. There are other forums for that sort of biased rant such as Don Cherry's Hockey show.

I have also been upset on many occasions listening to Mr. Murphy hosting the Cross Country Checkup Program. As host he should treat everyone who phones in with respect and not show an obvious bias in the topic discussed. He often behaves in a patronizing and dismissive manner to those who don't agree with him. I was recently upset to hear him dismiss callers opinions on the new electoral legislation. Those in favor of the soon to be ended practice of 'vouching' for electors without the requisite ID at election polls, were treated very dismissively which is totally unacceptable behavior from a host to a call in program on CBC radio. This is public radio, not private. The hosts of other phone in shows on CBC are virtually always respectful of the opinions of their callers.

I hope to hear from you about what the CBC intends to do about the issue of CBC news personnel accepting speaking fees from outside groups as well as the other issues I raise.

Sincerely

E-mail address:

Address:

City:

Province / state: Ontario

Country: Canada

Postal / zip code:

Conflict of Interest Concerns

Thu, Mar 6, 2014 at 4:25 PM

To: ombudsman@cbc.ca

March 6, 2014

Dear CBC Ombudsman:

We are writing in regard to a media panel discussion we heard on the CBC Radio-1 program "Q." In that discussion, we learned that The National's news anchor Peter Mansbridge and commentator Rex Murphy, who is also host of Cross Country Checkup on CBC Radio-1, had both been paid by petroleum industry trade groups to deliver speeches to industry trade meetings. From what we heard, these payments were for substantial sums and, although CBC management had been aware of the payments, no explicit disclosures had been made before they were publicized by outside reporting.

The sad truth is, we were not terribly surprised by this news. To the extent there is any environmental reporting on The National, Mr. Mansbridge has a talent for trivializing that reporting with dismissive smirks. The fact that he receives substantial payments for giving speeches to the petroleum industry goes a long way to explaining his visible disdain. As for Mr. Murphy, he articulates his hostility towards the environmental movement and the science underlying that movement at every opportunity. As we discovered from the Q media panel, Mr. Murphy's opinion not only reflects his lucrative relationship with the industry, but also his heartfelt concern for a family member who is employed by the industry. Given this state of affairs, we wonder how loudly we should laugh the next time Mr. Murphy decries nepotism or conflicts of interest by the politicians he so frequently skewers.

We also understand that the CBC is studying the issues raised by these paid speaking engagements. We want to stress that the problem is not the content of the speeches delivered to such gatherings. The problem is that individuals who have been paid substantial funds by trade organizations are no longer qualified to act as journalists, or as evenhanded commentators/moderators when presenting to the nation topics of interest to those organizations. The fact that Mr. Mansbridge and Mr. Murphy might be giving addresses to a large variety of organizations for payment simply increases the number of topics on which they are no longer qualified to report, comment or moderate.

In light of these disclosures, Mr. Mansbridge and Mr. Murphy no longer have the credibility to serve in any journalistic function on the flagship nightly news broadcast of our public broadcaster. In addition, Mr. Murphy is not qualified for the role of evenhanded moderator on Cross Country Checkup.

We are not naïve about the realities of the world, but we had previously believed that The National reflected at least some modicum of journalistic integrity. Obviously, that belief was misplaced. Since these disclosures, we have stopped watching The National and listening to Cross Country Checkup. We look forward to hearing that Mr. Mansbridge and Mr. Murphy are no longer associated with those programs so we can resume watching and listening to them. In the meantime, the CBC has lost our trust and our support.

Sincerely,

: Your concerns about Peter Mansbridge and Rex Murphy

Jack Nagler <jack.nagler@cbc.ca>

Tue, Mar 18, 2014 at 10:18 AM

To: "Ombudsman, CBC" <ombudsman@cbc.ca>, Jennifer McGuire
<jennifer.mcguire@cbc.ca>

Thank you for your Mar. 6th email to the CBC Ombudsman about Rex Murphy and Peter Mansbridge. We have certainly heard clearly the concerns of those who think there is a conflict of interest because these two journalists have made paid speeches to industry groups.

I note that there are many journalists in Canada and around the world who make paid speeches to share their insights on various topics. But we accept that people perceive there to be an issue, and we take that perception seriously. As you are aware, we have launched a review of our policies, as they apply both to staff employees and freelancers who work with us such as Mr. Murphy. We expect to conclude that review soon – probably before the end of the month – and will tell the public about the outcome when we are done. In the meantime, thank you for your patience.

For the time being, you will be interested to read a review by the CBC Ombudsman about this issue. You can read it at <http://www.ombudsman.cbc.radio-canada.ca/en/complaint-reviews/2014/conflict-of-interest/>. Ms. Enkin had some very thoughtful observations, and they will help us as we draw our own conclusions.

I am glad to see you have thought about the issue enough to draw a distinction between the content of the speeches, and the mere fact of making the speeches themselves.

Yet, at the same time, isn't the most important test the content we present to Canadians? You were quite harsh toward Mr. Mansbridge, accusing him of "trivializing" environmental reporting "with dismissive smirks." I realize that is a subjective assessment for you only to make, but I must – with all respect – disagree strenuously.

The professionalism of Mr. Mansbridge and the entire team at CBC News, and the fairness and balance with which we approach controversial issues such as oilsands development, is a source of great pride to us. In particular, Peter's integrity and journalism are of the highest standard.

Over the years, Peter has led many initiatives to cover and showcase issues around climate change, and the impact that it causes around the world. CBC News General Manager and Editor in Chief Jennifer McGuire recently wrote the following on J-source, a website that explores issues in the world of journalism:

"*The National* has reported on the work of scientists on the leading edge of climate change research. We've seen the effects on marine and bird life first hand and talked to Inuit hunters on the land. Beyond Canada, we've been to Africa, Europe and the Indian Ocean to show how the planet is changing.

The National has also made several trips to Fort McMurray and the oil sands. In fact, there have been hundreds of stories on *The National* examining the effects of climate change and resource development over the past decade. We've talked to politicians and activists, critics and supporters, workers and neighbours. We've heard the positive and the negative and the many shades in between. Our role is to examine big issues such as this from many perspectives. Yes, we heard from Rex Murphy, but we also did a feature interview with Neil Young. "

The bottom line is that we have a mandate as a public broadcaster to present a variety of opinions and perspectives so that our audience is informed and able to draw its own conclusions on matters of public debate. On that front, I would argue our coverage of oil and the environment has been extremely strong and professional.

I hope this response has reassured you of the integrity of our news service, as well as our willingness and desire to serve Canadians properly. And I hope that you will realize that you can have as much faith, as ever, in the quality of CBC News.

Sincerely,

Jack Nagler

Director of Journalistic Public Accountability and Engagement,

CBC News

Your concerns about Peter Mansbridge and

Rex Murphy

Wed, Mar 26, 2014 at 5:15 PM

To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, "Ombudsman, CBC" <ombudsman@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>

Dear Mr. Nagler,

Thank you for your response to our complaint regarding Peter Mansbridge's and Rex Murphy's paid speaking engagements before petroleum industry trade groups. We have read your response and also the review by the CBC Ombudsman referenced in your reply, and they raise a few more points of concern.

1. The CBC Ombudsman's complaint review says, "Mr. Mansbridge . . . only began speaking because CBC management encouraged him to do so." We humbly suggest that those managers revisit that advice and inform those who appear regularly on CBC's news programs that no one who appears regularly on The National be allowed to accept any payments from any group for speaking engagements. Such a policy would be in accord with the Code of Ethics of the Society of Professional Journalists, which declares:

Journalists should: . . . Refuse gifts, favors, fees, free travel and special treatment, and shun secondary employment, political involvement, public office and service in community organizations if they compromise journalistic integrity.

<http://www.spj.org/ethicscode.asp>

Such a policy would also be in accord with the New York Times guidelines, which require itemized accounting or prior approval for any speaking fee of \$5,000 or more, but which also advise:

In general, staffers are permitted to accept speaking fees and expenses only from educational institutions and from nonprofit organizations for which lobbying and political activity are not a major focus. Speaking fees are generally not allowed from companies, lobbying groups or other sources that might raise questions about our impartiality.

Even if an engagement does not involve a fee, we should avoid situations that would create an appearance of favoritism or suggest too close a relationship between a Times journalist and the people or institutions we cover.

<http://gawker.com/5848583/who-broke-the-speaking-rules-at-the-new-york-times>

In case there is any confusion about whether or not organizations associated with the petroleum industry would fall under the prohibitions of the Times guidelines, consider the Polaris Study reported in the Huffington Post on December 4, 2012, "Oil and Gas Lobbying In Canada Overshadows All Other Pressure Groups: Polaris Study."

http://www.huffingtonpost.ca/2012/12/04/oil-gas-lobbying-canada-polaris_n_2237826.html.

In the realm of public broadcasting, National Public Radio's ethics handbook includes speaking engagements as a conflict of interest and directs against appearances at private industry or corporate functions:

Conflicts of interest come in many shapes — financial holdings, romantic relationships, family ties, book deals, speaking engagements, and others.

....

Promotional events: We avoid appearances at private industry or corporate functions, especially in settings where our appearance may be used to market a company's services or products. Supervisors may grant exceptions for appearances intended to promote NPR's journalism, promotions for works by NPR journalists (e.g. book tours), or promotions for those volunteer, nonprofit and nonpartisan organizations in which we claim membership — often, for example, organizations that promote and support journalistic endeavors.

<http://ethics.npr.org/category/e-independence/>

2. The CBC Ombudsman suggests Rex Murphy is one of several commentators who give opinions on the CBC. In this, she is missing the point. Rex Murphy is the ONLY commentator with his own time slot where his face is the only face on camera, and where he is the only person giving his opinions. In this regard, his position on The National is unique.

Neil Young's appearance was a one-off repeat of an interview that originally aired on the radio program "Q." Rex Murphy is The National's only regular commentator. From decades of watching The National, we cannot recall any other person who has had a regular weekly slot to pronounce his opinions and comments. Other "commentators" or "pundits" appear as members of panels where there is some attempt to present a crude balance. While we could discuss the political slanting of those panels, the issue here is that Rex Murphy is alone in having the entire screen and time for his personal opinions.

While we have no complaint with the CBC providing Mr. Murphy a forum to air his comments, we do complain about the fact that no other point of view is afforded the same status on The National. You must realize that The National is the CBC's flagship English language news program. No other program on your schedule carries the same imprimatur. If you are sincere about maintaining a balance of opinions on The National, and if that includes Mr. Murphy, then you should provide equal time and access to other points of view. I have never seen David Suzuki or Bob McDonald give a "Rex Murphy" style commentary on The National. Perhaps it's time they were provided the forum.

3. While our original complaint was limited to the perceived conflicts of interest raised by the speaking engagements, combined with Mr. Mansbridge's dismissive smirks and Mr. Murphy's often expressed dismissals of modern climate science, you have chosen to defend your history of environmental reporting. Unfortunately, we do not share your view of its quality. First, neither of us are members of any environmental organizations. We have been in the past, but we're basically not "organizational" people. So, we are not responding to a Sierra Club summons in addressing these issues. What we have been are long-time close viewers of the CBC's national news programming.

Our opinion of the CBC's coverage of the climate change issue is very low. The CBC clung to the illusion that human-caused climate change was a debatable theory long after the scientific community had reached consensus that the data demonstrated greenhouse gases resulting from human activities are a significant factor in global climate change. It wasn't that long ago when Mr. Murphy, in one of his commentaries on The National, noted that denial of human-caused climate change was no longer a tenable position. His attitude when he noted this was derisive.

You quote CBC News General Manager and Editor in Chief Jennifer McGuire's assertion that you have gone places and talked to people about climate change. You also quote her assertion that The National has examined the effects of climate change and resource development over the past decade. From our perspective, that coverage privileges the position of economic development over the environment. Economic positions are presented by professionals advocating for industry or government, while environmental positions tend to come from upset lay people.

As we recall Mr. Mansbridge's reports from the Arctic, they focused on the prospective economic gains to be derived from Arctic seabed oil exploration, reducing the question of melting sea ice to how much financial gain we are willing to

sacrifice to save the polar bears. What we have not heard is whether these potential financial benefits will cover the costs of mitigating the actual damages resulting from global climate change. Basically, The National has failed to explicitly link the jobs in Fort McMurray and rising sea levels, which climate science tells us will eventually flood much of the British Columbia municipality of Richmond, including Vancouver International Airport.

We hear the disclaimer that disasters like the Calgary floods, the Toronto flood, and various severe storms cannot be individually attributed to climate change. This reminds us of the tobacco company's argument that cigarettes did not cause cancer because no one could demonstrate the link between an individual cigarette and a tumor. The global climate change prediction is that increased greenhouse gases in the atmosphere will result in increasingly violent and frequent storms. That should be sufficient for responsible journalists to raise the question of whether these disasters are related to activities in the Alberta tar sands (yes, we favor Peter Lougheed's term over that of the spin doctors).

What we would like from The National is stories investigating the failures – or successes – of governments at all levels to plan for future disasters related to climate change, with a realistic appraisal of the net costs and benefits of tar sands development. We would like to know why already existing technologies are not being employed to reduce our dependence on fossil fuels. Why aren't governments at all levels encouraging small scale community, or individual, solar and wind facilities to reduce reliance on fossil fuels? We've heard the claim that solar and wind cannot provide all of our power needs, but they certainly can limit the growth of our demand, and utilization of a distributed energy grid – again using available technologies – could begin the shift away from fossil fuels that the scientific community tells us should have begun decades ago. Is this a failure of governments to lead, or the effect of the power of corporations? What we want from our flagship news program on our public television network is to start seriously raising these questions.

Thank you,

[Quoted text hidden]

Fwd: Speaker' Circuit Gravy Train and CBC Getting it Right

1 message

Esther Enkin <esther.enkin@cbc.ca>

Fri, Mar 21, 2014 at 10:32 AM

To: CBC Ombudsman <ombudsman@cbc.ca>

This has gone to Lacroix, Conway and Macguire as well, but please log it in the "masbridge/CBC staff pay folder. Pretty good letter.

Esther

Esther Enkin

CBC Ombudsman

416-205-2978

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

From:

Date: Sun, Mar 16, 2014 at 2:02 PM

Subject: Speaker' Circuit Gravy Train and CBC Getting it Right

To: hubert.lacroix@cbc.ca, esther.enkin@cbc.ca, heather.conway@cbc.ca, jennifer.mcguire@cbc.ca

I am writing out of serious concern in regard to CBC policy, or lack thereof, which places the journalists of our public broadcaster in potential or real conflicts of interest. This raises troubling questions of propriety, ethics and objectivity. If a journalist is receiving money, above and beyond their fair, or high, compensation provided by taxpayers, from any special public interest group or association, or indeed a specific private interest or company, why is it that you do not preclude this, or disclose such instances, or at least have a more rigorous review or policy that is transparent and accountable? Should *full-time* journalists be able to accept any money from "outside" speaking engagements?

It is unacceptable that there are such differences in policies when it comes to our various media organizations. I understand that to have lunch with a *Globe and Mail* reporter, they must typically expense the lunch. *Global TV*, *CTV* and *The Toronto Star* have more restrictive and proper policies than the *CBC*.

Indeed, *CTV* asserts that they have strict policies forbidding the unethical practice of accepting speaking fees.

Why is *CBC*, our public broadcaster, the outlier and laggard?

As you are no doubt aware, the *Globe and Mail's* Simon Houpt recently wrote an article headlined: "Among journalists, Mansbridge has plenty of company in taking private speakers' fees".

This story and others should be of great interest to all of you and provoke the *CBC* to get it right: reconsider your policies in this regard, and become a leading example of upholding the highest standards of journalism and transparency.

As one of the speaker's agents said in the story written by Houpt, (agents who typically have a vested interest in the share of proceeds) : "For the amount that they're paid, to compromise their career doesn't make a lot of sense to me." It doesn't make a lot of sense to ordinary viewers that a Mansbridge, Hanomansing or Lang would accept money from those that they cover in their stories, or pull in \$10,000,

\$15,000 or \$25,000, and possibly make 10%, 20% or even 30% more money moonlighting without, possibly management, much less the viewers, knowing the extent of their potential conflicts. At some point, it should become highly relevant to management, and viewers, to understand the breadth of these potential conflicts and the amounts being paid. Journalists are apt to cover the compensation of politicians or conflicts of interest and ethical matters, but when it comes to their own, there appears to be a double-standard. The subject overall gets short shrift and attention.

As someone who has an abiding interest in public affairs and the standards of journalism within a democracy, and believes in the private enterprise system (i.e., not some left wing nut), along with the need for a public broadcaster in Canada, I urge you to reconsider your policy.

Regarding the *Globe's* on-line commentary about Rex Murphy, I find it acceptable, as the CBC editor-in-chief Jennifer McGuire noted, that given he is a freelance contributor, and as long as viewers know that, his stories and viewpoint are legitimate and should have latitude.

Peter Mansbridge, on the other hand, should not be regarded as having that latitude in light of the fact that he is **CBC's Chief Correspondent**. Surely, there should be a more rigorous standard or policy that governs this especially in light of his healthy, but undisclosed, compensation package (often rumoured to be close to one million dollars). Even private sector executives have their compensation packages disclosed and we all know about public servants who earn more than \$100,000. Mansbridge himself admits to receiving money moonlighting for some 20 speeches given annually. Great but at what point is this comp a sizeable proportion that it needs greater review and not pass a reasonable threshold for more proper disclosure with the sources of those funds? Ditto goes for others who are on the speaking circuit such as **CBC's Senior Business Correspondent Amanda Lang** of The Lang and O'Leary Exchange. While the CBC notes that O'Leary's opinions as being his own, they do not alert viewers to Lang's potential conflicts. Is it proper that she, as your chief business reporter, receive money from business interests through moonlighting and speaking engagements? It would be unthinkable that your chief political reporter receive funds from a political party or political interest group. Would you allow your environmental beat reporter to accept money from environmental organizations or interests? Why the double standard?

Who knows how many speeches Lang gives in a year, and to whom for what amount of money, compared to Mansbridge's admitted 20 occasions, but she and others do appear to be on the "gravy train" circuit. And then there is the CBC's Ian Hanomansing, another senior reporter. The higher the profile, the more they appear to be moonlighting.

These are all the kind of "commercial, for-profit and corporate interests" that Global News (and other media organizations) bars its employees accepting. Why is it acceptable for CBC reporters?

CBC management, with the oversight of the Board of Directors and the Ombudsman, should review their policies to ensure that these concerns are met. For example, you should consider:

- Employment contracts with employees that include a review and permission process to accept every speaking engagement with any monetary benefit so a possible conflict can be properly and diligently considered, AND disclosed when approved, so that viewers can take this into account when they are watching these journalists cover stories (such as Mansbridge related to the Canadian Association of Petroleum Producers or others, or Lang related to the myriad of business interests from whom she receives money). One reader commented in the *Globe* that Lang was "timidly interviewing the CEO of RBC on the National, over the replacement of Canadian IT staff who had to train foreign temporary workers as their replacement." According to him, she subsequently withdrew from a speech commitment either as a result of lack of judgement or lack of oversight by management.

- Amend the CBC's Code of Ethics as necessary to explicitly incorporate a new Conflict of Interest policy.
- Just as Globe and Mail columnists apparently must disclose in a column that they have received payment from specific organizations when relevant, the CBC should adopt the same standard in cases of their employees' potential conflict.
- Fuller disclosure: If there's nothing unhandled or untoward about receiving money on an extracurricular basis, why not disclose it so your viewers can judge objectivity?

There may well be other organizations that allow their employees to accept fees but CBC should first concern itself with getting its own house in order, and perhaps renew confidence among Canadians that it will forthwith set some foundation for building trust in an unbiased and independent perspective on the news.

Not that I agree with much of John Doyle's rants about the CBC, he is right on this matter by saying CBC is "out of touch, insular and narcissistic."

Please try to get it right...in the interests of basic standards of objective journalism and don't be the laggard. Given the other media organizations have it more right than CBC, you are not about to lose anyone in your stable by restricting speaking fees, and if they argue they could get more money in the US or elsewhere, set them free.

Thank you for your consideration.

(revised) recommendation re D Suzuki 's contract8 messages

Monique Van Remortel <monique.vanremortel@cbc.ca>

Fri, Apr 25, 2014 at 2:48 PM

To: Loretta Hensel <loretta.hensel@cbc.ca>

Loretta

The one change we will introduce is a disclosure clause which requires Dr. Suzuki to advise the CBC of his schedule of activities in advance and to notify us of any events/appearances which could prove contentious so that CBC can anticipate how to deal with it.

The foregoing has been discussed with Sally Catto, and she is in support of seeking approval to move forward on this basis.

For the disclosure clause, I propose we use language along the following lines for (which is based on language in CBC's Political Activities Policies):

I've shown this language to Sue Dando (TNOT's EP who is the one who deals most with Dr. Suzuki) and she's fine with it.

Please confirm that I am okay to proceed with negotiations on this basis.

Thanks,
Monique

Loretta Hensel <loretta.hensel@cbc.ca>
To: Monique Van Remortel <monique.vanremortel@cbc.ca>

Fri, Apr 25, 2014 at 3:10 PM

Hi
Only change is term right

Sent from my iPad
[Quoted text hidden]

Monique Van Remortel <monique.vanremortel@cbc.ca>
To: Loretta Hensel <loretta.hensel@cbc.ca>

Fri, Apr 25, 2014 at 3:24 PM

yes!
[Quoted text hidden]
—
Monique Van Remortel
Director, Business & Rights
Unscripted Programming
CBC English Services
416.205.6942
monique.vanremortel@cbc.ca

Loretta Hensel <loretta.hensel@cbc.ca>
To: Monique Van Remortel <monique.vanremortel@cbc.ca>

Fri, Apr 25, 2014 at 9:14 PM

Great I will put it forward ASAP
Have a nice weekend
L

Sent from my iPad
[Quoted text hidden]

Monique Van Remortel <monique.vanremortel@cbc.ca>
To: loretta.hensel@cbc.ca

Fri, Apr 25, 2014 at 9:24 PM

Thanks Loretta- you too!

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Loretta Hensel
Sent: Friday, April 25, 2014 9:14 PM
To: Monique Van Remortel
Reply To: Loretta Hensel
Subject: Re: (revised) recommendation re D Suzuki 's contract
[Quoted text hidden]

Loretta Hensel <loretta.hensel@cbc.ca>

Mon, Apr 28, 2014 at 1:23 PM

To: Monique VanRemortel <monique.vanremortel@cbc.ca>

Hi there,
You are good to go!
Thanks,
L.

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

From: **Todd Spencer** <todd.spencer@cbc.ca>
Date: Mon, Apr 28, 2014 at 1:04 PM
Subject: Re: (revised) recommendation re D Suzuki 's contract
To: Loretta Hensel <loretta.hensel@cbc.ca>
Cc: Compensation Approvals <compensationapprovals@cbc.ca>

Hi
This has my approval.
Todd

On Mon, Apr 28, 2014 at 9:42 AM, Loretta Hensel <loretta.hensel@cbc.ca> wrote:

Hi,
This is a revised request for approval,
Thanks,
Loretta

[Quoted text hidden]

—
Loretta Hensel
Sr. Director, Resource & Talent Investment
English Services
Phone: 416-205-6036
Cell: 416-312-7844
Fax: 416-205-7763
E-mail: Loretta.Hensel@cbc.ca

—
Todd Spencer
Executive Director, Human Resources and Industrial Relations
People and Culture Department
CBC English Services
Toronto: 416 205 3113
Mobile: 416 417 6701
todd.spencer@cbc.ca

—
Loretta Hensel

Sr. Director, Resource & Talent Investment
English Services
Phone: 416-205-6036
Cell: 416-312-7844
Fax: 416-205-7763
E-mail: Loretta.Hensel@cbc.ca

Monique Van Remortel <monique.vanremortel@cbc.ca>
To: loretta.hensel@cbc.ca

Mon, Apr 28, 2014 at 1:29 PM

Thanks Loretta
Do we still need Heather Conway's approval too? ... or am I good to go ahead and get back to Suzuki's agent.
Monique

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Loretta Hensel
Sent: Monday, April 28, 2014 1:23 PM
To: Monique VanRemortel
Reply To: Loretta Hensel
Subject: Fwd: (revised) recommendation re D Suzuki 's contract
[Quoted text hidden]

Loretta Hensel <loretta.hensel@cbc.ca>
To: Monique Van Remortel <monique.vanremortel@cbc.ca>

Mon, Apr 28, 2014 at 1:43 PM

I think you're fine to go ahead with the agent

[Quoted text hidden]

The Editor's Blog

1 message

Sue Dando <sue.dando@cbc.ca>

Fri, Apr 25, 2014 at 2:17 PM

To: Monique VanRemortel <monique.vanremortel@cbc.ca>

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/04/review-of-speaking-engagements.html>

Fwd: APPROVAL REQUEST: David Suzuki

6 messages

Loretta Hensel <loretta.hensel@cbc.ca>

Wed, Apr 9, 2014 at 6:19 PM

To: Monique VanRemortel <monique.vanremortel@cbc.ca>

Hi,
I answered re travel but

Thanks,
L.

Sent from my iPad

Begin forwarded message:

From: Todd Spencer <todd.spencer@cbc.ca>
Date: 8 April, 2014 9:35:18 PM EDT
To: Compensation Approvals - English Services <compensationapprovals@cbc.ca>
Cc: SARAH TURNER <sarah.turner@cbc.ca>, Loretta Hensel <loretta.hensel@cbc.ca>
Subject: Re: APPROVAL REQUEST: David Suzuki

Hi
Two questions.

T

On Thu, Apr 3, 2014 at 7:21 PM, Compensation Approvals - English Services <compensationapprovals@cbc.ca> wrote:

Hello,

Please see the request below for approval. I believe it will require both P&C and ES VP approval given the stipulation regarding air fare.

Thank you

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

From: Loretta Hensel <loretta.hensel@cbc.ca>
Date: Thu, Apr 3, 2014 at 1:21 PM
Subject: Fwd: approval needed for David Suzuki's contract renewal
To: Compensation Approvals <compensationapprovals@cbc.ca>

Hello,
I've had several discussions with Monique in regards to this contract.

Thanks,

Loretta

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

From: **Monique Van Remortel** <monique.vanremortel@cbc.ca>

Date: Thu, Apr 3, 2014 at 12:56 PM

Subject: approval needed for David Suzuki's contract renewal

To: Loretta Hensel <loretta.hensel@cbc.ca>

Cc: Sally Catto <sally.catto@cbc.ca>

Loretta

The one change we will introduce is a disclosure clause which requires Dr. Suzuki to advise the CBC of his schedule of activities in advance and to notify us of any events/appearances which could prove contentious so that CBC can anticipate how to deal with it.

I have discussed all of the foregoing with Sally Catto, and she is in support of seeking approval to move forward on this basis.

I propose we use language along the following lines for the disclosure clause (which is based on language in CBC's Political Activities Policies):

I've shown this language to Sue Dando (TNOT's EP who is the one who deals most with Dr.

Suzuki) and she's fine with it.

s.21(1)(a)

s.21(1)(b)

Please confirm that I am okay to proceed with negotiations on this basis.

Thanks,
Monique

--

Monique Van Remortel
Director, Business & Rights
Unscripted Programming
CBC English Services
416.205.6942
monique.vanremortel@cbc.ca

--

Loretta Hensel
Sr. Director, Resource & Talent Investment
English Services
Phone: 416-205-6036
Cell: 416-312-7844
Fax: 416-205-7763
E-mail: Loretta.Hensel@cbc.ca

--

Todd Spencer
Executive Director, Human Resources and Industrial Relations
People and Culture Department
CBC English Services
Toronto: 416 205 3113
Mobile: 416 417 6701
todd.spencer@cbc.ca

Monique Van Remortel <monique.vanremortel@cbc.ca>

Wed, Apr 9, 2014 at 7:54 PM

To: loretta.hensel@cbc.ca

Loretta

see if they want to add anything to the rationale.
Thanks

Let me check with Sally/Mark to

Monique

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Loretta Hensel
Sent: Wednesday, April 9, 2014 6:19 PM
To: Monique VanRemortel
Reply To: Loretta Hensel
Subject: Fwd: APPROVAL REQUEST: David Suzuki

[Quoted text hidden]

Loretta Hensel <loretta.hensel@cbc.ca>
To: Monique Van Remortel <monique.vanremortel@cbc.ca>

Wed, Apr 9, 2014 at 8:34 PM

Thank you Monique

Sent from my iPad

[Quoted text hidden]

Monique Van Remortel <monique.vanremortel@cbc.ca>
To: Loretta Hensel <loretta.hensel@cbc.ca>

Thu, Apr 17, 2014 at 10:10 AM

Hi Loretta

I did speak to Mark Starowicz and he was in agreement with what I'd indicated in my note to you below, but I haven't heard further from Sally. I know everyone in sr. management has been up to their eyeballs this week.

Monique

[Quoted text hidden]

Loretta Hensel <loretta.hensel@cbc.ca>
To: Monique VanRemortel <monique.vanremortel@cbc.ca>

Thu, Apr 17, 2014 at 1:36 PM

Hi,
Can you
Thanks,
Loretta

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

From: **Todd Spencer** <todd.spencer@cbc.ca>
Date: Thu, Apr 17, 2014 at 12:00 PM
Subject: Fwd: APPROVAL REQUEST: David Suzuki
To: "Hensel, Loretta" <loretta.hensel@cbc.ca>

Hi
There we go.
At Sally's direction,
Might want to connect with Sally directly.
t

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

From: **Sally Catto CBC** <sally.catto@cbc.ca>
Date: Thu, Apr 17, 2014 at 11:57 AM
Subject: Re: APPROVAL REQUEST: David Suzuki
To: Todd Spencer <todd.spencer@cbc.ca>

Hi Todd. Thanks for reaching out.

Happy to discuss further!
S

s.18(b)

s.19(1)

Sent from my iPhone

s.21(1)(a)

On Apr 17, 2014, at 8:02 AM, Todd Spencer <todd.spencer@cbc.ca> wrote:

s.21(1)(b)

Hi Sally
What are your thoughts on this?
Is there a
t

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

From: **Loretta Hensel** <loretta.hensel@cbc.ca>
Date: Thu, Apr 17, 2014 at 10:16 AM
Subject: Fwd: APPROVAL REQUEST: David Suzuki
To: Todd Spencer <todd.spencer@cbc.ca>

Hi Todd,

Tks,
L.

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

From: **Monique Van Remortel** <monique.vanremortel@cbc.ca>
Date: Thu, Apr 17, 2014 at 10:10 AM
Subject: Re: APPROVAL REQUEST: David Suzuki

[Quoted text hidden]
[Quoted text hidden]
[Quoted text hidden]

[Quoted text hidden]
[Quoted text hidden]

Monique Van Remortel <monique.vanremortel@cbc.ca>
To: Loretta Hensel <loretta.hensel@cbc.ca>

Thu, Apr 17, 2014 at 1:51 PM

Thanks Loretta, I will... and given the current climate, I understand the thinking- I will talk to Sally about

[Quoted text hidden]



Monique Van Remortel <monique.vanremortel@cbc.ca>

Fwd: APPROVAL REQUEST: David Suzuki

2 messages

Loretta Hensel <loretta.hensel@cbc.ca>

Thu, May 1, 2014 at 1:39 PM

To: Monique VanRemortel <monique.vanremortel@cbc.ca>

ok, we're 100% now!

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

From: **Guylaine Mayrand** <guylaine.mayrand@radio-canada.ca>

Date: Thu, May 1, 2014 at 1:34 PM

Subject: Re: APPROVAL REQUEST: David Suzuki

To: Compensation Approvals - English Services <compensationapprovals@cbc.ca>

Cc: Heather Conway <heather.conway@cbc.ca>, SARAH TURNER <sarah.turner@cbc.ca>, NADIA THADHANI <nadia.thadhani@cbc.ca>, Loretta Hensel <loretta.hensel@cbc.ca>, Nadine Shivdat <nadine.shivdat@cbc.ca>

Dear all,

This request is approved by Roula Zaarour.

Best regards,

Guylaine Mayrand-----
Adjointe exécutive / Executive Assistant

Bureau de la vice-présidente, Personnes et Culture

Office of the Vice-President, People and Culture

Tél. / Tel: 514-597-5581

Télécopieur / Facsimile: 514-597-5560

@: guylaine.mayrand@radio-canada.ca

2014-04-30 11:49 GMT-04:00 Compensation Approvals - English Services <compensationapprovals@cbc.ca>:

Hello,

Please see the below request for David Suzuki for approved (below).

Todd Spencer and Sarah Turner have

Thank you

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

From: **Sarah Turner** <sarah.turner@cbc.ca>

Date: Tue, Apr 29, 2014 at 5:48 PM

Subject: Re: REVISED APPROVAL REQUEST: David Suzuki

To: Compensation Approvals - English Services <compensationapprovals@cbc.ca>
Cc: Loretta Hensel <loretta.hensel@cbc.ca>

This is approved by Compensation.

Many thanks.

Sarah Turner

Compensation, People and Culture | Rémunération, Personnes et Culture
CBC/Radio-Canada
Tel. / Tél.: 613-288-6026 | (150) 6026
Facsimile / Télécopieur: 613-288-6066
sarah.turner@cbc.ca
181 Queen Street | 181, rue Queen
Ottawa, ON K1P 1K9
www.cbc.ca | www.radio-canada.ca

CBC  **Radio-Canada**

On Tue, Apr 29, 2014 at 8:22 AM, Compensation Approvals - English Services
<compensationapprovals@cbc.ca> wrote:

Hi Sarah,

Please see the below request for David Suzuki,

Todd Spencer has approved (below).

Thank you

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

From: **Todd Spencer** <todd.spencer@cbc.ca>

Date: Mon, Apr 28, 2014 at 1:04 PM

Subject: Re: (revised) recommendation re D Suzuki 's contract

To: Loretta Hensel <loretta.hensel@cbc.ca>

Cc: Compensation Approvals <compensationapprovals@cbc.ca>

Hi

This has my approval.

Todd

On Mon, Apr 28, 2014 at 9:42 AM, Loretta Hensel <loretta.hensel@cbc.ca> wrote:

Hi,

This is a revised request for approval, only change is that we are

Thanks,

Loretta

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

From: **Monique Van Remortel** <monique.vanremortel@cbc.ca>

Date: Fri, Apr 25, 2014 at 2:48 PM

Subject: (revised) recommendation re D Suzuki 's contract

s.21(1)(a)

To: Loretta Hensel <loretta.hensel@cbc.ca>

s.68.1

s.21(1)(b)

Loretta

The one change we will introduce is a disclosure clause which requires Dr. Suzuki to advise the CBC of his schedule of activities in advance and to notify us of any events/appearances which could prove contentious so that CBC can anticipate how to deal with it.

The foregoing has been discussed with Sally Catto, and she is in support of seeking approval to move forward on this basis.

For the disclosure clause, I propose we use language along the following lines for (which is based on language in CBC's Political Activities Policies):

I've shown this language to Sue Dando (TNOT's EP who is the one who deals most with Dr. Suzuki) and she's fine with it.

Please confirm that I am okay to proceed with negotiations on this basis.

Thanks,
Monique

--

Loretta Hensel
Sr. Director, Resource & Talent Investment
English Services
Phone: 416-205-6036
Cell: 416-312-7844
Fax: 416-205-7763
E-mail: Loretta.Hensel@cbc.ca

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Todd Spencer
Executive Director, Human Resources and Industrial Relations
People and Culture Department
CBC English Services
Toronto: 416 205 3113
Mobile: 416 417 6701
todd.spencer@cbc.ca

--

Loretta Hensel
Sr. Director, Resource & Talent Investment
English Services
Phone: 416-205-6036
Cell: 416-312-7844
Fax: 416-205-7763
E-mail: Loretta.Hensel@cbc.ca

Monique Van Remortel <monique.vanremortel@cbc.ca>
To: Loretta Hensel <loretta.hensel@cbc.ca>

Thu, May 1, 2014 at 2:22 PM

Thanks Loretta

After our last exchange I did go ahead yesterday and contact Suzuki's agent , so I am relieved nothing got vetoed
!

Monique

[Quoted text hidden]

--

Monique Van Remortel
Director, Business & Rights
Unscripted Programming
CBC English Services
416.205.6942
monique.vanremortel@cbc.ca

Dr. Suzuki contract

2 messages

Mon, May 5, 2014 at 3:27 PM

Reply-To:

To: "Monique.VanRemortel@cbc.ca" <Monique.VanRemortel@cbc.ca>

This will confirm our earlier agreement that the exclusive negotiation period as set out in clause 24 of the current contract will be extended to May 30, 2014.

I have now spoken to Dr. Suzuki and he is agreeable to adding the following sentence to clause 22 of any contract renewal.

Thoughts?

Monique Van Remortel <monique.vanremortel@cbc.ca>

Tue, May 6, 2014 at 12:11 PM

To: Mark Starowicz <mark.starowicz@cbc.ca>, Sue Dando <sue.dando@cbc.ca>

Hi Mark & Sue
Suzuki's

has come back with a revised clause (see below) .

I've tried revising what sent and came up with this (which would be added to the end of the clause which requires him to generally abide by CBC regulations, program policies etc):

Let me know what you think.

best

Monique

[Quoted text hidden]

—

Monique Van Remortel

Director, Business & Rights

Unscripted Programming

CBC English Services

416.205.6942

monique.vanremortel@cbc.ca

s.21(1)(b)

Dr. Suzuki

4 messages

Fri, Apr 25, 2014 at 1:33 PM

Reply-To:

To: "Monique.VanRemortel@cbc.ca" <Monique.VanRemortel@cbc.ca>

Any good news coming our way soon?

Monique Van Remortel <monique.vanremortel@cbc.ca>

Fri, Apr 25, 2014 at 2:13 PM

To: Sue Dando <sue.dando@cbc.ca>

it was just a simple "any good news" query- not about the whole disclosure thing

[Quoted text hidden]

-

Monique Van Remortel
Director, Business & Rights
Unscripted Programming
CBC English Services
416.205.6942
monique.vanremortel@cbc.ca

Monique Van Remortel <monique.vanremortel@cbc.ca>

Fri, Apr 25, 2014 at 5:18 PM

To:

- but given all that's been going on here the past few weeks (I assume you've read about it in the press), that internal process has been taking longer than anticipated. I will update you as soon as I can!
best
Monique

On Fri, Apr 25, 2014 at 1:33 PM, Sheldon G. <orjun@rogers.com> wrote:

| Any good news coming our way soon?

-

Monique Van Remortel
Director, Business & Rights
Unscripted Programming
CBC English Services
416.205.6942
monique.vanremortel@cbc.ca

Monique Van Remortel <monique.vanremortel@cbc.ca>

Wed, Apr 30, 2014 at 9:03 AM

To: '

I finally got the go ahead for the terms we can offer Dr. Suzuki.

I am attending the Hot Docs festival and conference this week and am not in the office (as is the case with many of us in the doc unit) so perhaps we can set up a time to talk on Monday after you have had chance to discuss this with Dr. Suzuki.

Unfortunately, CBC is once again in a rather dire financial situation and facing more cuts

All best,

Monique

[Quoted text hidden]

[Quoted text hidden]

Disclosure language

6 messages

Monique Van Remortel <monique.vanremortel@cbc.ca>

Wed, Apr 30, 2014 at 3:24 PM

To: Sibel Saunders <sibel.saunders@cbc.ca>

Hi Sibel

Here's the disclosure language that I mentioned to you (obviously we'd need to change gender references)

... I will check to see whether this is ok to use for Anne Marie's contract too in light of Jennifer McGuire's recent announcement re cbc freelance hosts.

Monique

Sent from my BlackBerry 10 smartphone on the Rogers network.

Sibel Saunders <sibel.saunders@cbc.ca>

Wed, Apr 30, 2014 at 3:30 PM

To: Monique Van Remortel <monique.vanremortel@cbc.ca>

Thanks Monique.

Please let me know as soon as possible as

Many thanks

Sibel

[Quoted text hidden]

—

Sibel Saunders

Unit Manager

CBC Documentary Unit

P.O.Box 500 Station A

Toronto, Ontario

M5W 1E6

phone#416-205-2821

Monique Van Remortel <monique.vanremortel@cbc.ca>

Thu, May 1, 2014 at 3:41 PM

To: Wilma Alexander <wilma.alexander@cbc.ca>

Wilma
Here is the language discussed
Best
Monique

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Sibel Saunders <sibel.saunders@cbc.ca>
Sent: Wednesday, April 30, 2014 3:30 PM
To: Monique Van Remortel
Reply To: Sibel Saunders
Subject: Re: Disclosure language

[Quoted text hidden]

Mark Starowicz <mark.starowicz@cbc.ca>
To: Monique VanRemortel <monique.vanremortel@cbc.ca>
Cc: Wilma Alexander <wilma.alexander@cbc.ca>, Sue Dando <sue.dando@cbc.ca>

Fri, May 2, 2014 at 5:54 PM

Monique, this is the first time I have seen this language.

Best,

Mark

Mark Starowicz
Executive Director, Documentary Programming
Directeur général, Émissions documentaires
CBC Television 1 (416) 205-8863
www.cbc.ca/documentaries

----- Forwarded message -----
From: **Wilma Alexander** <wilma.alexander@cbc.ca>
Date: Thu, May 1, 2014 at 3:59 PM
Subject: Fwd: Fw: Disclosure language
To: Mark Starowicz <mark.starowicz@cbc.ca>

Hi Mark - just FYI, here is the clause that Monique sent to David Suzuki's agent. It will also go into Ann-Marie's contract. Monique says this language was approved by Sue, Loretta Hensel and Heather Conway.

Wilma
6862

Sue Dando <sue.dando@cbc.ca>
To: Monique VanRemortel <monique.vanremortel@cbc.ca>

Fri, May 2, 2014 at 5:56 PM

Hi Monique,

You and I had a chat as you were working on an early draft, but that was all.

Feels to me that there's more to discuss.

Sue

----- Forwarded message -----
From: **Mark Starowicz** <mark.starowicz@cbc.ca>
Date: Fri, May 2, 2014 at 4:45 PM
Subject: Fwd: Fw: Disclosure language
To: Sue Dando <sue.dando@cbc.ca>

fyi

----- Forwarded message -----
From: **Wilma Alexander** <wilma.alexander@cbc.ca>
Date: Thu, May 1, 2014 at 3:59 PM
Subject: Fwd: Fw: Disclosure language
To: Mark Starowicz <mark.starowicz@cbc.ca>

Hi Mark - just FYI, here is the clause that Monique sent to David Suzuki's agent. It will also go into Ann-Marie's contract. Monique says this language was approved by Sue, Loretta Hensel and Heather Conway.

Wilma
6862

Monique Van Remortel <monique.vanremortel@cbc.ca>
To: mark.starowicz@cbc.ca

Sat, May 3, 2014 at 1:49 PM

Mark

Sue D and I are going to discuss further Monday morning and will loop you in too so we are all on same page . I have a call scheduled at 1:30 with (Suzuki's agent)

Monique

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Mark Starowicz
Sent: Friday, May 2, 2014 5:55 PM
To: Monique VanRemortel
Reply To: Mark Starowicz
Cc: Wilma Alexander; Sue Dando
Subject: Fwd: Fw: Disclosure language

Monique, this is the first time I have seen this language.

Best,

Mark

Mark Starowicz
Executive Director, Documentary Programming
Directeur général, Émissions documentaires
CBC Television 1 (416) 205-8863
www.cbc.ca/documentaries

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

From: **Wilma Alexander** <wilma.alexander@cbc.ca>

s.21(1)(a)

Date: Thu, May 1, 2014 at 3:59 PM

Subject: Fwd: Fw: Disclosure language

s.21(1)(b)

To: Mark Starowicz <mark.starowicz@cbc.ca>

Hi Mark - just FYI, here is the clause that Monique sent to David Suzuki's agent. It will also go into Ann-Marie's contract. Monique says this language was approved by Sue, Loretta Hensel and Heather Conway.

Wilma

6862

contract for David Suzuki (confidential)

9 messages

Monique Van Remortel <monique.vanremortel@cbc.ca>

Fri, Feb 28, 2014 at 10:14 AM

To: Sally Catto <sally.catto@cbc.ca>

Cc: Loretta Hensel <loretta.hensel@cbc.ca>

Hello ladies

I understand that Mark Starowicz has already alerted Sally to the fact that we need to start the ball rolling for David Suzuki's contract.

Please confirm that I am okay to proceed with negotiations on this basis. In past years, Loretta obtained VP and HR approval before B&R started negotiations.

If you have any questions, concerns, or need additional information, please don't hesitate to contact me.

thanks
Monique

—

Monique Van Remortel
Director, Business & Rights
Unscripted Programming
CBC English Services
416.205.6942
monique.vanremortel@cbc.ca

Loretta Hensel <loretta.hensel@cbc.ca>

Fri, Feb 28, 2014 at 12:11 PM

To: monique.vanremortel@cbc.ca, Sally Catto <sally.catto@cbc.ca>

Cc: Lisa Clarkson <lisa.clarkson@cbc.ca>

Hi Monique

Thanks
Loretta

From: Monique Van Remortel s.18(b)
Sent: Friday, February 28, 2014 10:14 AM s.19(1)
To: Sally Catto s.21(1)(a)
Reply To: Monique Van Remortel s.21(1)(b)
Cc: Loretta Hensel
Subject: contract for David Suzuki (confidential)
[Quoted text hidden]

Monique Van Remortel <monique.vanremortel@cbc.ca> Fri, Feb 28, 2014 at 12:22 PM
To: Loretta Hensel <loretta.hensel@cbc.ca>
Cc: Sally Catto <sally.catto@cbc.ca>, Lisa Clarkson <lisa.clarkson@cbc.ca>

Thanks Loretta

I'll follow up on that front with Sally and of course I'll hold off until we've got it confirmed.

best
Monique
[Quoted text hidden]

Monique Van Remortel <monique.vanremortel@cbc.ca> Fri, Mar 21, 2014 at 12:24 PM
To: Sally Catto <sally.catto@cbc.ca>

Hi Sally,

so we can catch up next week (I think we have our regular call scheduled for Tuesday afternoon)... but just wanted to make sure this was on your radar.

best
Monique
[Quoted text hidden]

Monique Van Remortel <monique.vanremortel@cbc.ca> Wed, Mar 26, 2014 at 2:08 PM
To: Sally Catto <sally.catto@cbc.ca>

Hi Sally

Let me know your thoughts.

Hope you got a bit of R&R in this week- I know it's been interrupted quite a bit!

Monique

[Quoted text hidden]

s.18(b)

s.19(1)

s.21(1)(a)

s.21(1)(b)

Sally Catto CBC <sally.catto@cbc.ca>

Fri, Mar 28, 2014 at 8:31 AM

To: Monique Van Remortel <monique.vanremortel@cbc.ca>

Hi...so sorry I didn't get back sooner. We def want to negotiate

Has Mark mentioned the convo I had with him about the "disclosure" clause we will require in his contract - and all on-air talent? I think news has sample wording or you may be ahead of me on this anyway!

Call me if u need to today - no worries or we can talk on Mon.

Thanks,

S

Sent from my iPhone

[Quoted text hidden]

Monique Van Remortel <monique.vanremortel@cbc.ca>

Fri, Mar 28, 2014 at 10:39 AM

To: sally.catto@cbc.ca

Hi Sally

Mark didn't mention the disclosure clause to me

I let Suzuki's agent know

that yes CBC is exercising right to negotiate and that I'd get back to him next week re the terms - he was fine with that. So we can chat when we are both back.

Best

Monique

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Sally Catto CBC

Sent: Friday, March 28, 2014 8:31 AM

To: Monique Van Remortel

000054

Reply To: Sally Catto CBC

[Quoted text hidden]

[Quoted text hidden]

Sally Catto CBC <sally.catto@cbc.ca>
To: Monique Van Remortel <monique.vanremortel@cbc.ca>

Fri, Mar 28, 2014 at 12:17 PM

Phew and great. Thanks.

Sent from my iPhone

[Quoted text hidden]

Monique Van Remortel <monique.vanremortel@cbc.ca>
To: Sally Catto CBC <sally.catto@cbc.ca>

Tue, Apr 1, 2014 at 1:52 PM

Hi Sally

I spoke to Loretta Hensel this morning to give her an update on where we were with the David Suzuki renewal.

Perhaps you and Mark and I should connect to discuss. I understand he's leaving for MipDoc tomorrow afternoon and is a SET meeting before he goes (but I'm not sure when that starts and expect you will likely also be on the phone for that). I'm available after 4pm today and can do pretty much any time tomorrow.

best
Monique

[Quoted text hidden]

approval needed for David Suzuki's contract renewal

2 messages

Monique Van Remortel <monique.vanremortel@cbc.ca>

Thu, Apr 3, 2014 at 12:56 PM

To: Loretta Hensel <loretta.hensel@cbc.ca>

Cc: Sally Catto <sally.catto@cbc.ca>

Loretta

The one change we will introduce is a disclosure clause which requires Dr. Suzuki to advise the CBC of his schedule of activities in advance and to notify us of any events/appearances which could prove contentious so that CBC can anticipate how to deal with it.

I have discussed all of the foregoing with Sally Catto, and she is in support of seeking approval to move forward on this basis.

I propose we use language along the following lines for the disclosure clause (which is based on language in CBC's Political Activities Policies):

I've shown this language to Sue Dando (TNOT's EP who is the one who deals most with Dr. Suzuki) and she's fine with it.

s.18(b)

Please confirm that I am okay to proceed with negotiations on this basis.

s.21(1)(a)

Thanks,
Monique

s.21(1)(b)

—

Monique Van Remortel
Director, Business & Rights
Unscripted Programming
CBC English Services
416.205.6942
monique.vanremortel@cbc.ca

Loretta Hensel <loretta.hensel@cbc.ca>

Thu, Apr 3, 2014 at 1:18 PM

To: Monique Van Remortel <monique.vanremortel@cbc.ca>

Cc: Sally Catto <sally.catto@cbc.ca>

Thanks Monique. I will forward to Compensation for VP approval today.
As soon as we receive formal approval, we'll let you know & you're good to go.

Thanks,
Loretta

[Quoted text hidden]

—

Loretta Hensel
Sr. Director, Resource & Talent Investment
English Services
Phone: 416-205-6036
Cell: 416-312-7844
Fax: 416-205-7763
E-mail: Loretta.Hensel@cbc.ca

ATI Request - Fwd: PROTOCOL: SPEAKING ENGAGEMENTS (johnny.michel@cbc.ca)

1 message

Lori Rebalkin <lori.rebalkin@cbc.ca>

Mon, May 5, 2014 at 7:17 PM

To: Nicole Durrant <nicole.durrant@cbc.ca>, Jeanne Chan <jeanne.chan@cbc.ca>

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

Hello - ATI request for Speakers/Policy/Fees.

Just the one forwarded email of Gino's to 2 managers.

Lori

Lori RebalkinExecutive Assistant
CBC British Columbia
T: 604.662.6331
lori.rebalkin@cbc.ca

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

From: **Johnny Michel** <johnny.michel@cbc.ca>

Date: Mon, May 5, 2014 at 3:15 PM

Subject: Fwd: PROTOCOL: SPEAKING ENGAGEMENTS (johnny.michel@cbc.ca)

To: Lori Rebalkin <lori.rebalkin@cbc.ca>

Johnny Michel
Senior Managing Director
CBC English Services
British Columbia & Alberta
Tel. 604.662.6330

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

From: **Johnny Michel** <johnny.michel@cbc.ca>

Date: Thu, Apr 24, 2014 at 7:56 AM

Subject: Fwd: PROTOCOL: SPEAKING ENGAGEMENTS (johnny.michel@cbc.ca)

To: Wayne Williams <wayne.williams@cbc.ca>, Lorna Haerber <lorna.haerber@cbc.ca>

FYI... I will send a note out soon. Thanks.

Johnny

Johnny Michel
Senior Managing Director
CBC English Services
British Columbia & Alberta
Tel. 604.662.6330

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

From: **Gino Apponi (Google Drive)** <gino.apponi@cbc.ca>

Date: Wed, Apr 23, 2014 at 3:31 PM

Subject: PROTOCOL: SPEAKING ENGAGEMENTS (johnny.michel@cbc.ca)

To: johnny.michel@cbc.ca

Cc: susan.marjetti@cbc.ca, liz.hughes@cbc.ca, john.agnew@cbc.ca, judy.piercey@cbc.ca, marissa.nelson@cbc.ca, sandra.porteous@cbc.ca, serena.thadani-anthony@cbc.ca, john.bertrand@cbc.ca, jack.nagler@cbc.ca, janice.stein@cbc.ca,

jane.anido@cbc.ca, shelagh.kinch@radio-canada.ca, andrew.cochran@cbc.ca, alan.thorgeirson@cbc.ca, chris.straw@cbc.ca, chris.boyce@cbc.ca, jonathan.whitten@cbc.ca, jennifer.mcguire@cbc.ca, denise.wilson@cbc.ca, david.jang@cbc.ca, fiona.conway@cbc.ca

I've shared an item with you.

Hello everyone,

We will be discussing this tomorrow but I wanted to make sure each of you had a copy in advance so you can give it a read in advance of the meeting.

These documents outline our new protocols around outside appearances. There are obligations for you as managers of on air staff that we will discuss.

The document includes the blog post that will be released at 11AM Eastern, the form that needs to be completed by on air staff and a note that most of you will need to send today.

There are also two charts: one summarizing what is changing and the other providing guidance on making decisions around which appearances are allowed.

We will discuss at 10AM

Thanks,

G

 PROTOCOL: SPEAKING ENGAGEMENTS

Snapshot of the item below:

BLOG POST

REVIEW OF SPEAKING ENGAGEMENTS

The uproar in recent weeks over paid speeches given by some of our journalists was a bit of a double-edged sword for me.

We were disappointed some people were willing to believe that someone the calibre of Peter Mansbridge would sacrifice his professional integrity, or that Rex Murphy's opinion is for sale. We were even more disappointed when some people hinted -- without evidence -- that our content was compromised. It was not.

At the same time, people were engaged in how CBC News conducts itself. We welcome the scrutiny of Canadians who hold us to account as a public broadcaster. And the main message of the people who wrote, phoned or tweeted, is one we share: the independence, real and perceived, of CBC journalists is critical for our credibility with Canadians.

The CBC Ombudsman weighed in with a review (you can read it [here](#)), and delved into many of the nuances around what journalistic independence really means in this day and age; around the virtues of transparency; and around the challenges distinguishing between real conflict of interest and perceived conflict of interest. It was, she noted, a "conundrum".

"Conundrum" was a good choice of words, because we've had to wrestle with a number of competing ideas while we reviewed our policies. On the one hand, it's important for our journalists to be out speaking to all sorts of different groups in our communities. We know that sometimes, preparing a speech or preparing to emcee an event can take considerable work in advance. And we have a collective agreement with the Canadian Media Guild (the union that represents our journalists) that makes clear our staff not only have the right to do outside work in their free time, they have the same right all of us do to be paid for that work.

On the other hand, there is a constituency of people who say it's effectively impossible for journalists to accept any payment for a speech without tainting their professional ethic.

That is hardly a universal view. But in this age of social media, it's a view they have expressed passionately. We've paid attention. So it's important to iterate what we have

been doing, and what we will do differently in the future.

In the past few years, we introduced concrete language about conflict of interest into our Journalistic Standards and Practices. In the past few weeks we have completed a more detailed review of our policies, and have decided to amend some of our practices.

So, what's changed?

In the past, when one of our staff reporters or hosts was invited to do a paid speech, we would allow payment as long as the speech was neutral – usually thoughts about the state of journalism, or about their career. and excluded if the event or its sponsor was directly implicated in news of the day.

When it came to freelancers such as Rex Murphy, we were of necessity more hands off. They are independent contractors, not employees.

Now, though, we'll approach these requests differently.

For CBC News on-air employees, we're tightening our procedures around paid speeches.

We'll reject requests from companies, political parties, or other groups which make a significant effort to lobby or otherwise influence public policy, even if the speech or event seems innocuous.

We're also going to centralize our tracking system for all speeches whether they are paid or not. This will help ensure that we apply our rules thoroughly and consistently. And we'll reinforce with our staff that all are accountable for understanding the rules and sharing this information. This will also apply to our radio current affairs personalities.

And we're making another commitment to all Canadians that CBC News will be more transparent than ever before. Starting in May, we'll post regularly online a list of appearances by our reporters and hosts - both paid AND unpaid. This will allow you to judge for yourselves how well we're living up to our commitments.

When it comes to freelance hosts, we will be updating their contracts so that they are compelled to disclose their paid events to us, and we in turn will disclose them to you.

We're confident that these measures will answer the concerns about perceived conflicts of interest. And rest assured that CBC has strong editorial controls already in place to prevent any genuine conflict from seeping into our journalism. If one arises, we'd either say it on the air, recuse the journalist in question, or pull the segment down altogether. We remain as determined as ever to preserve the very highest standards while showing respect for both our employees and our audience.

Link # 1 <http://www.ombudsman.cbc.radio-canada.ca/en/complaint-reviews/2014/conflict-of-interest/>

Link #2 <http://www.cbc.radio-canada.ca/en/reporting-to-canadians/acts-and-policies/programming/journalism/>

SPEAKING ENGAGEMENTS FOR ON AIR STAFF

	PROCESS	CRITERIA	ISSUE
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	QUESTIONS	EXAMPLES	YES / NO	CAVEATS
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	QUESTIONS	EXAMPLES	YES / NO	CAVEATS

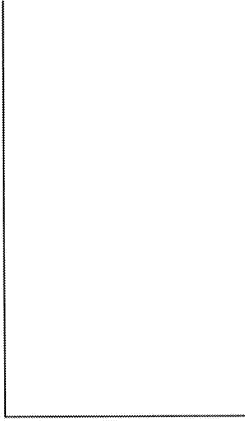
	QUESTIONS	EXAMPLES	YES / NO	CAVEATS
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6/5/2014

CBC Radio-Canada Mail - ATI Request - Fwd: PROTOCOL: SPEAKING ENGAGEMENTS (johnny.michel@cbc.ca)

s.21(1)(a)

s.21(1)(b)





REQUEST FOR OUTSIDE APPEARANCES

Date Submitted

██████████

Your Name

██████████

Your Direct Supervisor

██████████

Director or Senior Manager

██████████

Organization Issuing Request

██████████

Date of Event

██████████

Type of Event

Industry

Educational

Arts

Journalistic

Charity

Community

Other

If you selected **Other** please explain

██████████

Nature of Employee Involvement

Master of Ceremonies

Speaking Engagement

Host/Moderator

Educational/Lecture

Host

Appearance

Volunteering

Appearance on non CBC News shows

Other

If you selected **Other** please explain

██████████

Are you being paid?

Yes

No

Are expenses covered?

Yes

No

Will you need to take annual leave?

Yes

No

Can this appearance potentially create a conflict of interest with your work?

Yes

No

Will this event be advertised?

Yes

No

Any other details?

██████████

Signature

NOTE FROM JENNIFER TO CBC NEWS ON AIR NETWORK STAFF

Hi everyone,

I want to make sure that you have seen the new post on the editor's blog that relates to outside appearances.

(insert link)

You all understand the dilemma we faced. Even though nobody has done anything wrong, there have been gaps in our process that allowed some people to perceive conflicts of interest. Our content is fine. But perception matters. So we're tightening the process, and the way we interpret our policies.

It's really important that each of you understands your obligation in this. When you're

invited somewhere, you have to get formal approval. That means filling out the attached permission form each and every time, paid or unpaid. And it means accepting that you may hear “no” more often than you used to.

The process is simple. Bring the form to your immediate supervisor who will connect with Gino Apponi in my office. It is your responsibility to ensure we know about all the requests that come your way. We have committed to disclosing the information publicly and will rely on accurate information from you.

In the end, we think we have reached a pretty good place. The outreach you all do is tremendous for us, and enjoyable for you. We are protecting your right to be compensated for the work you do outside the office, while doing more to protect the CBC’s reputation and credibility with the audience.

If you have any specific questions, please ask.

NOTE FROM SMD’s TO ON AIR STAFF in their areas

Hi everyone,

I want to make sure that you have seen Jennifer’s new post on the editor’s blog that relates to outside appearances.

(insert link)

You all understand the dilemma we faced. Even though nobody has done anything wrong, there have been gaps in our process that allowed some people to perceive conflicts of interest. Our content is fine. But perception matters. So we’re tightening the process, and the way we interpret our policies.

It’s really important that each of you understands your obligation in this. When you’re invited somewhere, you have to get formal approval. That means filling out the attached permission form each and every time, paid or unpaid. And it means accepting that you may hear “no” more often than you used to.

The process is simple. Bring the form to your immediate supervisor who will connect with Gino Apponi in Jennifer’s office. It is your responsibility to ensure we know about all the requests that come your way. We have committed to disclosing the information publicly and will rely on accurate information from you.

In the end, we think we have reached a pretty good place. The outreach you all do is tremendous for us, and enjoyable for you. We are protecting your right to be compensated for the work you do outside the office, while doing more to protect the CBC’s reputation and credibility with the audience.

If you have any specific questions, please ask.

IN PROGRESS

DISCLOSURE PROCESS

Monthly on the last Thursday of the month

RELATED POLICIES

JOURNALISTIC STANDARDS AND PRACTICES

Conflict of Interest

- Our credibility is the foundation of our reputation. The credibility of our news, current affairs and public affairs programs rests on the reputation of its journalists who are, and are seen to be, independent and impartial.
- The integrity of the organization is ultimately shaped by the individual integrity and conduct of everyone, in their work, and in their outside activities.
- To preserve that independence, all employees involved in the creation of content that is subject to *Journalistic Standards and Practices* must carefully consider what organizations they are publicly associated with. They should be mindful that public statements, whether face-to-face or through social media, may create the impression of partisanship or of advocacy for a cause. If we believe there could be a conflict of interest, we inform our supervisor.
- In particular, if an employee is asked to participate as a speaker, panelist or moderator for an outside group or professional association, approval is needed from editorial management. This includes unpaid as well as paid participation. Before agreeing to write or contribute to a book, editorial management must be consulted and adherence to Guidelines for Employees Writing Books is required.
- Conflict of Interest guidelines are spelled out in Corporate Policy 2.2.3 (Conflict of Interest and Ethics), 2.2.21 (Code of Conduct) and 2.2.17 (Political Activity). All people whose work is governed by the *Journalistic Standards and Practices* must read them and comply with their requirements. There may be other situations that create a potential conflict of interest. It is always wise to consult a supervisor if there is any doubt. The links to all Corporate policies that cover conflict of interest are provided in the section called "Links to Corporate Policies."

CBC RADIO CANADA CORPORATE POLICIES

Policy 2.2.3: Conflict of Interest and Ethics
Effective Date: January 1, 2003

Responsibility: Vice-President, People and Culture

STATEMENT

All employees of CBC/Radio-Canada have an obligation to carry out the functions and activities of their position with the highest level of integrity, consistency and transparency, in a professional and ethical manner, ensuring adherence to the principles and ethics, which are enshrined in the Corporate [Code of Conduct Policy 2.2.21](#).

APPLICATION

The policy applies to all CBC/Radio-Canada employees regardless of employment status unless excluded by contract or otherwise indicated in a collective agreement.

PROCEDURES AND GUIDELINES

Guiding principles and ethics in the daily conduct of CBC/Radio-Canada employees.

1. No conflict should exist or appear to exist between the private interests of CBC/Radio-Canada employees and their official duties.
2. All employees shall place and appear to place the interests of their employer above their own interests.
3. Public funds must be spent with prudence and probity.
4. Employees may not use CBC/Radio-Canada premises, equipment, supplies or the corporate services of other CBC/Radio-Canada employees in furthering their personal interest.
5. Employees must not use their positions to further their personal interests.
6. Confidential information must not be used for employees' personal advantage either during or after their employment with the CBC/Radio-Canada.
7. Employees should not invest in a company that might have an interest, direct or indirect, in any CBC/Radio-Canada contract, except in the case of a widely held public company whose dealings with the CBC/Radio-Canada do not represent a substantial portion of its total business.
8. Employees should not serve nor have direct or indirect interest in a company engaged with the CBC/Radio-Canada.
9. Employees must not place themselves in a position where they could derive any direct or indirect benefit or interest from any CBC/Radio-Canada contracts.
10. Gifts, benefits, money or other special considerations offered to CBC/Radio-Canada employees to influence, obligate or appear to influence a CBC/Radio-Canada decision must be refused.
11. Employees must ensure that costs associated with duty entertainment, receptions and gifts are authorized by the designated senior officers and kept to a minimum.
12. Employees should accept only gifts or benefits of modest value distributed as advertising or goodwill gestures, or CBC/Radio-Canada employees may accept modest hospitality offered as a general courtesy during the conduct of normal business.
13. Suppliers of goods and services to CBC/Radio-Canada may not be solicited to provide gifts or other financial assistance for employee activities.
14. Employees must not accord preferential treatment to any person.
15. Employees may not engage in activities likely to bring CBC/Radio-Canada into disrepute.
16. Employees may not take a stand on public controversies if CBC's integrity would be compromised.
17. All employees share the responsibility to safeguard, protect and report the loss of, damage, misuse, or misappropriation of CBC/Radio-Canada property, equipment and assets, including those assets and/or paid services off CBC/Radio-Canada premises (refer to Corporate Policy 2.3.2 - [Assets](#)).
18. Employees shall not engage without permission in outside work which involves services in competition with the CBC/Radio-Canada, exploits their connection with the CBC/Radio-Canada or restricts their availability, efficiency or causes a conflict of interest with their CBC/Radio-Canada duties.
19. The duty to disclose and remove conflicts of interest rests with the employee.
20. All employees who collect, keep and use personal information as part of their function must ensure that such information is protected as per the policies and procedures. Please refer to [Personal Information and Privacy Protection Policy](#).
21. The President (or delegate) may permit exceptions to the application of the provisions of this policy if the interests of CBC/Radio-Canada are clearly better served.

OUTSIDE WORK

1. Where the nature of the outside work is not specifically covered by a collective agreement, permission must be obtained.
2. At least two weeks before accepting or commencing outside work, the employee must submit a Request for Authorization of Outside Work (CBC/Radio-Canada Form 810).
3. Applications, if approved, must not disrupt regular assignments or posted schedules.

4. On-Air personnel, who are not seconded to news, who do not have regular newscast assignments or who do not participate as on-air personalities in Information Programming (radio and television) should continue to apply for permission to do outside work and each application will be judged on its merits. However, there must be no personal endorsement of a product or service in the work applied for.

CMG COLLECTIVE AGREEMENT

12 OUTSIDE ACTIVITIES

12.1

Employees shall be free to engage in activities such as voluntary and/or paid work outside their hours of work provided:

-
- a) that such activities are not in competition with the media services of the Corporation. This provision does not apply to temporary employees or freelancers;
-
-
- b) that without permission, no employee may exploit his/her connection with the Corporation in the course of such activities; or
-
-
- c) that such activity does not adversely affect his/her work for the Corporation.
-

12.2

Recognized on-air personnel must discuss any outside activities with their supervisor before engaging in outside activities.

12.3

When an employee seeks permission to engage in any outside activity, the Corporation will give its decision in writing, where requested, within ten (10) business days.

Google Drive: create, share, and keep all your stuff in one place.



Suzuki

19 messages

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fri, Apr 25, 2014 at 12:01 PM

To: Sally Catto <sally.catto@cbc.ca>, Mark Starowicz <mark.starowicz@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

If it comes up, here is what I will say.

--

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Sally Catto CBC <sally.catto@cbc.ca>

Fri, Apr 25, 2014 at 12:26 PM

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

Cc: Mark Starowicz <mark.starowicz@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

Hi Jennifer. I just wrote to you and Chuck. This should clarify it more in line with our understanding. To be clear, are we in agreement that we are

S

Sent from my iPhone

[Quoted text hidden]

Sally Catto CBC <sally.catto@cbc.ca>

Fri, Apr 25, 2014 at 12:27 PM

To: Mark Starowicz <mark.starowicz@cbc.ca>

Thanks Mark. Can Sue connect with Suzuki?

Sent from my iPhone

Fri, Apr 25, 2014 at 12:29 PM

Chuck Thompson <chuck.thompson@cbc.ca>

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

Cc: Sally Catto <sally.catto@cbc.ca>, Mark Starowicz <mark.starowicz@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

I just spoke to Mark and here's where we landed...

Chuck Thompson
Head of Media Relations
CBC English Services
416-205-3747
416-509-3315 (cell)
[Quoted text hidden]

Fri, Apr 25, 2014 at 12:30 PM

Jennifer McGuire <jennifer.mcguire@cbc.ca>

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

Cc: Sally Catto <sally.catto@cbc.ca>, Mark Starowicz <mark.starowicz@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

So exactly what I sent.

[Quoted text hidden]

Fri, Apr 25, 2014 at 12:33 PM

Chuck Thompson <chuck.thompson@cbc.ca>

To: Sally Catto CBC <sally.catto@cbc.ca>

Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Mark Starowicz <mark.starowicz@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

Hi Sally,

Your interpretation is correct.

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

[Quoted text hidden]

Chuck Thompson <chuck.thompson@cbc.ca>

Fri, Apr 25, 2014 at 12:34 PM

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

Cc: Sally Catto <sally.catto@cbc.ca>, Mark Starowicz <mark.starowicz@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

No, two minor edits.

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

[Quoted text hidden]

Sally Catto <sally.catto@cbc.ca>

Fri, Apr 25, 2014 at 12:35 PM

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

Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Mark Starowicz <mark.starowicz@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

Thanks Chuck. Happy with the wording but

Sally Catto, Executive Director
Commissioned & Scripted Programming
CBC English Services
tel: 416-205-7159 / 604-662-6522
sally.catto@cbc.ca
@SallyCattoCBC Twitter

[Quoted text hidden]

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fri, Apr 25, 2014 at 12:38 PM

To: Sally Catto <sally.catto@cbc.ca>

Cc: Chuck Thompson <chuck.thompson@cbc.ca>, Mark Starowicz <mark.starowicz@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

Hi there,

I will say that if management sees a conflict outside of news they will define the appropriate course of action, but within News the commitment is to disclose.

Jennifer

[Quoted text hidden]

Chuck Thompson <chuck.thompson@cbc.ca>

Fri, Apr 25, 2014 at 12:44 PM

To: Mark Starowicz <mark.starowicz@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Sally Catto <sally.catto@cbc.ca>

FYI from Heather...she'll be fine with the two edits I gave you.

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Heather Conway <heather.conway@cbc.ca>
Sent: Friday, April 25, 2014 12:39 PM
To: Chuck Thompson
Reply To: Heather Conway
Subject: Re: Suzuki

Yes it's true Maryse is the best arbiter

On Apr 25, 2014, at 12:11 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

Are you ok with this line if Jen gets asked about how this policy affects Suzuki?

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Sent: Friday, April 25, 2014 12:02 PM
To: Sally Catto; Mark Starowicz; Chuck Thompson; Gino Apponi
Reply To: Jennifer McGuire
Subject: Suzuki

[Quoted text hidden]

Sally Catto <sally.catto@cbc.ca> Fri, Apr 25, 2014 at 12:50 PM
To: Chuck Thompson <chuck.thompson@cbc.ca>
Cc: Mark Starowicz <mark.starowicz@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

thanks Chuck.

Sally Catto, Executive Director
Commissioned & Scripted Programming
CBC English Services
tel: 416-205-7159 / 604-662-6522
sally.catto@cbc.ca
@SallyCattoCBC Twitter

[Quoted text hidden]

Chuck Thompson <chuck.thompson@cbc.ca> Fri, Apr 25, 2014 at 12:55 PM
To: Sally Catto <sally.catto@cbc.ca>
Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Mark Starowicz <mark.starowicz@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

Hi Sally,

That's my understanding but I'll circle back with Heather on that point.

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

On Fri, Apr 25, 2014 at 12:35 PM, Sally Catto <sally.catto@cbc.ca> wrote:
[Quoted text hidden]

Chuck Thompson <chuck.thompson@cbc.ca> Fri, Apr 25, 2014 at 1:08 PM
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Sally Catto <sally.catto@cbc.ca>, Mark Starowicz <mark.starowicz@cbc.ca>

Heather's response to freelancers having to disclose...

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Heather Conway <heather.conway@cbc.ca>
Sent: Friday, April 25, 2014 1:06 PM
To: Chuck Thompson
Reply To: Heather Conway
Subject: Re: Suzuki

On Apr 25, 2014, at 12:45 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Heather Conway
Sent: Friday, April 25, 2014 12:39 PM
To: Chuck Thompson
Reply To: Heather Conway
Subject: Re: Suzuki

Yes it's true Maryse is the best arbiter

On Apr 25, 2014, at 12:11 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

Are you ok with this line if Jen gets asked about how this policy affects Suzuki?

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Sent: Friday, April 25, 2014 12:02 PM
To: Sally Catto; Mark Starowicz; Chuck Thompson; Gino Apponi

Reply To: Jennifer McGuire
Subject: Suzuki

[Quoted text hidden]

Chuck Thompson <chuck.thompson@cbc.ca> Fri, Apr 25, 2014 at 1:12 PM
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Sally Catto <sally.catto@cbc.ca>, Mark Starowicz <mark.starowicz@cbc.ca>

And this follow up...

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Heather Conway <heather.conway@cbc.ca>
Sent: Friday, April 25, 2014 1:06 PM
To: Chuck Thompson
Reply To: Heather Conway
Subject: Re: Suzuki

But it is people covered by the jsp not everybody

On Apr 25, 2014, at 12:45 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Heather Conway
Sent: Friday, April 25, 2014 12:39 PM
To: Chuck Thompson
Reply To: Heather Conway
Subject: Re: Suzuki

Yes it's true Maryse is the best arbiter

On Apr 25, 2014, at 12:11 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

Are you ok with this line if Jen gets asked about how this policy affects Suzuki?

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Sent: Friday, April 25, 2014 12:02 PM
To: Sally Catto; Mark Starowicz; Chuck Thompson; Gino Apponi
Reply To: Jennifer McGuire
Subject: Suzuki

[Quoted text hidden]

Mark Starowicz <mark.starowicz@cbc.ca>
To: Sue Dando <sue.dando@cbc.ca>

Fri, Apr 25, 2014 at 1:37 PM

[Quoted text hidden]

Mark Starowicz <mark.starowicz@cbc.ca>
To: Sue Dando <sue.dando@cbc.ca>

Fri, Apr 25, 2014 at 2:16 PM

Mark Starowicz
Executive Director, Documentary Programming
Directeur général, Émissions documentaires
CBC Television 1 (416) 205-8863
www.cbc.ca/documentaries

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

From: **Sally Catto CBC** <sally.catto@cbc.ca>
Date: Fri, Apr 25, 2014 at 12:26 PM
Subject: Re: Suzuki
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>

[Quoted text hidden]

Mark Starowicz <mark.starowicz@cbc.ca>
To: Sue Dando <sue.dando@cbc.ca>

Fri, Apr 25, 2014 at 2:17 PM

Mark Starowicz
Executive Director, Documentary Programming
Directeur général, Émissions documentaires
CBC Television 1 (416) 205-8863
www.cbc.ca/documentaries

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

From: **Chuck Thompson** <chuck.thompson@cbc.ca>
Date: Fri, Apr 25, 2014 at 12:33 PM
Subject: Re: Suzuki

[Quoted text hidden]

Mark Starowicz <mark.starowicz@cbc.ca>
To: Sue Dando <sue.dando@cbc.ca>

Fri, Apr 25, 2014 at 2:20 PM

Mark Starowicz
Executive Director, Documentary Programming

Directeur général, Émissions documentaires
CBC Television 1 (416) 205-8863
www.cbc.ca/documentaries

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

From: **Jennifer McGuire** <jennifer.mcguire@cbc.ca>
Date: Fri, Apr 25, 2014 at 12:38 PM
Subject: Re: Suzuki
[Quoted text hidden]

Mark Starowicz <mark.starowicz@cbc.ca>
To: Sue Dando <sue.dando@cbc.ca>

Fri, Apr 25, 2014 at 2:22 PM

Mark Starowicz
Executive Director, Documentary Programming
Directeur général, Émissions documentaires
CBC Television 1 (416) 205-8863
www.cbc.ca/documentaries

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

From: **Chuck Thompson** <chuck.thompson@cbc.ca>
Date: Fri, Apr 25, 2014 at 1:08 PM
Subject: Fw: Suzuki
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Sally Catto <sally.catto@cbc.ca>, Mark Starowicz <mark.starowicz@cbc.ca>

[Quoted text hidden]

1/5/2014

CBC Radio-Canada Mail - Suggested wording for responses about David Suzuki.

CBC  Radio-Canada

Mark Starowicz <mark.starowicz@cbc.ca>

Mark Starowicz <mark.starowicz@cbc.ca>

Fri, Apr 25, 2014 at 1:49 PM

To: Heather Conway <heather.conway@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Sue Dando <sue.dando@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Sally Catto <sally.catto@cbc.ca>

Here is what we have been broadly saying in the past, and what I'll be saying.
and not get entangled by questions about individual speeches. There are days he gives five or six of them. We

Mark Starowicz
Executive Director, Documentary Programming
Directeur général, Émissions documentaires
CBC Television 1 (416) 205-8863
www.cbc.ca/documentaries

Access to Information A-2014-00018

1 message

Mark Starowicz <mark.starowicz@cbc.ca>
To: JEANNE CHAN <jeanne.chan@cbc.ca>
Cc: Wilma Alexander <wilma.alexander@cbc.ca>

Wed, Apr 30, 2014 at 2:55 PM

Hi Jeanne,

Not certain if this is pertinent, however Mark has asked me forward the below email.

Best,
Nadine

Nadine Simunic
Executive Assistant

"Provide copies of all documents, including e-mails, memos, backgrounders, briefing notes, submissions, reports, etc. regarding the policy on speaking fees for CBC personalities, whether employees or contractors, since January 1, 2014."

Mark Starowicz
Executive Director, Documentary Programming
Directeur général, Émissions documentaires
CBC Television 1 (416) 205-8863
www.cbc.ca/documentaries

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

From: **Mark Starowicz** <mark.starowicz@cbc.ca>
Date: Fri, Apr 25, 2014 at 6:38 PM
Subject: Re: pls read - correction Re: " policy for speaking engagements of CBC on-air employees." Fwd: GOOGLE SITE ISSUES / ENJEUX Update
To: Sally Catto CBC <sally.catto@cbc.ca>

From some internal Corporate issues management site called Google Site issues, read down a couple of Email's till you get to it Hatchley. That one seems to be an earlier version if what we sent you. Different phrasing. This seems to be a moving target.

Mark

Written briefly on a mobile device.

Mark Starowicz
Executive Director, Documentary Programming
Directeur général, Émissions documentaires
CBC Television 1 (416) 205-8863
www.cbc.ca/documentaries

On Fri, Apr 25, 2014 at 6:13 PM, Sally Catto CBC <sally.catto@cbc.ca> wrote:

Where is this printed? Not what we discussed.

Sent from my iPhone

On Apr 25, 2014, at 1:46 PM, Mark Starowicz <mark.starowicz@cbc.ca> wrote:

Written briefly on a mobile device.

Begin forwarded message:

From: Nadine Simunic <nadine.simunic@cbc.ca>
Date: April 25, 2014 at 4:40:36 PM EDT
To: Mark Starowicz <mark.starowicz@cbc.ca>
Subject: pls read - correction Re: " policy for speaking engagements of CBC on-air employees." Fwd: GOOGLE SITE ISSUES / ENJEUX Update

actually is does not limit to News.

REVIEW OF SPEAKING ENGAGEMENTS POLICY FOR CBC ON-AIR EMPLOYEES

Context:

We introduced conflict of interest language into the JSP in 2010 and that language covers speaking engagements. Since then, it's been an iterative process to review our policies and procedures. The checks and balances we have in place ensure our coverage has not, is not and will not ever be compromised as a result of anyone's speaking engagements.

The Ombudsman has agreed that our News talent have been following the rules we have laid out, and by all measures the integrity of our content was unaffected, we have also seen that public appearances by on-air personalities can sometimes lead to the perception of bias or a conflict of interest.

What's changed:

We're confident that the following measures will answer the concerns about perceived conflicts of interest:

- For CBC News on-air employees, we're tightening our procedures around paid speeches. We'll reject requests from companies, political parties or other groups which make a significant effort to lobby or otherwise influence public policy, even if the speech or event seems innocuous.
- We're also going to centralize our tracking system for all speeches whether they are paid or not.

- In a commitment to transparency, starting in May, we'll post regularly online a list of appearances by our reporters and hosts -- both paid AND unpaid.
- When it comes to freelance hosts, we will be updating their contracts so that they are compelled to disclose their paid events to us, and we in turn will disclose them publicly.
- Going forward, the scope of the policy will now cover talent outside of CBC News.

Nadine Simunic

Assistant to Mark Starowicz, Executive Director, Documentary Programming
 Adjointe de Mark Starowicz, Directeur général, Émissions documentaires
 CBC Television +1 (416) 205-8736
www.cbc.ca/documentaries

On Fri, Apr 25, 2014 at 4:33 PM, Nadine Simunic <nadine.simunic@cbc.ca> wrote:

Mark, as below corporate is using the phrasing "CBC on-air employees" on internal documents ... this is clarified in the actual notes as being News staff.

Nadine Simunic

Assistant to Mark Starowicz, Executive Director, Documentary Programming
 Adjointe de Mark Starowicz, Directeur général, Émissions documentaires
 CBC Television +1 (416) 205-8736
www.cbc.ca/documentaries

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

From: **Michel Hachey** <michel.hachey@radio-canada.ca>
 Date: 2014-04-25 16:14 GMT-04:00
 Subject: GOOGLE SITE ISSUES / ENJEUX Update
 To: MICHEL HACHEY <michel.hachey@radio-canada.ca>

Hi! (le français suit)

The ISSUES MANAGEMENT GOOGLE SITE has been updated:

This week in the you'll find messages on the review of the policy for speaking engagements of CBC on-air employees.

In the we provided key messages on public consultations with Official Language Minority Communities (OLMCs). In relation to the Budget 2014-2015 announcement, you'll also find messages for employees eligible for retirement.

In the **Latest News**, we shared a link to the CRTC's press release regarding phase 3 of *Let's talk TV*.

Next Tuesday, April 29th, there will be an OLMC public consultation in

Edmonton and on Thursday, May 1st, Hubert will appear before the committee on official languages.

Have a great weekend!

Please reply writing UNSUBSCRIBE if you no longer wish to receive this email.

Bonjour,

Le SITE GOOGLE DES ENJEUX a été mis à jour:

Cette semaine dans la _____ vous trouverez des messages sur la révision des règles entourant la prise de parole en public du personnel à l'antenne de CBC.

Dans la _____ nous avons fourni des messages clés sur les consultations publiques dans les CLOSM. Au sujet du Budget 2014-2015, vous trouverez aussi des messages pour les employés admissibles à la retraite.

Dans le **Dernière heure**, vous trouverez un communiqué de presse du CRTC au sujet de la troisième phase de l'initiative *Parlons télé*.

Finalement, le mardi 29 avril, il y aura une consultation publique au sujet des CLOSM à Edmonton et le 1er mai, Hubert comparaitra devant le Comité sur les langues officielles.

Bon weekend!

Veuillez répondre en écrivant DÉSABONNEMENT si vous ne désirez plus recevoir ce courriel.

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

(613) 288-6335

CBC  Radio-Canada

ATI Request A-2014-00018 - First piece of correspondence

1 message

Sharon Gryfe <sharon.gryfe@cbc.ca>

Thu, May 1, 2014 at 12:18 PM

To: Nicole Durrant <nicole.durrant@cbc.ca>, Jeanne Chan <jeanne.chan@cbc.ca>

Cc: Leah Ferrer <leah.ferrer@cbc.ca>

Hi--I have two sets of correspondence on this subject. Please see the first attached.

Nicole--if Helen has anything further, she'll send it to you under separate cover by the due date.

Sharon

Sharon Gryfe

Director, In-House Programming

Business & Rights

Canadian Broadcasting Corporation

416-205-7765

Please visit our **Business & Rights Portal**

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

From: **Monique Van Remortel** <monique.vanremortel@cbc.ca>

Date: Thu, Apr 17, 2014 at 1:31 PM

Subject: Re: Outside Activities Language

To: Sharon Gryfe <sharon.gryfe@cbc.ca>

On Thu, Apr 17, 2014 at 1:13 PM, Sharon Gryfe <sharon.gryfe@cbc.ca> wrote:

Does his current contract have anything about him doing outside activities at all? And if so, anything about us having the sole discretion as to whether his activities are in conflict with the work he does for us?

Sharon Gryfe

Director, In-House Programming

Business & Rights

Canadian Broadcasting Corporation

416-205-7765

On Thu, Apr 17, 2014 at 12:57 PM, Monique Van Remortel <monique.vanremortel@cbc.ca> wrote:

Thanks- those don't really suit what we are trying to do here. What I'd proposed re DS was:

On Thu, Apr 17, 2014 at 12:45 PM, Sharon Gryfe <sharon.gryfe@cbc.ca> wrote:
a smattering...

s.21(1)(a)

s.21(1)(b)

Sharon Gryfe
Director, In-House Programming
Business & Rights
Canadian Broadcasting Corporation
416-205-7765

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

From: **Helen Ghebrhiwet** <helen.ghebrhiwet@cbc.ca>
Date: Thu, Apr 17, 2014 at 12:02 PM
Subject: Outside Activities Language
To: Sharon Gryfe <sharon.gryfe@cbc.ca>

Hi Sharon,

Here are the clauses from Don, Patty and George's contracts.

I was sure we had some other specific language in the Hockey contracts so I'll keep looking.

Cheers,
H

--
Monique Van Remortel
Director, Business & Rights
Unscripted Programming
CBC English Services
416.205.6942
monique.vanremortel@cbc.ca

--
Monique Van Remortel
Director, Business & Rights
Unscripted Programming
CBC English Services

6/5/2014

CBC Radio-Canada Mail - ATI Request A-2014-00018 - First piece of correspondence

416.205.6942

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RADIO Senior Staff Weekly Meeting Minutes



Thursday, 3 April 2014; 09h00

Location:	Radio Management Boardroom, 2G201	Chair:	Chris Boyce
Dial-in:	1.866.440.8930 code 7652898	Secretary:	Murray MacMillan

#	Speaker(s)	Item
1	Chris Boyce	<p>Business plans and town hall:</p> <p>Chris reported that the Board has approved the business plan for 2014-15</p> <p>Hubert will begin his town hall on April 10 sometime between 12 and 1pm (still determining who needs to be briefed beforehand). It will be followed immediately by the ES town hall. Both will take questions. The session may last as long as two hours so producers should book off the time. Heather will likely address the questions around a Rogers deal. Redundancy letters will go out after the town hall, but the date has not been determined. Heather will not—as far as we know—announce any further structural changes to ES. Messaging and Q+A are being developed now.</p>
2	Chris Boyce	Beyond 2015:
3	Chris Straw	<p>Talent and outside engagements:</p> <p>Chris updated the staff on processes being reviewed for the management of talent external engagements. He reviewed the circumstances leading up to the review, including speeches by Peter Mansbridge and Rex Murphy to petroleum companies and several complaints received by the Ombudsman on the subject. We are confident that no actual conflict of interest occurred in these cases. Journalistic standards, Conflict of interest and Code of Conduct policies have been reviewed and no changes to the wording are required, but more stringent monitoring and enforcement will have to be initiated. On air talent will need to disclose their external engagements and publish them on a website. All engagements will be vetted by management; journalistic hosts will have more rigorous criteria to meet. There are different criteria for different hosts; these conditions will have to be communicated individually with each host. A committee will be established to review the approval process and ensure that it is consistent across the company.</p>

RADIO Senior Staff Weekly Meeting Minutes



#	Speaker(s)	Item
4	Other business	Rights portal: Research:

Documents tabled at the meeting

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Attendance

Chris Straw, Tracey Williams, Linda Groen, Havoc Franklin, Sharon Gryfe, Lynda Shorten, Julie McCambley, Mark Cannon (delegate Debra MacLaughlin), Amy Shnier, Mark Steinmetz, Ann MacKeigan, Carla Palmer, Chris Boyce, Nick Davis (regrets), Jeff Ulster, Iain McIntosh, Leslie Peck, Stephen Hudovernik, Seema Patel, Steve Pratt (regrets).

PROTOCOL: SPEAKING ENGAGEMENTS (andrew.cochran@cbc.ca)

1 message

Gino Apponi (Google Drive) <gino.apponi@cbc.ca>

Wed, Apr 23, 2014 at 7:31 PM

To: andrew.cochran@cbc.ca

Cc: susan.marjetti@cbc.ca, liz.hughes@cbc.ca, john.agnew@cbc.ca, judy.piercey@cbc.ca, marissa.nelson@cbc.ca, sandra.porteous@cbc.ca, serena.thadani-anthony@cbc.ca, john.bertrand@cbc.ca, jack.nagler@cbc.ca, janice.stein@cbc.ca, jane.anido@cbc.ca, shelagh.kinch@radio-canada.ca, alan.thorgeirson@cbc.ca, chris.straw@cbc.ca, chris.boyce@cbc.ca, jonathan.whitten@cbc.ca, jennifer.mcguire@cbc.ca, denise.wilson@cbc.ca, johnny.michel@cbc.ca, david.jang@cbc.ca, fiona.conway@cbc.ca

I've shared an item with you.

Hello everyone,

We will be discussing this tomorrow but I wanted to make sure each of you had a copy in advance so you can give it a read in advance of the meeting.

These documents outline our new protocols around outside appearances. There are obligations for you as managers of on air staff that we will discuss.

The document includes the blog post that will be released at 11AM Eastern, the form that needs to be completed by on air staff and a note that most of you will need to send today.

There are also two charts: one summarizing what is changing and the other providing guidance on making decisions around which appearances are allowed.

We will discuss at 10AM

Thanks,
G

 **PROTOCOL: SPEAKING ENGAGEMENTS**

Snapshot of the item below:

BLOG POST

REVIEW OF SPEAKING ENGAGEMENTS

The uproar in recent weeks over paid speeches given by some of our journalists was a bit of a double-edged sword for me.

We were disappointed some people were willing to believe that someone the calibre of Peter Mansbridge would sacrifice his professional integrity, or that Rex Murphy's opinion is for sale. We were even more disappointed when some people hinted -- without evidence --

that our content was compromised. It was not.

At the same time, people were engaged in how CBC News conducts itself. We welcome the scrutiny of Canadians who hold us to account as a public broadcaster. And the main message of the people who wrote, phoned or tweeted, is one we share: the independence, real and perceived, of CBC journalists is critical for our credibility with Canadians.

The CBC Ombudsman weighed in with a review (you can read it [here](#)), and delved into many of the nuances around what journalistic independence really means in this day and age; around the virtues of transparency; and around the challenges distinguishing between real conflict of interest and perceived conflict of interest. It was, she noted, a "conundrum".

"Conundrum" was a good choice of words, because we've had to wrestle with a number of competing ideas while we reviewed our policies. On the one hand, it's important for our journalists to be out speaking to all sorts of different groups in our communities. We know

Tuesday updated...iPolitics story on Rex Murphy / CBC News

Chuck Thompson <chuck.thompson@cbc.ca>

Tue, Feb 11, 2014 at 10:18 AM

To: "Agnew, John" <john.agnew@cbc.ca>, Alan Dark <alan.dark@cbc.ca>, Alison Fraser <alison.fraser@cbc.ca>, AMANDA YOUNG <amanda.young@cbc.ca>, ANGUS MCKINNON <angus.mckinnon@cbc.ca>, Barbara Boyd <barbara.boyd@cbc.ca>, "Bertrand, John" <john.bertrand@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, Bridget Hoffer <bridget.hoffer@cbc.ca>, Carolyn Bissett <carolyn.bissett@cbc.ca>, "Catto, Sally" <sally.catto@cbc.ca>, "CHAN, JEANNE" <jeanne.chan@cbc.ca>, Chantal Carbonneau <chantal.carbonneau@radio-canada.ca>, CHRIS BALL <chris.ball@cbc.ca>, Chris Boyce <chris.boyce@cbc.ca>, Chris Straw <chris.straw@cbc.ca>, Christine Wilson <christine.wilson@cbc.ca>, CHRISTOPHER DOYLE <christopher.doyle@cbc.ca>, David Demchuk <david.demchuk@cbc.ca>, David Jang <david.jang@cbc.ca>, David Masse <david.masse@cbc.ca>, David Oille <David.Oille@cbc.ca>, DEBRA MCLAUGHLIN <debra.mclaughlin@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>, Elizabeth Lea <elizabeth.lea@cbc.ca>, France Belisle <france.belisle@cbc.ca>, France Belisle <france.belisle@radio-canada.ca>, Fred Mattocks <fred.mattocks@cbc.ca>, "GABOURY, JACQUES" <jacques.gaboury@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, "Groen, Linda" <linda.groen@cbc.ca>, Heather Conway <heather.conway@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, Jane Anido <jane.anido@cbc.ca>, JANE COLLINS <jane.collins@cbc.ca>, Jeff Ulster <jeff.ulster@cbc.ca>, JEFFREY ORRIDGE <jeffrey.orrige@cbc.ca>, Jonathan Whitten <jonathan.whitten@cbc.ca>, Julie McCambley <julie.mccambley@cbc.ca>, "Knapp, Tim" <tim.knapp@cbc.ca>, "Lang, Jennifer" <jennifer.lang@cbc.ca>, Lisa Clarkson <lisa.clarkson@cbc.ca>, Liz Hughes <liz.hughes@cbc.ca>, "Marjetti, Susan" <susan.marjetti@cbc.ca>, Mark Starowicz <mark.starowicz@cbc.ca>, Martine Menard <martine.menard@cbc.ca>, "MCCANN, HILARY" <hilary.mccann@cbc.ca>, "McGuire, Jennifer" <jennifer.mcguire@cbc.ca>, Michel Hachey <michel.hachey@cbc.ca>, "Michel, Johnny" <johnny.michel@cbc.ca>, "Montminy, Pascale" <pascale.montminy@radio-canada.ca>, NADIA FLAIM <nadia.flaim@cbc.ca>, Nancy Boyle <nancy.boyle@cbc.ca>, Neil McEaney <neil.mceneaney@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>, "Piercey, Judy" <judy.piercey@cbc.ca>, Roger Belanger <roger.belanger@cbc.ca>, Sarah Carney <sarah.carney@cbc.ca>, Seema Patel <seema.patel@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, Shelagh Kinch <shelagh.kinch@radio-canada.ca>, "Spencer, Todd" <todd.spencer@cbc.ca>, "Stein, Janice" <janice.stein@cbc.ca>, "Steinmetz, Mark" <mark.steinmetz@cbc.ca>, Sue Dando <sue.dando@cbc.ca>, "Thadani-Anthony, Serena" <serena.thadani-anthony@cbc.ca>, TINA TATTO <tina.tatto@cbc.ca>, Trevor Pilling <trevor.pilling@cbc.ca>, "Troyer, Jill" <jill.troyer@cbc.ca>, "Weissent, Trevor" <trevor.weissent@cbc.ca>, "WIMBS, JOHN" <john.wimbs@cbc.ca>

I used to be the Globe and Mail's national security reporter and I wrote a book about Canada's spy agency, CSIS. So I know something about secret services and how they treat pesky reporters who ask prickly questions about how they operate.

I had more success prying out information about CSIS's dubious conduct than I have had recently delving into the questionable practices of CBC News and one of its high-profile and (usually) loquacious personalities, who has, in the face of some uncomfortable queries, suddenly and uncharacteristically taken refuge in the cone of silence.

My disturbing odyssey into the CBC's byzantine world of subterfuge, duplicity and plain lunacy began several weeks ago. In early January, I started researching the number and content of speeches that

Rex Murphy has made about the oilpatch and the petroleum industry generally.



THE NOTEBOOK

MUST READS

MORNING BRIEF

It's Budget Day, do you know where your charitable dollars are being laundered?

KRAYDEN

Putting some dents in Trudeau's white knight act

MITROVICA

The CBC's cone of silence

EVENING BRIEF

Bracing for Budget Day

L. IAN MACDONALD

December's bad job numbers were a blip

ALPHEUS
Daily Watch



COMMITTEE Watch

Provided by
The Alpheus Group

IN THE HOUSE

Alpheus QP Crib Notes:
December 5, 2013

I found that Murphy has made several speeches to oil-friendly audiences who lap up his cheerleading about the industry and his wisecracks about Neil Young, environmentalists and do-nothing Easterners, including his CBC colleagues.

One speech that particularly caught my attention is captured in [this YouTube video](#), where Murphy, cradling a glass of red wine, is in full rhetorical bloom at an oilpatch love-in in late November at Lake Louise, Alberta.

A Calgary Herald account of the 18-minute speech described Murphy's performance in glowing terms: "A words-weary audience jumped to its feet with an enthusiastic ovation for broadcaster Rex Murphy after he urged pipeline builders Friday to stop being ashamed of the multibillion-dollar projects they are trying to build ... The audience reaction showed they were ready for some plain talk from someone clearly on their side."

He was on their side, alright. Murphy's speech was more like a hyperbolic pep talk about the virtues of oilsands development, delivered by a self-defined 'journalist' to Alberta's corporate and political elite.

"Energy rules the world," Murphy told his appreciative audience. "You should exalt in what you're doing ... this is a triumph of the spirit, not something that anyone has to apologize for."

Then, on January 17, 2014, in [one his soliloquies on the CBC's *The National*](#), Murphy excoriated Canadian artist Neil Young for being, among other things, "unfathomably irresponsible" for criticizing proposed oilsands development.

That Murphy injected the idea of 'responsibility' into the debate was serendipitous — since I was wondering how responsible CBC News executives were in permitting Murphy to disparage Young and other oilsands opponents on the public airwaves without informing viewers that he had championed that very development in a so-called 'speech' several weeks earlier.

Since then, I have attempted to get answers to that and many other

IN THE HOUSE

Alpheus QP Wrap: Wright-Duffy
joined by Love-Meighen

IN THE HOUSE

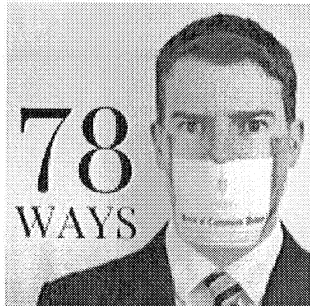
Alpheus QP Wrap: AG gets
supporting role as Duffy-Wright
continue to star

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important ethical questions that his controversial address raises about journalism, money and conflicts of interest — and the quaint notion of offering full disclosure to the audience.

First, I tried to find out what Murphy was paid for his Lake Louise appearance by contacting the National Speakers Bureau, his Toronto-based agent. The firm's CEO, Theresa Beenken, confirmed Murphy was a client, but she wouldn't disclose his speaking fee for — remarkably — "competitive reasons."

Beenken said, however, that a well-known personality like Murphy could charge between \$2,000 and \$30,000 for a single speech.

Beenken added that she had "reached out" to Murphy about my request, but he wasn't interested in speaking to me. The Lake Louise event organizers were, not surprisingly, equally mum about Murphy's fee and whether they covered other costs associated with his November speech.

On January 30, I provided a lengthy list of questions for Murphy and the CBC respectively to Corey Black, a CBC News publicist. The questions concerned Murphy's speaking fee, the speech's content and journalistic probity — questions his speech triggered not only in my mind but, CBC sources tell me, in the minds of many concerned journalists toiling at Mother Corp.

“I was wondering how responsible CBC News executives were in permitting Murphy to disparage Young and other oilsands opponents on the public airwaves without informing viewers that he had championed that very development in a so-called ‘speech’ several weeks earlier.”

I also requested an on-the-record interview with Murphy and a senior CBC news journalist. Six days later, on February 5, Black informed me that Murphy had “declined” to be interviewed.

Think about that. A journalist who has spent much of his long career proffering opinion — often laced with acidic contempt, derision and ridicule — about ethically-challenged politicians and fractious public policy issues had retreated into silence.

It's depressingly apparent that Murphy has adopted the shopworn tactics of the accountability-allergic politicians he so often skewers on the CBC and in print. How's that for hypocrisy?

Then my dealings with the CBC turned surreal. Since Murphy was avoiding me at every turn, I began by simply asking Black, the CBC News publicist, to confirm that the *Cross Country Check Up* host also occasionally appeared on *The National* in a segment dubbed Point of View.

"No comment," he replied.

When I told Black I planned to quote him, he quickly tacked: "Of course he's on *The National*."

I then asked the publicist what Murphy's role on *The National* is. "No comment."

I was beginning to wonder if the CBC flaks think of Murphy as a deep-cover agent who has to be shielded at all costs. Black never answered my questions. Instead, he bounced me to another CBC media relations guy, Chuck Thompson.

In a cryptic February 6 email, Thompson referred me to a **short blog post by Jennifer McGuire, CBC News editor-in-chief**, that — according to him — "addressed the matter" and my many questions.

McGuire's post is dated — you guessed it — February 6. It is a hollow, self-serving bit of exculpatory nonsense that limply suggests that because Murphy enjoys a "freelance relationship" with the CBC, neither he, nor the CBC, has a duty or responsibility to disclose that he's likely pocketing money from powerful outside vested interests on subjects that he rails about on the CBC.

McGuire's note is also the cynical product of a bait-and-switch: Find out details from a reporter about the pending story's potentially embarrassing focus, then "get out in front" of it to suggest that you've already "addressed" the issue. (McGuire also refused to be interviewed.)

Apart from this predictable public relations ploy, CBC News executives are the architects of another whopping piece of ethical

hypocrisy. During the Jan. 30 broadcast of *The National*, Peter Mansbridge told viewers prior to a discussion of Liberal leader Justin Trudeau's Senate gambit that regular On Point political panelist, Bruce Anderson — also a CBC freelancer — has worked for various political parties and that his daughter works for Trudeau.

I asked CBC News why the network's "chief correspondent" made Anderson's conflict of interest public, but not Murphy's.

In a Feb. 7 email, Thompson wrote that the decision to disclose Anderson's "familial" ties was taken by "*The National's* senior editorial team" in the interest of transparency. (Thompson answered only two of my 39 written questions.)

So, senior CBC news executives are now seriously suggesting that one freelancer's family connections constitute an ethical no-no that demands full disclosure, but it's apparently OK to withhold information about another freelancer's big, fat conflict of interest from the very same audience.

That's not only corporate double-speak, it's also double-think.

In the end, I think the CBC is engaged in a corrosive, myopic effort to circle the proverbial wagons in order to protect its battered "brand" and a popular performer — at the expense of honesty, openness, transparency and — yes, Rex Murphy — journalistic responsibility.

It's pitiful and it should not be allowed to stand.



Andrew Mitrovica is a writer and journalism instructor. For much of his career, Andrew was an investigative reporter for a variety of news organizations and publications including the CBC's fifth estate, CTV's W5, CTV National News — where he was the network's chief investigative producer — the *Walrus* magazine and the *Globe and Mail*, where he was a member of the newspaper's investigative unit. During the course of his 23-year career, Andrew has won numerous national and international awards for his investigative work.

1/5/2014

CBC Radio-Canada Mail - Tuesday updated...iPolitics story on Rex Murphy / CBC News

The views, opinions and positions expressed by all iPolitics columnists and contributors are the author's alone. They do not inherently or expressly reflect the views, opinions and/or positions of iPolitics.

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LE COMITÉ SÉNATORIAL PERMANENT DES TRANSPORTS ET DES COMMUNICATIONS

TÉMOIGNAGES

OTTAWA, le mercredi 26 février 2014

Le Comité permanent des transports et des communications se réunit aujourd'hui, à 18 h 45, dans le cadre de son étude sur les défis que doit relever la Société Radio-Canada en matière d'évolution du milieu de la radiodiffusion et des communications

Le sénateur Léo Housakos (*vice-président*) occupe le fauteuil.

Le vice-président : Honorables sénateurs, je déclare cette séance du Comité sénatorial permanent des transports et des communications ouverte.

(The Vice-Chair: Today we are continuing our study ...)

(anglais suit)

(Following French -- the Deputy Chair cont'g -- et des communications ouverte.)

Today we are continuing our study into the challenges faced by the Canadian Broadcasting Corporation in relation to the changing environment of broadcasting and communications.

(French follows -- The Deputy Chair cont'g -- Avec nous, ce soir...)

(après anglais)(le vice-président : ...broadcasting and communications.)

Avec nous, ce soir, nous avons M. Hubert Lacroix, président de CBC/Radio-Canada.

(The Vice-Chair: With Mr. Lacroix we have ...)

(anglais suit)

(Following French -- The Deputy Chair cont'g -- de CBC/Radio-Canada.)

With Mr. Lacroix we have Mr. Mark Allen. Before I invite Mr. Lacroix to given his presentation, and with his agreement, we will be running a little bit past the 8:45 usual hour to 9:30. Without any further ado, I give the floor to Mr. Lacroix.

(French follows -- Mr. Lacroix: Mesdames et Messieurs les sénateurs...)

(après anglais)

Hubert T. Lacroix, président-directeur général, Société Radio-Canada : Mesdames et Messieurs les sénateurs, merci de nous avoir invités ce soir dans le cadre de votre étude qui porte sur CBC/Radio-Canada et l'environnement changeant de la radiodiffusion.

(Mr. Lacroix cont' : I have asked Mark Allen ...)

(anglais suit)

(Following French -- Mr. Lacroix cont'g -- de la radiodiffusion.)

I have asked Mark Allen, Director, Research and Analysis, to join me this evening because he put together the environmental scan document that we shared with you, and will be able to answer any questions or comments you might have. I understand our scan has useful for your work and I'm happy with that.

Your study is extremely timely. You already know that our environment is changing. Let me tell you that it's happening fast. It's furious and it's relentless. A good example of this is how we covered the recent Olympic Winter Games in Sochi.

Over 33 million Canadians tuned in to watch our athletes compete. Even more significant, more than 10 million Canadians, one in three, followed the Olympics on computers, tablets and phones; 2.5 million francophones and anglophones downloaded our Olympic app, consuming over 10 million hours of video content offered live and on demand. While the majority of Canadians still watched television, mostly in the evenings in prime time, online viewing grew significantly.

How, you may ask yourselves, could we afford to broadcast these games and deliver our content on all of these platforms?

Let me start with the rights. Some observers say we competed with the privates to obtain the rights to these games, that we somehow outbid them with public funds. Wrong. When the bidding started for the rights to Sochi and Rio, CBC/Radio-Canada was in a partnership with Bell and Rogers. Our joint bid was rejected by the IOC and over time the other two private broadcasters chose to exit our partnership. They were no longer interested in broadcasting these games. CBC/Radio-Canada was the only broadcaster left at the table. If we did not step up, our Canadian athletes would have had no Canadian coverage. Think about that. These young men and women work to prepare for years and nobody in their home country gets to see them perform.

This could not happen, so we went at this by ourselves and submitted our own bid, but to make the numbers work, we completely restructured our relationship with the IOC. Basically, we partnered with them. Then we turned around and created broadcast partnerships with TSN and Sportsnet, and a very historic partnership with RDS and TVA Sports, to allow the Olympic coverage

to be enjoyed by even more Canadians in French and in English, and all of these agreements obviously also served to reduce our costs.

Then we focused on the production of the event itself and adapted the latest technology to improve our service and again lowered our costs. We sent 287 employees to work in Sochi. With that crew, we did 1,519 hours of TV coverage, and 1,500 hours of online coverage with 12 live feeds. NBC had around 2,800 people on-site, for only 539 hours of TV coverage, about one third of ours, and 1,000 hours of online coverage, about two thirds of ours. The BBC had 100 people in Sochi for barely 200 hours of TV and 600 hours of online coverage, only six feeds. So how did we do it? Let me show you. I have a video.

[video played]

(French follows in 1850 – Mr. Lacroix cont'g – La clé de ce que...)

(après anglais) (M. Lacroix)

La clé de ce que vous venez de voir, c'est que le montage, l'édition et l'aiguillage ont été fait ici au Canada, par une équipe de 245 personnes réparties entre Toronto et Montréal. D'ailleurs, ces employés avaient l'habitude d'aller aux Jeux pour y travailler sur place, comme ceux de NBC et de la BBC. Maintenant ils n'y vont plus parce que nous avons innové dans la façon de produire la couverture des jeux olympiques. Voilà ma définition d'un diffuseur public moderne.

En passant, NBC et la BBC ont pris des notes tout au long des jeux et veulent maintenant savoir comment nous avons réussi à livrer cette couverture de la façon dont nous l'avons fait. Même si nous excellons dans ce type de couverture, il faut vous dire que notre environnement change de même que les réalités qui l'entourent.

Laissez-moi d'abord poser une question. Croyez-vous au contenu canadien? Si oui, le gouvernement n'a que deux outils politiques pour en assurer la promotion. L'un est la réglementation par le CRTC et l'autre est l'investissement de fonds publics. Comme d'autres personnes vous l'ont témoigné lors de vos séances de travail, la réglementation dans l'univers d'Internet devient de plus en plus difficile.

(M. Lacroix: That's why most of western democracies...)

(anglais suit)

(Following French - Mr. Lacroix cont'g - ... de plus en plus difficile.)

That's why most Western democracies have focused on investment, particularly in public broadcasting. In your folders, you have a chart which shows the per capita funding for public broadcasters in 18 democracies. Canada ranks third from the bottom, only New Zealand and the United States have less than we do.

Canada's funding to CBC/Radio-Canada is about a billion dollars, for which we are grateful. That money, which includes our capital budget, is divided amongst all of the 33 services we provide: English and French, eight Aboriginal languages, radio, television, online, and all of this across six time zones.

Now compare this with the BBC, which receives close to \$6 billion in public funding and works in one official language and one time zone.

Right now every Canadian pays about \$29 per year -- that's about \$2.33 per month -- for all of the services that we provide. A lot of people actually pay more than that for their coffee every day. That's a lot less than your monthly cable bill or the price that you pay for your newspaper.

We use our government appropriation to produce quality Canadian programs in every region of the country. These are shows audiences actually enjoy. Each week, 1.3 million Canadians tune in to watch *Murdoch Mysteries*, about a million watch *Dragon's Den*, *The Rick Mercer Report* and *Heartland*; two million watch *Unité 9*, one and a half million watch *Les Enfants de la télé*, over a million tune in to *Les Parent* and *L'auberge du chien noir*.

These programs in turn support an independent production industry as well as local businesses and communities across the country. In fact, a 2011 study by Deloitte found that every dollar invested in CBC/Radio-Canada actually creates almost four dollars in economic value for the Canadian economy.

Four years ago we looked at the broadcasting environment, and we developed a five-year strategic plan, which we called "2015: Everyone, every way," which set out three key priorities and a road map to get there. We needed to be more Canadian, more anchored in Canada's regions, and more digital. Let me tell you where we are today.

Canadian programming now makes up 86 per cent of CBC Television's prime time schedule and 91 per cent of Radio-Canada's, both well above the minimum conditions of licence.

Let's look at that for a second. These charts are again in your folders. They show our prime time schedules, over here. They compare them to the private broadcasters. Everything in red represents Canadian programs. If creating and showcasing high-quality Canadian programs is important to you,

CBC/Radio-Canada is your only solution. Private broadcasters can't do it. They simply can't afford to do it. Their business models don't allow them to do that.

In fact, in 2013, in that broadcast year, CBC/Radio-Canada's combined investment for Canadian programming totalled \$732 million, while the Canadian programming expenditures for all of the private broadcasters combined totalled \$614 million.

We are now more firmly anchored in Canada's regions. We expanded our local news programs and created new regional radio services in communities like Kitchener-Waterloo, Saskatoon, Kamloops and Rimouski. You'll find in the folder a list of our 2015 investments.

(French follows -- Mr. Lacroix continuing -- Nous avons investi dans...)

(après anglais)(M. Lacroix)

Nous avons investi dans des services numériques innovateurs à Hamilton, ainsi que sur la rive nord et la rive sud de Montréal. Nous avons créé de nouveaux services de musique en ligne – music.cbc.ca et espace.mu qui mettent davantage en valeur que n'importe où ailleurs les artistes canadiens. Nous avons créé un espace en ligne sécuritaire pour les enfants. Grâce à cbc.ca/kids, les enfants d'âge préscolaire créent leur propre espace de jeux sur mesure. Radio-Canada.ca a lancé une nouvelle série web, *Le chum de ma mère est un extra-terrestre*, qui permet aux enfants de 9 à 12 ans de développer leurs aptitudes sur Internet. Notre nouveau portail éducatif, curio.ca met toutes nos archives à la disposition des enseignants et des étudiants en informant, éclairant et divertissant les jeunes partout au pays.

Je suis très fier de nos réalisations, mais à vrai dire, c'est moins que ce que nous avons planifié. Nous avons dû rajuster nos plans afin d'absorber les réductions budgétaires, dont 115 millions de dollars de réduction pour nos crédits parlementaires. Cela représentait notre contribution au programme d'action de réduction du déficit du gouvernement.

(M. Lacroix : In 2014-15 alone, we will ...)

(anglais suit)

(Following French -- Mr. Lacroix continuing -- du déficit du gouvernement.)

In 2014-15 alone, we will be dealing with a \$45.5 million cut from DRAP, a \$14 million cut from an additional freeze on inflation funding from salaries, and a \$27 million cut for local programming because of the elimination of the CRTC's Local Programming Improvement Fund. Yes, we will have to deal with the loss of the NHL hockey contract. This will have a ripple effect in our ability to package and sell advertising on our other television programs.

I've told our staff that we will have to make some really tough decisions this year and in our next five-year strategic plan, not just to balance our budget but more fundamental decisions about who we are and what we do. We cannot keep resizing the public broadcaster every second year.

We need to develop a long-term sustainable financial model for public broadcasting in Canada. That is a key part of our thinking as we are presently developing the strategic plan which we are calling right now "Beyond 2015," and we need government, the CRTC and the stakeholders who have an interest in public broadcasting to realize that we need more flexibility in order to shine. This is what I meant when I referred to dark clouds on the horizon in a note to our employees last month.

I do not believe that the answer is to become some kind of niche broadcaster limited to only doing what private broadcasters will not do or have no business incentive to do. No other public broadcaster in the world is put in that kind of a box.

(French follows -- Mr. Lacroix continuing -- Les Canadiens continuent de montrer...)

(après anglais)(M. Lacroix)

Les Canadiens continuent de montrer qu'ils se fient à CBC/Radio-Canada pour les nouvelles et les affaires publiques, pour les dramatiques et les comédies canadiennes de qualité et pour des émissions de radio provocantes et réfléchies. D'ailleurs, la Loi sur la radiodiffusion nous donne le mandat d'offrir une très large programmation qui renseigne, éclaire et divertit. C'est dans la loi.

C'est d'ailleurs le premier commentaire que le nouveau président du CRTC m'a fait quand il a expliqué ses attentes envers CBC/Radio-Canada lors du renouvellement de nos licences en novembre 2012 : une très large programmation. Cependant, ne vous fiez pas uniquement à moi. Parlez aux Canadiens comme nous, découvrez ce qu'ils veulent, visitez les installations de CBC/Radio-Canada partout au pays et voyez tout ce que nous faisons pour les communautés. N'hésitez pas. Parlez à nos employés. Vous allez constater que l'industrie de la radiodiffusion change et que CBC/Radio-Canada change en même temps.

(M. Lacroix : Senators, before I close, I would like to address...)

(anglais suit)

(Following French -- Mr. Lacroix continuing -- change en même temps.)

Senators, before I close, I would like to address one other issue that has been in the media and that some of you have already commented on. I hope that we will be able to devote most of our

time this evening to the many challenges facing CBC/Radio-Canada. But I feel that first I should say a few words about my expenses.

An error was made by me and by the corporation in the way my Ottawa business expenses were reimbursed, expenses that had been signed off, posted, and audited quarterly.

As someone committed to the highest standard of integrity and transparency and who has devoted his career to the development of corporate governance, I can tell you that this has been deeply embarrassing. The error was discovered last summer in the course of a human resources inquiry on another subject matter. When I was told, I was stunned. I immediately asked for a full accounting and I voluntarily paid back every cent. We notified our board of directors, the Auditor General of Canada, and the Government of Canada. I am angry at myself for not having clarified the rules surrounding my expenses when I was first appointed. I'm deeply distressed that this could damage the integrity of CBC/Radio-Canada and its management of public resources.

I want to apologize to my fellow employees at CBC/Radio-Canada. I have preached transparency and accountability for the last six years. We are now entering a period of great challenge, and I want to assure our CBCers and Radio-Canada that they can continue to have faith in their leaders.

I also want to apologize to all those Canadians who support CBC/Radio-Canada for this careless error. I've taken measures to ensure that this kind of mistake will not happen again. We will continue our commitment to openness and transparency. That has been one of my priorities at CBC/Radio-Canada.

Thank you. I would be pleased now to take your questions.

The Deputy Chair: Thank you, Mr. Lacroix. I want to remind the audience that this is the Standing Senate Committee on Transport and Communications, and we are continuing our study into the challenges faced by the Canadian Broadcasting Corporation in relation to the changing environment of broadcasting and communications.

Thank you again, Mr. Lacroix, for your presentation.

I want to remind my colleagues there is an extraordinary amount of interest on the part of all of you to ask questions. If you could keep the questions short on the first round, and I would hope that everyone can keep their questions within two or three questions, and please try not to bundle 20 questions within each one, so we can give everyone a chance to weigh in on this and give Mr. Lacroix an opportunity to help us do our work. There will be subsequent rounds, thanks to the generosity, again, of time on behalf of Mr. Lacroix. We will be here till 9:30. We'll take a five

minute break at the halfway mark of this committee this evening. I give the floor now to Senator Mercer.

Senator Mercer: Thank you, chair, and Mr. Lacroix and Mr. Allen, thank you for being here. I'm very impressed with the presentation, Mr. Lacroix. I declare my bias here. I'm a big CBC Radio fan. You didn't spend much time talking about CBC Radio, and I would appreciate hearing your thoughts.

Let's go directly to your presentation on Sochi. We are all very proud of our athletes. I'm interested in the cost of your commitment to Sochi and delivering the product and the revenue you received from advertising.

Did you make any money on this deal, and if you did, please tell us how much? What is the cost of 287 employees going to Sochi? I appreciate your very good chart showing the comparison with other jurisdictions; that's very helpful.

Finally, you talked about a long-term plan for CBC-Radio-Canada. What would that look like?

Mr. Lacroix: Senator Mercer, thank you for your questions. Let's talk about dollars first. The partnership agreement we signed with the IOC has confidentiality clauses to it, but I'm going to try to give you a good feel for what's in it without going into the content. It's obvious we can't give you this number because the IOC negotiates with all the countries in the world and if one country, a similar size to ours and with the kind of broadcasting environment, was to disclose what it paid, then they would use that against them in the negotiation phases.

When we announced this deal and the negotiations we did with the IOC, we said to Canadians we had made a fiscally responsible deal. The 287 people that went there, the production costs and the broadcasting rights we paid. And with the revenue that we generated -- and we're exactly on target with what we forecasted -- we think we're going to generate a few million dollars for CBC/Radio-Canada. We were hoping to break even and make a few dollars. That's exactly as planned and that's what we hope, because remember it's a two-Olympic package deal. We have to go to Rio now. We always do better -- and the advertising is always easier to get for Winter Games -- because as you've realized, as a country we do better during the Olympic Games in the winter and there is more interest in viewing at that time. We hope the assumptions that we have made for Rio will allow us, on the two-Olympic deal, to have made a good deal for Canadians.

We're into the long-term plan now. We're four months into it. We've been working hard with the strategic committee of our board, and the board of directors of CBC. We have involved 150 CBCers and Radio-Canadiens in bidding this plan up. We hope it's going to be delivered by the end of this year because the 2015 plan ends in 2015. Our tax year is March 31.

We hope by the end of 2014 we'll be able to tell Canadians how we view and what we think CBC/Radio-Canada is going to look in five years from now, but it's going to continue building on Canadian content. It's going to be about us being firmly rooted in the regions, and the web has taken off in a direction -- if you saw the numbers on Sochi -- that is obviously going to affect the way we deliver our services.

Senator Mercer: And radio?

Mr. Lacroix: Radio is a key portion to it. It is one of our trademarks. We're very proud of what we do on radio. It's a signature. It's completely integrated because we don't call it radio anymore. We call it "audio" the same way television is "video." For example, the people who work in news now deliver it in a seamless way. They feed radio, television, and the web in an organic way.

Senator Eggleton: Thank you very much for your presentation and congratulations on your efforts with respect to broadcasting the Olympics to Canadians, and doing it in an economical and efficient manner. I think you've demonstrated that.

You ask early on in our presentation, "Do you believe in Canadian content?" I want to tell you that I firmly believe in Canadian content. I firmly believe in telling our stories and having Canadian perspectives in news and information programs. I know it's no easy challenge in terms of getting the viewers because of an American entertainment industry. It's a formidable competitor, and being right next door to them makes it all the tougher.

As much as that is popular with a lot of Canadians, I think it's important that we continue to have our own stories.

But as you also point out, there are two ways of getting there. One is regulation through the CRTC, although you later said that if you take away a lot of the American content that the private stations have, they probably would not be private for long. They would be losing money.

The other is public investment. Public investment doesn't necessarily mean a public broadcaster in the traditional sense. You operate, as do the major networks in the United States, as a general broadcaster or a main network.

Looking forward, is that the best way to do this? You already have the specialty news network channel. That makes sense. Would it make more sense to evolve into specialty channels for drama or other Canadian content programming as opposed to the general public broadcaster that you are, or can you make a further case for us keeping the public broadcaster as it is?

Mr. Lacroix: As you know, our raison d'etre and our mandate come from the Broadcasting Act. The Broadcasting Act says, "CBC/Radio-Canada, you need to deliver to Canadians a wide range of programming that informs, enlightens and entertains."

That's why I was referring to Jean-Pierre Blais' comment. When we sat for two weeks and went through the renewal of our licenses in 2012, there was no way in the world the people in that room didn't think that our job -- because they read the mandate and that's correct -- is to deliver a wide range of programming. That's the challenge that we have. That's why we have a number of services and have tried to modernize the broadcaster in whichever way Canadians enjoy our services and want to watch our programming.

One of the issues is that the Broadcasting Act dates back to 1991. It has not been amended since that time. It doesn't reflect the broadcasting environment in which we are. It doesn't refer to the web. It doesn't refer to the services that the whole ecosystem. That's also important. The number of actors in that ecosystem have a contribution to make.

That's why -- and I'll throw this to Mark in a second -- when we talk about public funding, it's not only about funds that come to CBC/Radio-Canada. What government has done is that the system itself funds the private broadcasters in a number of ways. I'm going to ask Mark to refer to something in our environmental scan. He will explain to you so that you understand the environment that's really key.

Mark Allen, Director, Research and Analysis, Canadian Broadcasting Corporation: The underlying point Mr. Lacroix is suggesting is if we want to have Canadian programming, we need to have some kind of support. That support is delivered to the regulated sector. The regulated, private sector wouldn't exist if there weren't interventions, which you can see on slide 11 of the environmental scan.

There are a number of direct and indirect supports that the private sector receives and some of them are priceless, like the cost of renting a business. Having a specialty channel licence or a licence to buy American programming like Big Bang Theory and offer to Canadians are things you would need to get a licence from CRTC for. You wouldn't be in business otherwise.

The indirect benefits are about \$1 billion a year that the private sector receives in indirect subsidies.

So if we want to have a strong Canadian broadcasting system, we need to provide some support. Unfortunately, public policy has been putting most of its eggs in the regulated system, which you can see on slide 39. If you look at the funding of public broadcasters over the last couple

decades compared to the growth of the private sector, funding the public broadcasting has been flat, and in real terms it declined.

Mr. Lacroix: So the moral of the story is that we have an ecosystem, a number of actors in virtue of the rules of the Broadcasting Act contribute to it. They have different roles in relation to getting a licence or being protected, 'x' number of specialty channels doing sports or movie networks, for example. Because of that, they contribute back to the different pieces of the ecosystem. I think it gives you a pretty good picture.

Senator Eggleton: What are the options in terms of how can we keep Canadian content being developed? What are the options to doing it the traditional way you've been doing it?

I know you talk about the Broadcasting Act and it needs amendment, but how do you foresee things in the future in terms of making sure we preserve this Canadian content?

Given the changes in conveying, messaging and all the different programming that goes on, the Internet and everything else, how could the Broadcast Act, for example, be amended to meet what you think would be the future needs?

Mr. Lacroix: It's all about expectations of Canadians and what you want that Canadian content to be.

Right now it's pretty normal because our role is to keep developing Canadian content. The message in my opening remarks and the comments about how this is funded show you that there is no such thing as a broadcaster in this country that is not supported by government. In the cost of delivering one hour of Canadian content as against the cost of purchasing one hour of American television and putting it in prime time at the same time that ABC, NBC, or CBS puts it, there is no contest. That simply does not work.

If you believe in Canadian content, then you either regulate the environment or force people to do it, which will not work for the private broadcasters because their private broadcasting model doesn't work, or you support them and the public broadcaster in the way you're doing it now.

Senator Plett: Thank you, gentlemen, for being here.

Let me congratulate you and CBC on the great coverage of the Olympics. I don't think I've ever watched so much coverage of Olympic Games as I did this time around on both television and the computer. It was the first time I'd ever watched it on computer and on my iPad. It was available wherever I went. It probably got in the way of a lot of productive work for many people, but nevertheless, we all enjoyed it.

Mr. Lacroix, you said that you hoped that tonight's meeting would focus on certain things. I may deviate a little bit from what you would like it to focus on, but I believe that we are all responsible to the same taxpayer, whether it be the \$89 million that the Senate costs the taxpayers or the \$1 billion and some that the taxpayers put out for CBC.

I will elaborate and go into an area that is away from maybe where you would like it to be. Lately there has been a lot of attention – “public outrage” were the words Peter Mansbridge used -- on Senate travel; and I have been the focus of some of that. I may get into that on the second round.

I imagine that you were probably at the Olympics in Sochi for part of the time.

Mr. Lacroix: No, I didn't go.

Senator Plett: Of the people who went, did any of them fly in business class or did they all fly in economy class.

Mr. Lacroix: I don't have that information, Senator Plett. I can find that information and deliver it to the chair of the committee.

Senator Plett: I would certainly appreciate that. I would like to know how all of them flew there because that seems to be an important issue for CBC.

Can you tell me whether CBC has certain policies when it comes to travel expenses? If you have them now, that's fine; and if not, you could supply that information to the clerk.

Mr. Lacroix: We have policies, Senator Plett; and it would be my pleasure to file them with the chair.

Senator Plett: I will go to the next topic, which you alluded to, somewhat: Your expenses. We found out only in the last few days that you had claimed close to \$30,000 in ineligible expenses. I watched an issue of *Power and Politics* when you did an interview with Rosemary Barton. Correct me if I'm wrong but I got from the interview that these expenses were not related to living or travel.

Mr. Lacroix: The expenses discussed were related to living. The expenses that are the object of the reimbursement are related to my expenses in Ottawa, yes.

Senator Plett: Living expenses.

Mr. Lacroix: Yes. I don't want to have a conversation about what a living expense is. What I told you this evening and what I told Rosemary Barton and what we posted is: We found a mistake. As soon as we found the mistake, I paid back those expenses. I immediately advised my board. We

informed the Auditor General of Canada. We informed the Government of Canada. We apologized; and that's where we are today.

Senator Plett: You said you paid them back immediately upon finding out you had done this.

Mr. Lacroix: Yes.

Senator Plett: Yet, what I have read and what you said on *Power and Politics* was that you found the mistake in June and you only paid it back in September. Why would you not have paid it back in June if you found the mistake in June?

Mr. Lacroix: We totalled the numbers, sir, and went through every single voucher. It was done not only by us but also by an independent third party, Deloitte. They went through every single expense. As soon as they totalled that amount, within 48 hours a cheque was made and I repaid.

Senator Plett: You repaid in September, and we found out about it through Sun Media in February. Would you not have considered doing some kind of release in September to let the people know you had done this? I think the taxpayers in Canada have the right to know. You're a broadcaster. You're a broadcaster.

Peter Mansbridge continuously uses the words "public outrage" about Senate expenses -- us travelling business class, us possibly misreporting or not reporting some statements.

The Deputy Chair: Senator Plett, I would like your questions to be more focused on the CBC. Forget about the Senate issue. If you have legitimate questions on the CBC, ask them; but don't draw parallels to issues that this committee is not studying right now.

Senator Plett: Chair, I want to do a comparison and find out why CBC is doing one thing and why they aren't doing the other thing for the president. I really clearly think it is related. They have done one thing to parts of the public, and they are not reporting the same thing there.

Do you not think, sir, that the public would be just as outraged about your misappropriating expenses as anyone else?

Mr. Lacroix: Senator Plett, at the risk of repeating myself and telling you what in my opening remarks I said, what we've posted on line, the work that has been done to be extremely clear and transparent about what happened, it was a mistake. We found out -- or I found out through an HR person that was looking at something else and said, oops, we have a problem. As soon as we saw that problem, I told my chair and my HR committee chair; we told the whole board; we went back and told the Auditor General and the government; we documented everything and made sure of

the amount of money. It was not like these expenses, Senator Plett, were hidden. They had been on our website and posted.

The way we do this, senator you have to remind yourself, is that my expenses are filed; the director of finance looks at them to make sure they are in line with what has been done; the chair of our board approves them; and they're posted on our website -- all 29,000 have been there since January 2008 when I came in. As soon as we saw the issue, I repaid these dollars. We advised everybody; we disclosed. Again today I'm apologizing because these kinds of mistakes go to the integrity of what we do every day; and that doesn't work with me.

(French follows -- **Le sénateur Maltais** : Je me joins à mes collègues pour vous féliciter . . .)

(après anglais)

Le sénateur Maltais : Je me joins à mes collègues pour vous féliciter de la façon dont vous avez transmis les jeux de Sotchi. On sait qu'il y a des coûts rattachés à tout cela, mais je n'ai pas l'intention de vous questionner à ce sujet. Ce qui m'intéresse, c'est la radio de Radio-Canada.

Je demeure à Québec et quand je pars d'Ottawa pour m'en retourner à Québec, je dois changer de poste environ quatre fois. Avez-vous des ententes avec d'autres radiodiffuseurs?

M. Lacroix: Est-ce que vous avez Sirius XM dans votre voiture?

Le sénateur Maltais : Je l'avais mais je l'ai abandonné parce que le service coûte trop cher.

M. Lacroix : Malheureusement, cela découle de vos négociations avec SiriusXM. Radio-Canada a certaines de ses chaînes sur SiriusXM. Si vous y étiez abonné, Radio-Canada vous suivrait sans que vous soyez obligé de vous transmettre ou de changer. La réponse est non. C'est notre réseau « off air » que vous captez.

Le sénateur Maltais : Lorsque vous changez de véhicule, Sirius vous offre deux mois gratuits. Après quoi, vous recevez un compte à tous les mois.

M. Lacroix : Et vous trouvez cela moins intéressant.

Le sénateur Maltais : Je trouve qu'il en coûte trop cher pour écouter ma musique d'État.

D'autre part, vous avez des canaux au Québec. Je ne vous parlerai pas de la BBC. Vous avez Radio-Canada et Artv.

M. Lacroix : À la télévision de Radio-Canada.

Le sénateur Maltais : À la télévision de Radio-Canada.

M. Lacroix : Nous avons Explora.

Le sénateur Maltais : Prise2 vous appartient-elle?

M. Lacroix : Non. Nous avons également RDI, qui est notre réseau de nouvelles. Nous avons donc trois chaînes spécialisées.

Le sénateur Maltais : Une chaîne comme Artv, est-ce rentable, ou n'est-ce qu'à titre d'information culturelle?

M. Lacroix : Artv pour nous est une plateforme importante. Lorsque vous regardez les trois plateformes spécialisées, elles représentent 5 p. 100 de la part d'écoute. Nous sommes très heureux de ce que cela représente. Nous avons le partenaire Arte France qui nous permet de mettre sur cette antenne de la programmation culturelle et de la programmation différente de ce que vous voyez aux heures de grande écoute à la télévision de Radio-Canada. Nous trouvons que c'est une très bonne façon d'ajouter aux services que l'on donne aux Canadiens qui nous écoutent.

Le sénateur Maltais : Je reviens à Artv. Quelle cote d'écoute représente Artv, sans compter les autres chaînes, à toute heure?

M. Allen : Aux heures de pointes, la part représente 1 p. 100.

M. Lacroix : J'ai parlé de 1,5 p. 100 pour RDI. Les trois chaînes spécialisées représentent au total 5 p. 100.

Le sénateur Maltais : La part n'est que de 5 p. 100 pour RDI?

M. Lacroix : C'est le total de la programmation de ces trois chaînes.

M. Allen : Ensemble.

M. Lacroix : Ensemble.

Le sénateur Maltais : Qui est le compétiteur de RDI? Est-ce LCN?

M. Allen : Oui, LCN.

M. Lacroix : Oui, LCN.

Le sénateur Maltais : D'après vous, ils obtiennent combien?

M. Allen : C'est environ la même part du marché.

M. Lacroix : C'est à peu près égal.

Le sénateur Maltais : Je suis surpris de voir les chiffres.

M. Lacroix : Lorsque vous regardez RDI ou LCN, vous le faites pour une certaine période de temps. Vous ne vous installez pas à 19 heures et regardez la première émission, puis une série, puis le téléjournal. Vous allez à RDI parce que quelque chose vous intéresse ou vous voulez prendre un bulletin de nouvelles. C'est pourquoi l'écoute n'est pas continue à RDI.

Le sénateur Maltais : Je vais partager avec vous une remarque que l'on entend souvent au sujet du téléjournal de Radio-Canada. Au Sénat, nous recevons des commentaires des gens. Ils trouvent la radio de Radio-Canada à Montréal beaucoup trop montréalaise. Je vous le soumets comme nous l'entendons. Que devrais-je leur répondre?

M. Lacroix : Vous savez, je ne souris pas méchamment. Ma belle-famille vient de Matane. Lorsque je vais à Matane, ils me disent toujours que sur les antennes de Matane, on n'entend pas Matane mais Rimouski. Quand on arrive à Rimouski, on nous dit que c'est Québec. Lorsqu'on est à Québec, ils nous parlent de Montréal, et lorsqu'on est dans un autre coin, il y a toujours une antenne plus importante ou qui fait en sorte que les gens voudraient encore plus s'entendre à la radio ou à la télévision. Nous en sommes très conscients. De plus en plus, les artisans de Radio-Canada cherchent à diversifier les nouvelles, tout en les rendant très locales lorsque les bulletins de radio sont locaux.

Nous sommes très conscients également de la population francophone à qui on s'adresse. Or, 92 p. 100 de notre marché est la province de Québec et la région d'Ottawa-Gatineau, et 8 p. 100 des francophones nous écoutent dans le reste du Canada. Il faut refléter leurs histoires et leurs préoccupations à la télévision de Radio-Canada et à la radio. Nous en sommes très conscients. Nous suivons cela avec intention et nous avons des préoccupations importantes de ne pas faire en sorte que les gens continuent de penser que la région de Montréal est la radio de Radio-Canada. Ce n'est pas ainsi que nous voyons les choses.

(Sen. Batters: Gentlemen, thank you for coming this evening...)

(anglais suit)

(Following French - Mr. Lacroix- ... nous voyons les choses.)

Senator Batters: Gentlemen, thank you for coming this evening. I want to turn to the reason that perhaps this study was initiated. I'm not a regular member of this committee, but I appreciate the opportunity to be here this evening.

Turning to the Rogers' NHL deal, I have a few questions with respect to that. I'm wondering how much advertising revenue CBC will lose as a result of that deal. Will CBC be asking taxpayers for more money to recoup that loss? What is the CBC's recovery plan to offset that revenue loss?

Mr. Lacroix: All good questions, because that's what we are now looking at, trying to assess the consequences of losing the hockey contract.

The hockey contract has different aspects to it. First off, there's the broadcasting rights. There's a cost to that that we pay the NHL over the years to have the privilege of *Hockey Night in Canada*. *Hockey Night in Canada* was also a great locomotive for us. It was a must-buy to advertising. Everyone wanted *Hockey Night in Canada*, and we could actually hook up other programs on our television schedule and sell them as a bundle. That will no longer be possible.

So there's the direct advertising. Everyone wants to know what does that represent, because some of the things that we said at the beginning is the broadcasting rights were high, the revenues kind of washed out, we had a really rough six years with the NHL because you can go through the recession of 2008-9 and then have a very good hockey year when Vancouver goes to seven games so everyone is watching us; then no Canadian team passed round two, so almost nobody watches. Then we bump into the lockout, and here we are in the last year of the contract. So the contract was not as lucrative for CBC/Radio-Canada as we had originally expected.

Bottom line, we have about, right now, \$400 million of total advertising, CBC/Radio-Canada together. Let's say 275 to 300 for CBC. In a good year, maxed out, 40 to 50 per cent was *Hockey Night in Canada*. Everybody knows that. So there's about 125 to \$150 million of advertising that came with that. What we're telling you is that it was sort of a wash when you look at the broadcasting rights that we had to pay. So there are consequences to that.

I said ripple effects, trying to replace the programming. That's why we turned around and did a deal with Rogers for 360 hours of programming because, as you know now, *Hockey Night in Canada* lives on for four years. We don't get the revenues but we don't pay anything for that; we just get the content. But we have the option and the opportunity to sell our programs during those minutes, because that's important. We want Canadians to know about our programming schedule during the week.

So we're assessing this. We won't know, frankly, until next year what the ripple effect is. We have to discount some of our numbers right now, but we don't know, not having lived through one year of trying to sell our programming schedule, what that impact will be.

Senator Batters: Dealing then with advertising dollars, as I'm new to this committee, maybe others on this committee are very familiar with it, but I'm not, and I imagine many in the public are not; so maybe if you could just briefly explain. Because you're a public broadcaster, is the amount of advertising that you're allowed to do on television limited? And, if so, what is the limited amount?

Mr. Lacroix: The answer is no, we're not limited. There are a certain number of minutes that we can put on the air, but frankly it's more about different revenues and the number of people that watch us. Hence, the whole Senator Eggleton question about Canadian programs and American programs. And if you have a chance to watch *Big Bang* against *Arctic Air*, what will you watch -- the production value of one hour of CBS in its high drama series against the production value of a CBC one-hour show? That's the challenge that we have.

Senator Batters: What's the approximate amount you earn from advertising per year right now?

Mr. Allen: For CBC Television?

Senator Batters: Yes.

Mr. Allen: About \$250 million.

Senator Batters: I'm from Saskatchewan. In Saskatchewan, CBC has a 90-minute-long dinner newscast. I'm not sure if that's the case across the country.

Mr. Lacroix: Yes, it is.

Senator Batters: What are the ratings for that? Because in Saskatchewan, the program runs from 5 p.m., when nobody is home from work yet, until 6:30 p.m., and there are many repeated stories throughout that time. In Saskatchewan, CTV basically rules the roost for ratings for dinner newscasts, and those are prime advertising dollars for CBC. All those programs you put on that chart there, CBC's 6 till 7 dinner newscast in Saskatchewan is their highest advertising dollars that they have, and CBC and Global previously staggered their local dinner newscasts coverage around CTV's. Now it's head-to-head, and I imagine that ratings potentially have plummeted. I wonder if CBC is not tailoring to local preferences because of a desire to have uniformity across the country. How would you respond to that?

Mr. Lacroix: In the context of Beyond 2015, we have to look at the way we deliver our services. We have always believed in the current strategic plan that, to be the public broadcaster, we have to be deeply rooted in the regions, and that local news matters, and that the business model around local news, depending on where you are in the country, is really not evident. The conventional broadcasters will have to make some really tough choices. We think that as a matter of our mandate, being in those regions and delivering local news is something that we should be doing.

Will we continue doing it the same way? For example, we have a station in Hamilton that doesn't have a TV transmitter nor does it have a radio transmitter. It's a completely web-based station in Hamilton. It's a test case. We're trying to see where and how Canadians would consume this.

So the answer to your question or comment is that we care about local programming. We care a lot about local news because we think that is part of our mandate. Should we or will we continue to deliver it in the same way that you're seeing it, on a wheel, from 5 to 6:30, forever and ever? I don't know, but we're looking at this right now as we are trying to reinvent the broadcaster.

(French follows -- Senator Demers -- Monsieur Lacroix, merci beaucoup...)

(après anglais)

Le sénateur Demers : Monsieur Lacroix, merci beaucoup pour votre présentation. Et pour ce qui est de la diffusion des Jeux olympiques à Radio-Canada, je peux vous dire que ce que j'ai vu, autant en français qu'en français, a été d'une qualité exceptionnelle. Suite aux questions qu'a posées la sénatrice Batters, je ne voudrais pas vous faire répéter.

Je vais vous laisser l'opportunité, à vous et M. Allen, de répondre.

(Sen. Demers: Rogers will take over CBC...)

(anglais suit)

(Following French -- Senator Demers -- et M. Allen de répondre.)

Rogers will take over CBC network air waves on Saturday night for the NHL hockey broadcast and nightly during the playoffs. Rogers will get all the financial benefit. I know you talked a little bit about that on Senator Batters' questions, but I will go ahead. 19:42:45:12 Sales will be managed by Rogers, and Rogers will keep the revenues, and creative control. As we understand that, Rogers will get the use of the *Hockey Night in Canada* brand and that in building a new studio -- I don't know if you're aware of that -- with CBC Toronto headquarters, how is that consistent with the mandate of public broadcast as a continued broadcaster? Has Rogers paid CBC any money for these privileges?

In addition to the use of CBC network, the *Hockey Night in Canada* brand and CBC talent, is there anything else that CBC is providing to Rogers? Why should taxpayers subsidize a private company, Rogers, that is prepared to spend more than \$5 billion for NHL hockey rights? The *Hockey Night in Canada* brand is obviously iconic in the country. Sometimes that's all Canadians identify and that brings us together from coast to coast. Why should control of that brand be given over to a private company?

I had worked at one point for *Hockey Night in Canada* in French and English. It was, besides coaching, one of the proudest moments because it's so important. Hopefully, we can get some answers for these questions I asked you.

Mr. Lacroix: Senator Demers, thank you for saying that you were proud to be associated with *Hockey Night in Canada*. We think also it's an iconic brand. There are a number of questions in your statement, and I'm going to try to answer them. I'm not sure I will remember them all. I tried to put some notes down. If I haven't, throw them back at me.

Here is how the hockey deal went. We get a call from the NHL. The NHL tells us that they have chosen Rogers and that, basically, we and Bell will be left with zero hockey rights to the NHL because they bought everything for, as you know, \$5.2 billion.

We then looked at the consequences for the taxpayers of losing this, and of having to replace on Saturday nights 360 hours of programming. There's a cost to that.

We also had, as you hinted, I think, extraordinary experience and expertise in producing the hockey telecast on Saturday night. I think Rogers saw that. Rogers, I think, also wanted to be associated with *Hockey Night in Canada* because of what it meant. So we actually had some leverage in that conversation because they had to build, all of a sudden, a hockey infrastructure around their purchase.

So the deal was struck where, for no broadcasting rights -- we don't pay anything -- you're going to tune in to CBC and you're going to see *Hockey Night in Canada*. They're also going to take hockey, and they're going to deliver it on six or seven other Rogers-related platforms -- CITY TV, Sportsnet, 1-2-3-4. CITY TV is the only conventional broadcaster. Rogers 1-2-3-4 is something you pay for. I suppose they'll decide how they want to do this, and they've said that these games are going to be available to all on our platforms. I don't know what the model is. They're working on it.

We thought and still think that the best deal for Canadians right now and for CBC was to associate ourselves with Rogers, make sure that we could rent out the production teams, because that's what they bought -- the expertise -- to do this on a four-year term, to then try to see with Rogers what else they wanted to do, whether they wanted facilities within CBC's Toronto

Broadcasting Centre and what other commercial links we could actually create with them to lessen the impact of losing *Hockey Night in Canada*.

We think that the deal that was struck is a very smart one for Canadians and for the taxpayers. Should they not be there in four years or should they no longer want to continue, we will be able to build a plan to see how we would replace that programming. That programming is still going to be in line with our strategic plan, Canadian content, making sure that we show the best on Saturday nights, and it's going to have a double challenge because it's going to be against seven hockey games, and we know how much Canadians watch hockey on Saturday nights. We all understood this. We think we struck a very good deal, actually, for Canadians by striking this partnership with Rogers. I hope I answered your questions.

Senator White: Thank you very much for being here today. I, too, want to congratulate CBC. I don't think I've watched as much Olympics as I had this year, and primarily on an iPad application.

You referred to the cuts as a result of DRAP. I wonder if you could walk through the impact of DRAP, percentage-wise of your budget, also real dollars, whether we have seen layoffs as a result within CBC and whether we have seen layoffs in the executive core. Have we seen a reduction specifically in the bonuses paid to the executive as a result of the DRAP reductions?

Mr. Lacroix: There's a lot of stuff in what you just told me. Let me try to give you precise numbers.

DRAP cuts were 110 to \$115 million. It was about 11 per cent of our budget. It was staggered over three years.

Mr. Allen: There were the indirect costs as well.

Mr. Lacroix: There were direct and indirect costs. We showed the government how the cuts were broken down. I've got this information somewhere. Maybe at the break I can find it and break it down for you in a very precise way.

Same number of percentage, and we calculated that, obviously, but as for the number of CBCers that we let go, across the board, about 11 per cent of our workforce is not unionized. About 11 per cent of the cuts were in non-unionized positions. We worked with the unions to try to lessen what that represented. Close to 750 to 800 jobs were lost. This was a difficult time for CBC/Radio-Canada because it came on the heels of a very tough time.

Here is what I was looking for. When you look at what happened in the world in 2009, the collapse of the financial markets and how that affected us from an advertising point of view, there

was about \$390 million that we took out of our costs at CBC/Radio-Canada, including the 115 from DRAP. So that gives you an idea.

Senator White: Number of layoffs of executives and reduction of bonuses?

Mr. Lacroix: The STIP bonuses, the short-term incentive plans, are a function of the number of people who get them. If you have less executives the payout will be less, but there was no reduction during that time. We reduced and affected our payouts in 2009 and 2010, halving all of the bonuses that were paid at that time. In 2011, 2012 and 2013, as we went through the three financial years of DRAP, we did not change the way the short-term incentive plans were paid out.

Senator White: To continue, how much would you pay out in bonuses to executives on an annual basis for 2013?

Mr. Lacroix: In all, there are about 550 people who are eligible for short-term incentive plans. They're all incentivized in a very clear fashion. It's all disclosed on our website, you can see what we pay for what. There's a corporate component, individual component and how the CBC does as a whole. There are about 550 people for about \$8 million or something like that.

Senator White: What percentage would the largest executive employee receive?

Mr. Lacroix: There are a couple of people who get an incentive to 50 per cent of their base salary, because this is all part of a compensation philosophy. We can talk about that because I think that's important. It goes from about 8 per cent up to 50 per cent.

Senator White: Would anyone have received 50 per cent increase?

Mr. Lacroix: Over time -- not increase.

Senator White: Well, it's a bonus at the end of the year, increase over their salary, right?

Mr. Lacroix: Incentive over time; I don't think we've met and delivered 50 per cent. I would have to go back, but to hit 50 per cent it means we've hit on every single one of our targets and incentives. I don't think that has happened.

Senator White: What was your bonus last year, Mr. Lacroix?

Mr. Lacroix: That's easy, sir. The government gives me a bonus that goes between 14 per cent and 28 per cent. My bonus last year was around 20 per cent or 21 per cent.

Senator White: The total value of --

Mr. Lacroix: That's kind of a number -- you can see what the ranges of salaries for Crown corporations are, and you can make your calculations.

Senator White: Mr. Lacroix, please. I'm asking you what your bonus was last year.

Mr. Lacroix: I'm telling you it was 20 --

Senator White: You're not answering.

Mr. Lacroix: This number is a number that goes --

Senator White: He refused to answer. Thank you, Mr. Chair.

(French follows -- Senator Tardif: J'aimerais ajouter mes félicitations...)

(après anglais)

La sénatrice Tardif : J'aimerais ajouter mes félicitations à ceux de mes collègues pour votre excellente couverture des Jeux olympiques. Dans votre présentation, vous avez indiqué que vous avez réussi à couvrir les Jeux olympiques de Sotchi avec beaucoup de succès grâce à un travail de collaboration entre CBC et Radio-Canada. Vous avez aussi indiqué qu'il y avait eu une meilleure communication dans la corporation et que vous avez évité les silos.

Vous sentez sans doute qu'il y a beaucoup de critiques de la part de certains Canadiens par rapport au manque de communication qui existe dans la structure de gouvernance de la haute direction de CBC/Radio-Canada. Certains disent que ce sont deux solitudes. Suite à l'expérience de Sotchi, quelles leçons pouvez-vous appliquer au système de gouvernance de la corporation afin que le Canada soit mieux reflété dans toutes ses régions, dans les auditories nationaux et régionaux?

M. Lacroix : Je suis intéressé par votre commentaire sur les deux solitudes. La perception que vous avez de CBC/Radio-Canada et du fait que la CBC ne parle pas à Radio-Canada est une perception qui date. Dans notre équipe de direction, on vient d'engager une nouvelle personne pour diriger la CBC. La première chose que Heather Conway a faite, avant même d'entrer en poste, c'est de s'asseoir chez Radio-Canada et voir ce que les gens de Radio-Canada faisaient en télévision.

Les gens de la radio se parlent constamment sur l'échange de la couverture de certains concerts ou d'événements qu'ils feront ensemble. On a parlé des olympiques et vous pouvez voir les grands événements que l'on couvre.

C'est une priorité que l'on a non seulement imposée, mais qui vient de notre culture et qui fait en sorte que, dans un environnement où on a moins de ressources, on travaille à éliminer les

barrières entre les deux entreprises. Dans les régions, on s'échange les caméramans et les personnes qui vont sur le terrain.

Au contraire, je crois que notre entreprise n'a jamais été aussi proche l'une de l'autre et de toutes les autres composantes que ce que vous avez vu sur votre écran – et Sotchi en est un excellent exemple.

La sénatrice Tardif : Je vous répète les commentaires que nous avons reçus à cet effet.

Comment comptez-vous répondre aux exigences de représentativité que le CRTC vous a imposés lors du renouvellement de votre licence?

M. Lacroix : Que voulez-vous dire?

La sénatrice Tardif : Je parle de représentativité, à savoir comment vous allez consulter les gens dans les régions et comment vous allez répondre. Dans le renouvellement de votre licence auprès du CRTC, on vous a imposé des conditions de consultation, n'est-ce pas?

M. Lacroix : Vous parlez du français en milieu minoritaire?

La sénatrice Tardif : Je parle de façon plus large également. Que faites-vous pour assurer la représentativité dans les régions? Vous avez indiqué, dans votre plan stratégique de 2015, que vous voulez être ancré dans les régions.

M. Lacroix : Oui.

La sénatrice Tardif : Que faites-vous pour vous assurer que vous entendez l'aspect régional?

M. Lacroix : Il y a, dans chacune des régions où nous sommes, des personnes qui sont sur le terrain et qui interagissent avec leur communauté, que ce soit pour lever des fonds et appuyer ces gens dans leurs initiatives où le radiodiffuseur public devient un partenaire à Noël ou dans une campagne quelconque.

C'est pourquoi je vous ai posé la question. Je croyais que vous faisiez surtout référence à ce que le CRTC nous a suggéré d'améliorer et ce avec quoi nous étions d'accord, c'est-à-dire trouver le pouls de la façon dont on livre nos services en français à travers le Canada dans les milieux minoritaires. C'est pour nous une préoccupation.

Nous avons fait des panels des régions. Nous avons une personne qui est responsable, chez Radio-Canada, de cet aspect, et elle se nomme Patricia Pleszczynska. D'ailleurs, le comité de la Chambre sur les langues officielles veut qu'on aille leur présenter notre plan. Il nous fera plaisir de vous faire parvenir les notes et la présentation que nous ferons à cet endroit.

Alors comme préoccupation constante nous avons la représentativité, le déplacement de nos dirigeants dans les régions pour les écouter, le panel sur les régions, on invite les gens à nous parler. Je suis constamment dans les régions pour entendre ce que les gens nous disent. Nous sommes très près des étudiants, de plus en plus. Nous les invitons à venir nous parler, car nous avons différents secteurs ou segments de la population auxquels on s'intéresse. C'est ce qu'on fait sur une base quotidienne. Nous sommes très conscients, madame la sénatrice, de l'importance que les Canadiens attachent à notre présence, surtout dans les milieux francophones dans les régions.

(Sen. McInnis: Good evening. Thank you very ...)

(anglais suit)

(Following French -- Mr. Lacroix -- francophones dans les régions.)

Senator McInnis: Good evening. Thank you very much for coming and for this environmental scan that was forwarded to the committee. I am relatively new to the Standing Senate Committee on Transport and Communications. I came and asked to be on the committee because I wanted to talk about transport matters and when I arrived, we've dealt with nothing but the challenges of CBC.

Indeed, you do have challenges. I read recently, a couple of weeks ago, that your audience of age 54 and under is dropping off. You're half the size of your competitors. In fact, with the exception of French TV industry revenue and French radio revenue, where you're number one, you're well behind. Bell, Shaw and Rogers are nipping at your toes in English TV industry revenue, and in radio.

Therefore, with your audience dropping, undoubtedly advertising revenue, which is on another chart here, has stalled over the last two or three years. It was going up. Of course, government investment in the public broadcasting has flatlined since 1990.

Governments and politicians are funny people. If the public want it, they normally invest in it. For more than two decades it has been flatlined at little more than \$1 billion; and that's all government. So it strikes me that you have some real challenges.

The other week we heard from the former head of CRTC by video conference. I asked him if it's not time for CBC to look at partnering; and he said, yes, indeed it is.

I wonder, and perhaps you can answer, if you have the tools to do that under the Broadcasting Act or would there have to be amendments? The government would have to provide you with the potential to carry that out. It strikes me that the march at government giving more money to CBC I think is not in the cards; and I think you're seeing it as well. I would like a response to that.

I also want to ask you about -- and I classify some of these things in infrastructure -- whether CBC/Radio-Canada is spending too much on infrastructure versus Canadian content. You've got 82 radio stations across Canada, 27 television stations, 11 foreign bureaus, 7,304 full-time employees, 469 temporary/ full-time employees, and 1,002 contractors. Those are 2012 figures. Perhaps you could respond if: Is there some way that could be condensed or consolidated?

You made the comment earlier, and I think it's a good one but I didn't quite get an explanation, that every dollar invested by the taxpayers of Canada into CBC produces \$4 in return. I'd like you to expand on that. I should have prefaced my comments by saying that I'm a great fan of CBC. Over the years in my private life I've written letters to governments in favour of CBC. I'm worried a little bit about TV but, as I said last week at the hearings, you have it 100 per cent correct with CBC Radio. You couldn't be better; and your audience proves that.

That's quite a machination. I'd like to come back on the second round because I have another question.

Mr. Lacroix: I'm going to try, Mr. Chair. There are six really big pieces in what the senator threw at me; so be patient with me because I'm going to try hard.

First, I've been in this job for six years and I haven't asked government for a dollar. What I have asked for is predictability, multi-year funding like all the solid and important broadcasters in the world, and I've asked for a line of credit. The line of credit on a Visa is more important than the line of credit I have at CBC/Radio-Canada because I don't have a line of credit at CBC/Radio-Canada. Every time we have \$1 less in revenues or funding, we have to do one of two things: We have to cut CBC from \$1 or we have to postpone the \$1-expense until next year.

Those are the requests I've made every single time I've had an opportunity to do so, but never more dollars for the CBC. We respect the challenges of the environment in which this country works. We respect that.

Second, broadcasting infrastructure depends on the services that Canadians want from us. You could be in Cape Breton or Nova Scotia and have a CBC station like you have right now or you could be in Saskatoon and have a station. We might tell you that it would be much more efficient if we had a hub-and-spoke model where we had one station in French in Manitoba and nothing but bureaus in Western Canada because that would be a model to reduce our costs. You might find some people in this country saying, wait a second, I'm not being treated like everybody else.

What kind of services do Canadians want from their public broadcaster? Every time we talk to them, they say they want us to be in their regions. They want us to be around them. That's why the infrastructure grew this way.

I'll remind you that it grew because in the 1970s, the government of the day decided that as a matter of policy Canadians needed this signal across the country; so we put up transmitters across the country. We have the largest infrastructure of anyone in the world. That being said, we realize that we don't want to be an owner of the premises from which we deliver our services. That's why we have shrunk. We have important initiatives for the way we are dealing with our cuts to shrink the broadcaster, to become tenants and to make sure that we are as efficient as possible in those square feet.

I can give you an example of Matan, Quebec, where we went from 17,000 square feet to 3,800 square feet. We are that interested in small spaces. In Montreal, we were trying to go from 1.3 million square feet to about one third of that. To be able to do that, we need to reshape the broadcaster; and there are some consequences to doing that. That is the broadcasting infrastructure and our presence in the country. That's what we think Canadians want; and that's what we have.

Condense and partnership, senator, we do this all the time. What you saw on that screen and a partnership with TVA and RDS in Quebec never happened before. We have 800 partnerships with different people to provide content, to reduce costs, to deliver more music, and to put events together. We realize that we can't do this by ourselves. With the taxpayers' money that we have and the commercial revenues that we generate, we need partners to deliver our services. We're on the same wavelength there.

Mr. Allen: He also asked about Deloitte.

Mr. Lacroix: Let's talk about the Deloitte study of 2011 and \$4.

Mr. Allen: It's on page 22. It was a study that we commissioned to try to demonstrate the economic impact of the corporation. There is a very impressive ratio of 1:4. I think the simple answer as to why it's high is that when you make an investment in CBC/Radio-Canada, you're really making an investment not in infrastructure but in the people who make content. The media business is a labour intensive business, and it's being made in all kinds of regions across the country. We're in places down east, out west and up north. We're in small towns across the country investing in people. That is why the number is so high.

Mr. Lacroix: Look at our television schedule: *Arctic Air* is Yukon and Vancouver; *Heartland* is Calgary; *Republic of Doyle* is St. John's, Newfoundland. St. John's is as much a character as the actors are. I could go on and describe what we do and the impact we have in those communities with the investments we make.

In my opening remarks, I talked about \$732 million invested in Canadian programming as compared to \$600 million invested by everybody else combined. That's normal because we're the public broadcaster. We believe in Canadian content, and we believe in creating value for Canadians. We are the motor of this economy, no doubt.

I hope I answered all of the questions you threw at me.

Senator McInnis: There's something else I want to ask on the second round.

(2010 follows in French -- **Senator Mockler:** Monsieur Lacroix, j'accepte votre constat.....)

(après anglais 2000)

Le sénateur Mockler : Monsieur Lacroix, j'accepte votre constat.

(Sén. Mockler : Your statement was that you find...)

(anglais suit)

(Following French – Senator Mockler: . . . accepte votre constat.)

Your statement was that you find the broadcast industry is changing and CBC/Radio-Canada is changing with it.

(French follows – Senator Mockler cont'g - Par contre, vous avez un mandat ...)

(après anglais)(Sén. Mockler)

Par contre, vous avez un mandat, vous avez un rôle à jouer dans toutes les régions du Nouveau-Brunswick. L'admettez-vous?

M. Lacroix : Absolument.

Le sénateur Mockler : Cela dit, lors d'une intervention antérieure, vous avez posé la question suivante à un sénateur : croyez-vous au contenu canadien? Moi, j'aimerais répondre au nom des Acadiens et Acadiennes du Nouveau-Brunswick que je représente, la seule province bilingue au Canada. Je vous réponds : oui, mais ce contenu doit provenir de tout le Canada, et plus particulièrement de là où les francophones sont en minorité.

J'ai écouté attentivement votre intervention avec le sénateur Maltais également, mais ai-je bien compris que 92 p. 100 de l'auditoire de Radio-Canada se trouve au Québec?

M. Lacroix : Lorsque l'on regarde la répartition de la population de langue française, c'est exact.

Le sénateur Mockler : Donc, je déduis qu'un pourcentage de 8 p. 100 est situé hors Québec.

M. Lacroix : Dans le reste du Canada.

Le sénateur Mockler : Vous avez parlé également d'une étude qui est encore d'actualité, qui disait que *The National* du réseau CBC reflète mieux le pays que le *Téléjournal*. Cette étude, commandée et réalisée par la Chaire de recherche en études acadiennes de l'Université de Moncton, conjointement avec le SNA, dit spécifiquement qu'il y a énormément de contenu québécois. Elle démontre aussi clairement qu'en Atlantique, seulement 1,4 p. 100 du contenu du bulletin de fin de soirée sur Radio-Canada provient de l'extérieur du Québec.

Quelles mesures concrètes avez-vous prises pour augmenter la valeur du contenu canadien à la télé de Radio-Canada en Atlantique?

J'aimerais également être informé de ce qui s'est fait dans les autres provinces où les francophones sont en minorité.

M. Lacroix : Madame la sénatrice a fait allusion exactement au même sujet. Premièrement, j'aimerais vous dire que le constat que vous faites ou les commentaires qui nous sont faits par rapport à notre bulletin de nouvelles de 22 heures, le fameux *Téléjournal* de Céline, comme on l'appelle, et de Pascale Nadeau durant le week-end, ce *Téléjournal* doit continuer à refléter l'ensemble du Canada pour tous les francophones.

Comme vous le savez sans doute, Michel Cormier, un Acadien, est la nouvelle personne responsable de l'information. Il est très conscient de ce qui se passe, des commentaires ou des critiques. Il était d'ailleurs le responsable de la région du Nouveau-Brunswick avant d'être nommé à l'information.

La première chose qu'on a faite a été de recruter deux nouveaux reporters à temps plein pour alimenter le *Téléjournal*; un à Edmonton et un autre au Nouveau-Brunswick, à Moncton. Instantanément, il y a une présence d'esprit et un suivi des nouvelles pour alimenter le *Téléjournal*. Le *Téléjournal* est en train de changer. J'espère que vous le voyez. Michel a une vision du *Téléjournal* pour vous faire réfléchir sur des grands sujets. J'entendais les sénateurs dire, tout à l'heure, qu'ils n'ont jamais autant regardé les Jeux olympiques sur leur iPad. Non seulement vous regardez les Jeux olympiques sur votre iPad, mais vous prenez probablement votre information sur votre téléphone intelligent ou sur votre iPad bien avant 22 heures, donc, lorsque vous vous asseyez pour écouter le *Téléjournal*, il faut faire plus que simplement livrer les mêmes nouvelles que celles que vous avez vues sur votre tablette. Une transformation du *Téléjournal* est en train de s'opérer et on espère que vous allez la remarquer et que vous pourrez conclure avec nous qu'avec les mesures qu'on a mises en place dans les régions, les panels des régions, nos efforts de plus en plus importants pour aller

chercher cette information et la refléter à notre antenne, à la radio et à la télévision, j'espère que vous verrez nos efforts. On est très conscients de cela.

Le sénateur Mockler : Merci beaucoup. D'ailleurs, en passant, les Acadiens et Acadiennes connaissent très bien Michel Cormier.

Autre chose : quand on dit que cela doit refléter l'ensemble du Canada, il s'agit des régions hors Québec aussi, n'est-ce pas?

M. Lacroix : Absolument.

Le sénateur Mockler : À titre de président, vous avez dit que vous serez obligé de prendre des décisions difficiles au cours des prochains mois. Vous avez dit à vos employés, sous forme de courriel, que vous aviez toujours cru qu'ils avaient le droit de savoir et vous leur avez promis d'être aussi franc et direct que possible. Je vous cite; c'est ce que vous avez dit?

M. Lacroix : Oui.

Le sénateur Mockler : Je trouve cela louable. Dans votre nouvelle structure, pouvez-vous nous confirmer s'il y aura bel et bien des coupures administratives dans les ressources humaines, financières et pour rénover les infrastructures à Moncton?

M. Lacroix : On est en train de réinventer notre présence à Moncton, car la bâtisse dans laquelle nous étions installés ne faisait plus de sens. On veut réduire notre espace et on se déplace, pour être encore plus accessible, sur la rue principale.

Dans notre plan au-delà de 2015 -- et je répète cette phrase --, on ne peut pas, chaque année, faire des coupures d'importance dans la radiodiffusion publique pour se réinventer aux deux ans. Il faudra que le plan d'au-delà 2015 nous permette une stratégie qui nous mène jusque-là et qui fera en sorte que les Canadiens puissent comprendre qu'on ne peut pas constamment être partout au Canada. Ça n'a pas de sens, pas dans un environnement économique comme le nôtre. Ce sont ces décisions qu'on est en train de prendre et on les prend ensemble à Radio-Canada. On réfléchit à ce à quoi ressemblera le radiodiffuseur en 2020. C'est très important que les Canadiens comprennent l'importance qu'on attache à cet exercice stratégique.

Le sénateur Mockler : Vous n'avez pas répondu à ma question.

M. Lacroix : Je ne sais pas encore quel sera le résultat de la réinvention de CBC/Radio-Canada. Je ne sais pas de quoi elle aura l'air.

(Sén. Greene : Thank you very much. I enjoyed the Olympics very much and especially...)

(anglais suit)

(Following French – Mr. Lacroix - ... de quoi elle aura l'air.)

Senator Greene: Thank you very much. I enjoyed the Olympics very much, and especially your on-line app for tablets. I thought that was a wonderful creation, actually. I think I saw more CBC programming over the last couple of weeks than I have over the past couple of years. You are to be congratulated.

I normally watch CBC only when *Hockey Night In Canada* is on, but since I'm a Montreal fan, I usually call it "Hockey Night in Toronto" because it seems to be Toronto-centric.

This brings me to a question. In determining what you put on the air, do you look more at the market? I understand that there's more of a market for Leafs games than Montreal games, or do you look at trying to serve all the regions, because those two issues can be in conflict?

Mr. Lacroix: Yes. What we're trying to do is obviously maximize revenues. The conversation starts with the NHL. Unfortunately, as you know, we only have a few more months to go. The schedule has been set. They're sitting down with Rogers right now. But the context has always been to try to deliver in the East a game that will be interesting that will go to as many hockey fans as possible.

And in a second game on a Saturday night, obviously because of the time difference, is out West somewhere. That's what we try to do.

Senator, I'm also interested to hear that maybe through the last couple of weeks, as you have been watching a lot of programming on Sochi, that you got exposed to other programming responsibilities at CBC and that you actually might want to watch that.

Senator Greene: Well, let me get to that in a second.

Given the trend with consumers to watch programming on things other than a TV set, and your success, actually, with the online app, are you still 100 per cent committed to over-the-air programming?

Mr. Lacroix: Over-the-air programming. You mean over-the-air distribution?

Senator Greene: Right.

Mr. Lacroix: We don't have much of a choice. That's why I chuckled. I like Conrad. He actually sent me a nice email a couple of days ago saying that he really enjoyed our Sochi coverage. When I heard from him that he actually suggested, because I read his transcript, that we should no longer

be doing over the air because Canadians actually get their signal through a satellite or a cable company, I smiled because he was the one that forced all the carriers into the digital era by creating mandatory markets and saying: If you want to be carried in a particular region, you must have an HD transmitter. And we actually said: No, we don't want this because we don't think this is the way this happens in, at that time, 2011.

So, yes, maybe now that he's no longer the chair of the CRTC, he can make those comments. But the infrastructure, the 27 HD transmitters that we actually delivered to Canadians so they can deliver over the air is the result of a CRTC policy, because when you look at the way Canadians now get their television signals, it's not over the air. It's by satellite, and it's by cable.

Senator Greene: That's very interesting.

Your mandate was developed in 1992.

Mr. Lacroix: The Broadcasting Act, as it defines our mandate now, is a 1991 piece of legislation that has not been amended since.

Senator Greene: Is there anything in the mandate that you don't like anymore that was appropriate back in 1991 but is no longer appropriate now, anything that prevents you from doing things that you should be doing and vice versa?

Mr. Lacroix: It all depends on what the expectations of Canadians are about the services that we render. The environmental scan tells you, at the beginning, what the mandate is, and there's Article 3 that says that we have to do a bunch of things.

It's difficult to have a 1991 piece of legislation. Page 8 and 9, if you look at that, the mandate has to be distinctively Canadian. Obviously, it has to reflect all Canada and its regions. It has to be obviously of equivalent quality. It has to do X, Y and Z. All of these things we believe in.

Now, the 1991 act doesn't speak, obviously, of the Internet, when you realize that there was no iPad in Vancouver during the Olympic Games. That is not too long ago. There was no iPad app. Look what we did in Sochi.

So is it an act that reflects the current broadcasting environment? The answer is no.

Senator Greene: Right. So what are you telling me?

Mr. Lacroix: What I'm telling you is that in this environment, the first thing that we, as a civil society, need to determine is what do we want the current broadcasting environment in this country to be?

Senator Greene: That's correct.

Mr. Lacroix: Right now we have a number of actors in it. We have private broadcasters; we have public broadcasters; we have people that are now so integrated, and that didn't exist before, that when you look at the groups -- and somebody else hinted at that, I'm not sure which senator, a few seconds ago -- as to the groups now and how integrated they are, the Broadcasting Act didn't foresee that when it was written up.

Senator Greene: So are you suggesting that we should look at the Broadcasting Act and the mandate in particular?

Mr. Lacroix: The most important thing is what do Canadians want in 2014?

Senator Greene: And beyond.

Mr. Lacroix: And beyond. What do they want as services from all the ecosystem actors in the current broadcasting environment? That's the key question. Then you adjust the resources as a function of those expectations. Because, if not, I mean, CBC/Radio-Canada has no chance to meet the expectations of Canadians if the goalposts keep moving.

Senator Greene: I'm going to think about all this, but I have another question that is separate from what we just discussed; I thought of it while I was watching the Olympics on my iPad. I was thinking if the CBC can bring me skiing from Sochi -- which is, in a sense, Canadian content -- why can't the CBC bring me regional theatre from Neptune Theatre in Halifax?

Mr. Lacroix: Maybe it will. The possibilities are interesting, but you've got to remember that 87 or 88 per cent of Canadians still watch their television in a linear way, sitting in their living room. So, yes, the widgets are fun. They give you an idea of what it is going to become; but when you look at how people actually watch television, they're still watching 27 hours of television a week, not including online.

We've been talking a lot about TV, and there's a senator a few minutes ago that said -- I should have picked it up before -- that your television schedules are in trouble. You do realize, with the numbers that we put out, that the fall schedule for Radio-Canada was the best ever. Our share was 21 or 22 per cent, in prime time. We actually beat TVA for the first time ever, and you know that's really good. Because what TVA did is TVA and Radio-Canada have, in our market, I think, a really good dynamic relationship with respect to trying to produce great drama. And if it wasn't for us pushing the bar, and then they push the bar, and then the dramas are spectacular. I have great respect for what they do there.

We have, in Radio-Canada's environment, a very different way of creating a star system; so people enjoy la télévision Radio-Canada like never before, so it's very healthy. The radio on Radio-Canada is doing well, when you combine radio, Espace musique and La Première Chaîne. Now, shift over to CBC --

Mr. Allen: Not to give CBC Television a short shrift here, but they have got the same audience share from over a decade ago with an environment, compared to 10 years ago, there's been a total expansion in the number of channels and services that are available; so kudos for CBC Television.

Mr. Lacroix: The last time we counted, we have 348 channels that are available for you to watch. And for Radio-Canada to be distinctive, here we go again, Senator Eggleton, it's about Canadian content. It's about you coming to us knowing that you're going to watch Canadian values being shown to you, Canadian programming in an environment that is done to reflect what being a Canadian in Canada in this era is all about.

And the numbers are good. In 21 of 23 markets for Radio 1, they are first or second on the latest BM results; and Télévision de CBC, yeah, challenged. Prime time will vary between seven and eight and a half per cent, and it will be affected by the loss of *Hockey Night In Canada*. We don't know how much yet, but Heather Conway has a plan to try to transform it and try to make it a little edgier and make it a little more interesting, well, to continue connecting with Canadians.

Senator Greene: Just a final question. If you would like to imagine where we're going to be 5 or 10 years from now -- it is harder with 10, perhaps -- and with your knowledge of the marketplace, which is much bigger than mine, would you be interested in submitting a proposal for a mandate change?

Mr. Lacroix: Well, we're trying to define what the broadcaster should look like in 2020. Armed with that, when we deliver what our vision is, then we'll connect back and see whether we can actually deliver it in the environment that we're in. But that's going to be a change.

The Deputy Chair: Thank you, Senator Greene. I'm very generous with you as always.

Mr. Lacroix: The 2015 strategy ends on March 31, 2015. That's the end of the fifth year. Before that, we will have a framework and a communicated strategy as to what we think the broadcaster looks like in 2020. There are going to be some choices to be made.

The Deputy Chair: I would like also to weigh in with a question in the first round before we take the five-minute break.

I want to go back to the theme of transparency in governance, and a couple of my colleagues brought it up.

Since the beginning of this study, we have had a lot of witnesses with different perspectives on this, and a lot of us can't get our head around the fact that one of the largest Crown corporations, if not the largest Crown corporation, that takes in more than \$1.1 billion of taxpayers' funds a year has a hard time publicly disclosing its senior administrators' salaries -- has a hard time disclosing the salary of Peter Mansbridge, for example -- while living in an era of transparency and accountability that is more in demand by the taxpayer and citizens than ever before. We ourselves are living proof of that. Every single dime we spend on behalf of taxpayers has to be accounted for. If my friend and colleague Senator Mercer here gets a parliamentary bonus at the end of the year and he doesn't disclose the amount of that bonus, there would probably be hell to pay.

I was perusing last week the BBC website and I clicked on a bunch of individuals, senior executives and the director general of the company. They had their annual salary and expense accounts. It was the most detailed accounting system I've ever seen on behalf of a government agency or a funded government agency.

There will be cases where human beings make mistakes, and we've heard your perspective on behalf of the expense claims, and I'm not in a position to judge you. I don't have the facts. I don't know the details. But in any organization, be it the Senate of Canada, and my friend and colleague Senator Plett alluded to it, or CBC or VIA Rail, or whatever the institution, there have to be checks and balances, so that administrators, executives and employees are accountable for their actions and we're able to determine if the errors that were made were errors, if their errors were made because structurally there needs to be changes in the system. We as an institution have experienced that in the last few months, but I think the public has seen how rigid we have been with our own colleagues who have been accused of making claims that they claim were mistakes, while others claim other things.

I think as a committee looking at governance and looking at transparency, we have a hard time, Mr. Lacroix, understanding why the CBC holds back certain information. People send me emails: "We'd like to know what Peter Mansbridge earns," and I don't see why an organization that gets three quarters of their funding from taxpayers would have a hard time with that.

Mr. Lacroix: Senator, transparency -- key. We think that CBC/Radio-Canada has never been more transparent than today and that we are actually more transparent than many of the broadcasters or the corporations that we work with on a daily basis.

Let me just give you an idea. We file an annual report like everybody else. Our annual report actually won a prize at the CPA's last awards committee for the quality of our reporting in 2012-13. It was just announced a few months ago. It tells you how good our disclosure on our financial picture is.

We submit a corporate plan. We submit and we post on our site 130,000 questions and answers and pages of people who are actually asking us, under access to information, all sorts of questions. We actively proactively post it. We went from being inundated by access to information requests, and I'm sure you know that the Sun network, because they disclosed it, when we became subject to the Access to Information Act in 2007, in September. We had looked at a whole bunch of other corporations and the number of requests that they were receiving, and we benchmarked ourselves. We looked at the BBC and the corporations in Canada, and it wasn't even close. We got like 700 requests in the first couple of months. We were late; we got an F from the commissioner. We worked as a corporation and turned the F into an A. In the last report from the commissioner, she gave us an A, and she actually spoke of how much the culture at CBC has been better, and we are dealing with every single challenge with respect to transparency in that way. We post stuff. If you go to our website, we constantly post stuff about what's going on at CBC.

Peter Mansbridge, his salary -- clearly competitive in an environment like we are. There are all sorts of privacy considerations under some legislation in the country that would prevent us from doing that.

We post our bands. If you go to CBC you will see the bands, the people who work at CBC, how they are paid. We have a compensation philosophy that is absolutely transparent and described in our annual report. We try to pay people, and we have independent directors, all named by this government right now, because this government has been there enough years to be able to have named every single one of our directors. They sit on an HR committee. They determine every single compensation aspect of CBC/Radio-Canada, and the governance system works in that way.

So it's a long answer, senator, to tell that you we think that we have never been as transparent, and that in the environment in which we work, disclosing those kinds of salaries would not be helpful to our position in the environment in which we work.

The Deputy Chair: On the second round, we will follow the same order. If there are senators who do not want to participate, give me a nod. I would like everybody to be more precise and concise in their line of questioning so we can maximize the use of our time.

You have the floor, Senator Mercer.

Senator Mercer: I'm following up on your question, and the question of Senator Plett, Senator White and others, with respect to transparency.

It seems to me that transparency is a key word around this town. It's a key word that your main broadcaster on *The National* continues to use all the time and when making reference to senators' expenses this week, he directly referred to it as the public's money that was being spent.

It's the public's money that's being spent at CBC, too, and quite frankly I'm disappointed that you didn't tell us what your bonus might have been. You did not reveal what Mr. Mansbridge's salary might be. But perhaps you could tell us if everybody, like Mr. Mansbridge, is compliance with the CBC conflict of interest and ethics policy with respect to earning money outside of CBC, using their position to make money? I refer to an article that appeared in another news media outlet that claims Mr. Mansbridge spoke to the Canadian Association of Petroleum Producers in 2012 and charged a speaking fee of \$28,000.

Now, there's nothing wrong with Mr. Mansbridge making money, but I want to know that he's doing that because he's the voice of CBC. He's doing that because he has the eyes and ears, and particularly the eyes and ears of Canadians every night at ten o'clock. If I read some of the points in the conflict of interest and ethics policy, CBC employees:

. . . must not use their positions to further their personal interests. . . . Employees may not engage in activities likely to bring CBC or Radio-Canada into disrepute. Employees may not take a stand on public controversies if CBC's integrity would be compromised.

I did not hear his speech to the Canadian Association of Petroleum Producers, but I suspect he talked about the production of petroleum. He probably said something that they wanted to hear. It may not be the message I wanted to hear, but usually when someone is paid to speak to a group, they frame their message to suit the crowd. You wouldn't come in and give a great big environmental speech to that crowd, I wouldn't think.

My final point is that when Rex Murphy was revealed to have had similar jobs, CBC Editor in Chief Jennifer McGuire defended him on the basis that Rex is a freelancer. Good point, I thought. People like Mr. Mansbridge are not freelancers, they're employees of CBC.

Mr. Lacroix: Peter Mansbridge received permission for his speech to the petroleum association. In fact, he clears all of his speaking engagements with senior news management, and each one is looked at to make sure that there is no conflict of interest, and that our rules are respected. He actually makes a whole bunch of speeches. He made 200 speeches over the last at the years. It's an important part of our outreach.

I don't know what he spoke about and you just told me that you don't either, so I'm not going to make any comment with respect to the substance. But he knows that he never offers up his opinion or takes a position on anything that is in the news when he makes those speeches, so he could have spoken about leadership, the Olympics and Alexandre Bilodeau giving a hug to his brother at the bottom of the hill. I don't know what he spoke about but I can assure you of one thing: Peter is a spectacularly respected news person. He is the face of *CBC News*, as well as a number of his other

colleagues, but we all know that *The National* is about Peter Mansbridge and I'm sure that he respected his standards and our policies when he made that speech.

Senator Mercer: That's it. I'll pass to my colleague.

The Deputy Chair: I wish we had more time, but I'm sure Mr. Lacroix will be back to see us.

Senator Eggleton: I'll get in two quick ones, if I can.

The government announced last October in the Speech from the Throne what is called a pick-and-pay or unbundled system. There has been a lot of commentary in the media lately suggesting that most cable companies, where their prices are not controlled, will just find another way of upping it and no one will save any money by picking what they want to pick. They'll be paying just as much at the end.

I want to know, quite aside from that little issue, how is this going to affect Canadian content, for one thing? More specifically, how will it affect the CBC?

Mr. Lacroix: We don't know what this is yet all about, as you saw. Jean-Pierre Blais in the CRTC has started a review of what the television history could look like. It's in three phases. We think that when we look at the phases, we'll be invited to comment in Phase III in September 2014. We will be ready for that, and we will add our voice and opinion as to what the lay of the television industry is at that time.

Pick and pay, depending on what they do and how it's bundled or unbundled, depends on whether you believe in what we have for years pushed in front of the CRTC, which is what we have called a "skinny basic." "Skinny basic" would be a number of channels that you as a distributor must give to Canadians, because that's part of your mandate, and everything after that could be a pick and pay, depending on what Canadians want.

We'll see how that plays out.

Senator Eggleton: What would be a bad model from your perspective for the CBC or for Canadian content?

Mr. Lacroix: If all of a sudden the CBC was no longer mandatory carriage. For the price that Canadians pay -- and I reminded you in my opening comments, you know we get about \$29 of your tax dollars every year for the whole year. If you don't get any value for that \$29, then we're back to the question another senator asked: What are we going to do with respect to the Broadcasting Act and the services we render to Canadians? That's how this ripple-effect affects us.

Mr. Allen: We do not have a lot of specialty channels, so we need to bear that in mind. The French market already has pick and pay for Explora and a lot of channels.

Senator Eggleton: That's a different environment.

Mr. Lacroix: And the two major channels.

Senator Eggleton: My second question, very quickly. When Ian Morrison was here regarding Canadian broadcasting, he said that CBC/Radio-Canada's current governing structure and senior management do not appear to be sufficiently flexible to respond to the challenges found in a very competitive environment of Canada's broadcasting system.

What changes in your structure would be beneficial to give you that greater flexibility?

Mr. Lacroix: If you're talking about the corporate governance structure of CBC/Radio-Canada, that's a question for government. Government appoints the directors, the system works this way, and I'm appointed by the Prime Minister in the job that I have.

Senator Eggleton: You don't want to recommend something?

Mr. Lacroix: I will trust people who are looking at the broadcaster and the other Crown corporations, senator. If they want to make a change to the way we are named, that's their choice.

But I'm going to bring you back to what you saw on the screens. If you think the CBC management team can't turn around on a dime and deliver for you with the help of some spectacular people -- Chris Irwin, Jeffrey Orridge, the people who worked on CBC in delivering the Olympics, such as François Méltier on the French side. When you look at these people -- Trevor Pilling -- when you look at the people on the screen, they're all senior executives of CBC/Radio-Canada.

We got the rights really late in the game. We were concerned that we would not have enough time to sell the Sochi Winter Games, so with the help of everybody at CBC -- those 500-some people who worked in Sochi and over here -- we delivered to you how nimble we are when faced with important challenges.

Senator Plett: My question will be somewhat personal on my point -- not on Mr. Lacroix's point at all -- and his answer should be very general as well. But in order for me to ask the question, I have to relay some facts.

Twenty years ago, there was no such thing as an online story, so any public retraction would have been the only method for a broadcasting corporation to properly do a retraction. They would not have been able to use the online story to do a retraction because there weren't online stories.

Last week the CBC had an online story entitled "Tory senators expense business-class flights with spouses." Then lo and behold there was my photo in between two other senators. In the online story it explicitly said that I routinely purchased round-trip business class tickets for myself and my wife.

Then the story was run on *The National*, by Suzanne Bohner and Peter Mansbridge, and on *Power & Politics*, where they talked about the three senators, generally. On *The National*, they showed photos of all three senators, and Peter Mansbridge began with:

We begin tonight with a story that may add to the outrage over the Senate these days. In the height of the Senate scandal last fall, *CBC News* found little restraint. Instead, there was a lot of executive-class air travel, often with spouses -- flights covered by you, the taxpayer.

So the truth of the matter is, and I explained this both to Mr. Timothy Sawa and to others --

Senator Eggleton: Point of order: I don't think this line of questioning is in keeping with the mandate that is before this committee, which is to look at the future of the CBC with respect to the challenges faced in broadcasting. This is a very particular interest of the senator involved, and I don't think it's relevant to the study.

Senator Greene: On the other side, part of the testimony has been about expense claims and so forth from the witness, so I think that opens up --

The Deputy Chair: I have been listening carefully to the question, and I would like for you to lead it quickly towards an issue of governance.

Senator Plett: It's a personal issue, and if Senator Eggleton would have exercised a bit of patience, he would have realized I was now to the question, which was a general question.

Senator Eggleton: I was very patient the last time you did it.

Senator Plett: As the President of CBC, in your opinion, sir, if you misrepresent the facts -- and this is not just to CBC but to CTV and the *Sun* and any other organization -- is it your duty as a broadcaster, whether a broadcaster fully funded by the taxpayer or any other broadcaster, when you defame somebody with false information, is it your duty to do a full retraction the same way

that you ran the story, or is it okay just simply to do an online retraction as was done -- so the admission was there online -- that nobody reads?

This is a general question. This is not in relation to this. I needed to present the case in order to ask the question.

Mr. Lacroix: Senator Plett, I'm sure that you will agree with me that it would be very unwise and inappropriate for me as the President and CEO of CBC/Radio-Canada to actually meddle or challenge the editorial judgment of our news organizations.

Senator Plett: That's not what I asked you to do.

Mr. Lacroix: I think that our news organization is one of the best ones in the world. Our journalists are governed by our strict journalistic standards and practices. These standards and practices are the envy of the industry; people come to us to actually borrow them. If you feel wronged, sir, we have a very robust process that leads you to our ombudsman for review of that service. Our ombudsman on the English side, Esther Enkin, is a person of great reputation and experience, and if her review does not satisfy you, yes, you can obviously go to the courts.

But I'm sure that you would agree that for the President of CBC/Radio-Canada to interfere or meddle with the judgment of our news organization would be against every single rule in the book.

Senator Plett: That's not what I asked you to do, sir, but nevertheless let me finish with this. Clearly, I asked you for a general opinion and not to make a ruling on this case.

My final question is: How is the CBC ombudsman chosen? Do you, as the President of CBC, have any input whatsoever in choosing the ombudsman?

Mr. Lacroix: The ombudsman reports to me. It is a direct reporting line in English and in French. We have a process that is well documented on our web site as to how Ms. Esther Enkin was chosen. There is a committee of five, chaired by an outsider. The recommendations come to me, and I have the final say on the ombudsman and her engagement.

This process has been going on for years. Again, it's very transparent in English and in French. The ombudsman reports to the board through me and has a direct relationship with the board. The ombudsman reports to the board twice a year. The reports are also public as are the reviews. We are the only organization in the country with an ombudsman.

We believe that this is a distinct feature of the public broadcaster, and we're very proud of the way this process works. Again, senator, if you feel wronged, I encourage you to use that process.

Senator Plett: Not a very independent ombudsman.

(French follows -- **Le sénateur Maltais:** Monsieur Lacroix, vous avez dit ...)

(après anglais)

Le sénateur Maltais : Monsieur Lacroix, vous avez dit une phrase tantôt que beaucoup de Québécois et de Canadiens ressentent. Vous avez dit que Radio-Canada devrait refléter les valeurs canadiennes. Lorsque vous regardez Radio-Canada, que ce soit n'importe quel soir de la semaine, entre 18 et 22 heures, avez-vous l'impression que Radio-Canada reflète l'ensemble des valeurs canadiennes?

M. Lacroix : Si je me fie sur les cotes d'écoute exceptionnelles que notre télévision de Radio-Canada déclenche à travers le pays en ce moment, que ce soit *30 Vies*, le téléroman de Fabienne Larouche, que ce soit *Découverte*, *Enquête* ou *Unité 9* qui a complètement galvanisé l'écoute à presque 2 millions de personnes, la réponse est certainement oui, sinon les Canadiens ne nous regarderaient pas.

Le sénateur Maltais : Mais est-ce que les Canadiens pourraient de temps en temps entendre parler des vraies valeurs canadiennes, de l'unité nationale, des Canadiens de la Colombie-Britannique et de Terre-Neuve? Est-ce que de temps en temps on ne serait pas en droit d'avoir quelque chose de positif sur l'ensemble de nos valeurs canadiennes?

La dernière fois que vous avez entendu le *Ô Canada* à Radio-Canada Montréal, pouvez-vous me dire la date?

M. Lacroix : On l'a entendu un bon nombre de fois pendant les jeux olympiques.

Le sénateur Maltais : Mais cela se produit une fois tous les quatre ans.

M. Lacroix : Je faisais une blague en vous répondant. On l'a entendu souvent et on en était très fiers.

Le sénateur Maltais : Non, c'est parce que vous étiez obligés de l'entendre parce qu'on entendait chanter le *Ô Canada* lors de la remise des médailles. J'aimerais simplement dire une chose. On n'a pas l'impression que Radio-Canada Montréal reflète les valeurs canadiennes.

Si vous écoutez tous les petits programmes possibles et imaginables, on n'y invite que les gens qui prônent une option politique. C'est malheureux. C'est très malheureux parce que cette option politique ne représente que 33 p. 100 de la population québécoise. Il reste quand même 67 p. 100

des Québécois qui pensent autrement que la « petite clique du Plateau » comme on l'appelle à l'extérieur de Montréal.

M. Lacroix : Je m'excuse Monsieur le sénateur. Maintenant je comprends que lorsque vous me parlez des valeurs canadiennes, vous voulez parler de la diversité des voix. Tantôt j'examinais la programmation et je voyais *Série noire*, *Mémoire vive* et *Trauma* et je me dis une chose. C'est que s'il y a autant de Canadiens qui nous regardent, c'est qu'on a certainement un intérêt à leurs yeux.

Ce sont plutôt les voix qu'on entend qui font en sorte qu'on n'a pas l'impression d'avoir une diversité assez grande. Cela vaut tant chez CBC que chez Radio-Canada. Et notre conseil d'administration est très conscient de cela. Nous avons toutes sortes de métriques par lesquelles on mesure la façon de livrer les points de vue.

Il est important de prendre deux secondes pour bien répondre à votre question. Lorsque le radiodiffuseur public fait son travail, les gens qui sont les animateurs ne devraient pas donner leurs opinions. Que ce soit à la radio ou à la télévision, le travail d'un animateur c'est de faire en sorte qu'il y ait assez de personnes autour de lui qui ont des opinions différentes pour faire en sorte que la personne qui écoute se forme elle-même une opinion basée sur ce qu'elle entend et non qu'elle se fasse livrer une opinion par l'animateur.

Tous ceux qui travaillent à CBC dans une position de nouvelles ou de programmation en sont très conscients. À CBC ou à la radio de Radio-Canada, la Première chaîne, nous rapportons cette information à notre conseil d'administration.

En plus de cela sénateur Maltais, deux fois par année nous sondons les Canadiens. Dans un rapport publié sur notre site web, qui s'intitule « Notre Bulletin », nous leur demandons ce qu'ils pensent avoir été la performance de CBC/Radio-Canada. On leur demande si Radio-Canada reflète leur région et s'ils entendent la diversité des voix canadiennes.

Et à partir de ces sondages, auxquels plusieurs milliers de personnes se prêtent à l'exercice d'y répondre, on peut vous dire que les Canadiens croient que nous rencontrons leurs attentes à cet effet. Je vais demander à Mark de vous parler de la "report card".

(M. Allen: We do a report card twice annually...)

(anglais suit)

(Following French by Mr. Lacroix: . . . à Mark de vous parler de la "report card".)

Mr. Allen: We do a report card twice annually. In that report card, we ask for Canadians' perceptions about how we reflect the regions of Canada -- their culture and specifically their region. The results showed 7.3 out of 10 in terms of reflecting the regions of Canada among francophones.

(French follows -- **M. Lacroix:** Mais sur ce point je peux vous dire . . .)

(après anglais)

M. Lacroix : Mais sur ce point je peux vous dire que vous avez raison. Des fois on n'est pas parfaits, des fois on se le fait dire et on le réalise.

(M. Lacroix: We correct and we will continue ..)

(anglais suit)

(Following French by Mr. Lacroix:. . .)

We correct and we will continue correcting because if we screw up on this one --

(French follows -- **M. Lacroix:** Si on ne rencontre pas les attentes des Canadiens. . .)

(après anglais) (M. Lacroix)

Si on ne rencontre pas les attentes des Canadiens sur la diversité des voix, nous n'avons plus franchement le droit d'exister en tant que radiodiffuseur public.

(Sen. Batters: Mr Lacroix, I want to return...)

(anglais suit)

(Following French by Mr. Lacroix: . . . tant que radiodiffuseur public.)

Senator Batters: Mr. Lacroix, I want to return to the matter of your expenses. We haven't spent very much time at all tonight talking about that. Could you outline the process for approving your expenses at CBC and tell us who grants approval for reimbursement and whether that person is also responsible for ensuring that reimbursed expenses are in accordance with your bylaws? Obviously, that failed in the case that you mentioned. Has that person been disciplined for this matter? As well on *Power and Politics* on February 21, you said, "For years I have been opening and looking at every single reimbursement request for a person or for people that report to me," and that you think the CBC has a "very robust process."

So I'm wondering if you also review your own expenses before they're submitted and if all the people who are responsible for overseeing the proper charging of expenses, including you, the President and CEO, were unaware of a basic rule regarding reimbursement. How does that comprise a very robust process?

Mr. Lacroix: I will tell you about the process. I file an expense claim; the director of finance looks at it as to how and whether this meets our criteria. That is then sent to our chairman. He looks at it and approves it or asks questions. That is then posted on our website on a quarterly basis. You can see where I've been and what I've done, line by line, Tim Hortons by Tim Hortons. Our internal auditor, Deloitte, an outsider, comes in on a quarterly basis and delivers an opinion as to whether the review of my expenses meets our criteria.

That being said, I'll repeat it again, senator, you're right. There was a mistake. We found it. We blew the whistle on it. We paid back the dollars. We disclosed it to our board, to our chair, to all these people. We went to the Auditor General and told the Auditor General. We told the government to make sure that this was perfectly transparent. Again, we apologize. I think you seemed to have listened to *Power and Politics*. I apologized there, and I apologize again this evening.

Senator Batters: I noticed, sir, earlier when you apologized --

The Chair: Thank you, Senator Batters. I really cannot allow for supplemental questions so we can get everyone in. Senator Demers, the spotlight is yours.

(French follows -- **Senator Demers:** Monsieur Lacroix, le 11 février dernier, l'honorable ...)

(après anglais -- spotlight is yours.)

Le sénateur Demers : Monsieur Lacroix, le 11 février dernier, l'honorable Konrad von Fickenstein a comparu devant notre comité. À la fin de son témoignage, j'ai cru comprendre qu'il disait que cela n'allait pas si bien que vous le dites à Radio-Canada.

Vous avez été franc en ce qui concerne les cotes d'écoute, mais M. Fickenstein n'a pas semblé voir l'avenir de CBC/Radio-Canada avec optimisme, comme vous et M. Allen.

Croyez-vous qu'il a dit cela sans réfléchir ou s'il ignore simplement des choses dont vous êtes au courant?

M. Lacroix : M. Fickenstein est un expert en la matière, il n'y a aucun doute. Le travail qu'il a fait et les responsabilités qu'il a choisi de mener font de lui un expert de l'industrie.

J'espère ne pas vous avoir peint un portrait de CBC/Radio-Canada qui était joyeux, glorieux, mais plutôt d'une entreprise qui travaille dans un environnement très concurrentiel, où il y a 750 télévisions qui bombardent les Canadiens de toutes sortes de chaînes et de choix.

M. Allen pourra vous parler d'un passage du livre qu'on vous a présenté, à la page 54, pour vous donner une idée de l'environnement dans lequel on travaille.

On a des défis très importants qui viennent s'ajouter à la perte du hockey. On a des défis de choix, d'infrastructures, on a le défi de se trouver un modèle d'affaires qui ne nous obligera pas à couper des parties de l'entreprise pour en sauver d'autres.

Il y a quelques années, j'ai même utilisé l'expression « on a vendu les meubles de la maison pour garder la maison, pour payer l'hypothèque ».

(Mr. Lacroix : In such an environment, we are challenged on all fronts ...)

(anglais suit)

(Following French -- Mr. Lacroix -- payer l'hypothèque ».)

In such an environment, we are challenged on all fronts.

(French follows -- Mr. Lacroix -- Nous avons des défis à relever dans un environnement ...)

(après anglais)(M. Lacroix)

Nous avons des défis à relever dans un environnement difficile, où on croit que la valeur que nous offrons aux Canadiens est une valeur de contenu canadien, une valeur d'information. Notre rôle est de refléter le Canada aux Canadiens et le monde entier à travers nos yeux au Canada.

Si vous suivez ce qui se passe en Syrie actuellement et le travail exceptionnel de nos équipes d'information en français et en anglais pour vous faire comprendre quels sont les enjeux de la Syrie, vous comprendrez qu'il n'y a aucun autre radiodiffuseur au Canada qui fait cela en ce moment. C'est notre expertise.

(Sen. White : Thank you. I appreciated your comments earlier ...)

(anglais suit)

(Following French -- Mr. Lacroix -- notre expertise.)

Senator White: Thank you. I appreciated your comments earlier about the apology. I don't know that I've heard you apologize to Canadian taxpayers, however.

My question actually refers more to our discussion earlier about bonuses. I realize you don't want to mention names, obviously, although I think every province in the country right now has salary disclosure.

Could you provide a list to the chair of how many executives are in the 5 to 10 per cent range, 11 to 20 and so on up to the 41 to 50 per cent range, as well as the pension plan funding ratio so I have an understanding as to whether it's 1 to 1, 2 to 1, 3 to 1, 4 to 1 or 5 to 1 of all people who would fit into the executive description?

Mr. Lacroix: I'm not sure what you're looking for when you say pension whatever.

Senator White: I'm trying to figure out if CBC puts in \$3 and the employee puts in \$1, or is it \$4 to \$1, or is it \$1 to \$1?

Mr. Lacroix: The Government of Canada was clear a few years ago, and Mr. Flaherty said it again, that they expect Crown corporations to fall in line with government policy with respect to funding and the pension plan. We are actually ahead of the game on this. We went from 34 to 40, and the conversations we're having right now with the unions will bring us to 50-50.

Senator White: I'm talking about non-union executives whose salaries you won't disclose. I'm talking about those individuals working within CBC, the Peter Mansbridges of the world.

Mr. Lacroix: The compensation policy philosophy of CBC/Radio-Canada is very simple. Again, we have a robust way of looking at the industry, of comparing ourselves with Crown corporations, with companies in our sector, and trying to match with experts, reviewed by independent directors who sit, senator, on our HR committee. We look at trying to meet what we call a median, the P50 of those ranges. We disclose the bands. We disclose the people who are in the bands --

Senator White: Mr. Chair, my two questions refer to bonuses and pension ratios. They don't refer to the bands.

The Deputy Chair: Maybe the witness will give us the answer.

Mr. Lacroix: With respect to pension ratios, I'm not too sure what pension ratios you're referring to, but we'll find out if this is something that can be made available to you. What was your other question, sir?

Senator White: If it's available to CBC, I would argue that both of these should be made available to us. I'm not asking for names of people. You've made it clear that you don't think you should have to give us those, but I do want to know about the bonuses. I was shocked to find out some were eligible for up to 50 per cent bonuses.

Mr. Lacroix: Two people in our corporation are eligible for that in the context of making their employment a position that is not even comparable to what the industry pays for those jobs.

Senator White: That's fine, Mr. Chair. I'd just like the information, if I may, if he could provide it to the chair. Thank you.

(French follows -- **Senator Tardif:** Monsieur Lacroix, y a-t-il des critères de représentativité ...)

(après anglais)

La sénatrice Tardif : Monsieur Lacroix, y a-t-il des critères de représentativité pour le conseil d'administration par rapport aux langues officielles parlées et aux régions?

M. Lacroix : Au niveau de la diversité ou de la représentativité?

La sénatrice Tardif : La représentativité. Y a-t-il des critères pour dire qu'au conseil d'administration, il doit y avoir tant de directeurs qui viennent de telle région, tant de directeurs qui doivent parler français?

M. Lacroix : C'est le gouvernement qui décide. On n'a aucune idée. Comme n'importe quelle entreprise de notre taille, dans un marché comme le nôtre, on nous demande de livrer les expertises que nous voudrions voir reflétées au conseil d'administration, par exemple l'expertise en finances, l'expertise en médias. On leur explique ce qu'on voudrait. On remet cela à l'appareil gouvernemental; on ne recommande pas des personnes, mais des expertises. Par exemple, si le président du comité de vérification est remplacé, j'aimerais avoir un vérificateur ou une personne qui a une expertise en comptabilité. Mais on n'a aucun pouvoir de décision, aucune influence sur la décision des personnes que le gouvernement nomme sur notre conseil d'administration. Alors je ne connais pas la réponse à votre question.

Le sénateur Mockler : On s'entend que Radio-Canada doit refléter l'ensemble du Canada?

M. Lacroix : Absolument.

Le sénateur Mockler : Est-ce que le pourcentage de réduction ou de coupure aux bureaux de Montréal et d'Ottawa sera le même qu'à Moncton?

M. Lacroix : Je ne fais pas de promesse de ce genre. Ce que je vous dis, simplement, c'est que la dernière fois que nous avons fait des choix dans le cadre du Programme de réduction du déficit pour le fédéral, nous avons fait des choix à travers les priorités de notre plan stratégique. On a donc protégé le contenu canadien, on a protégé nos régions et on a protégé du mieux qu'on a pu notre investissement dans le service numérique, parce que c'est l'avenir.

On utilisera le même genre de prisme lorsque nous réfléchirons à nos enjeux budgétaires pour 2014-2015, et pour ce que nous réservera l'avenir, au-delà de 2015.

Rien n'est proportionnel. On ne peut pas dire à quelqu'un qu'on va lui enlever 3 p. 100. Ce ne serait pas logique dans l'environnement de réinventer un *broadcaster*. On choisira nos priorités, on tentera de les protéger le mieux possible, on considérera que les autres choses sont en jeu et on réinventera les services qu'on rend aux Canadiens.

(Sen. McInnis : There's a wonderful ...)

(anglais suit)

(Following French - M. Lacroix -- qu'on rend aux Canadiens.)

Senator McInnis: There's a wonderful British sitcom, *Yes, Prime Minister*, and Humphrey, the deputy, is always saying, "Prime Minister, I'm here help you." Of course, it's always very skeptical.

I want to help you tonight, if you can accept my words of wisdom. Whenever there is a dollar of Canadian money put into an institution, a Crown corporation, there is an obligation to tell the public exactly the expenditure. In many of the provinces there is a public accounts, and there's a supplement to it showing all salaries.

Today, CBC likes to talk about the BBC. I googled, and I was able to get a list of salaries listed out in entirety, the CVs of the people if you wanted them and so on.

All I'm suggesting to you is, it is coming. My advice to you: accept it, embrace it. You cannot contract out of it. Everyone in this world can be replaced.

I remember Lloyd Robertson. They struggled. How are they going to get someone? Lisa LaFlamme is doing a wonderful job. Everyone can be replaced.

The Deputy Chair: Senator, do you have a question?

Senator McInnis: I said I was going to help him. Now I've just done that. Thank you.

Senator Greene: I just want to give you an opportunity to clarify two things that you said. Do you really charge for your Tim Horton coffee in your expenses? What did the Auditor General do or say when he became aware of your ineligible expenses?

Mr. Lacroix: I don't charge \$2.25 to taxpayers.

Senator Greene: I just wanted to give you that opportunity.

Mr. Lacroix: But I like Tim Hortons and I have lunch there on a regular basis. It's probably going to be in the car when I come back to Montreal this evening.

That being said, the Auditor General took note of what we did, asked some questions about how we came about, how the error was made. I wasn't party to those conversations, because obviously, as soon as that happened, a wall was put around me. The investigation or the review of what happened was done by the independent chairman of our audit committee, one of our directors -- again, an independent director. He took on this responsibility. He did whatever he had to do and, with our internal auditor, spoke to whoever he had to speak to with the Auditor General.

The Deputy Chair: As we come to an end, I want to ask a couple of questions as well. How many in-house lawyers does CBC/Radio-Canada have, and what does CBC/Radio-Canada spend annually in total budget for legal advice and legal fees?

Mr. Lacroix: How many lawyers do we have? I will give you the number. Fifteen, maybe, Montreal and Toronto combined.

The Deputy Chair: So 15 lawyers in-house?

Mr. Lacroix: Fifteen, eighteen, twenty lawyers in-house, something like that, to cover all of our programming, and then we buy legal services from outside, whether it's to negotiate collective agreements or to do contracts or la Maison de Radio-Canada, whatever.

The Deputy Chair: The other question is in regard to your infrastructure, the buildings that CBC/Radio-Canada owns. Do you have a division that leases out and rents out to entities outside of the CBC?

Mr. Lacroix: Yes.

The Deputy Chair: Is it a significant revenue source?

Mr. Lacroix: We've challenged that group. We wanted a significant amount, close to \$100 million of turn-around in terms of improving our real estate. We worked for months and months with Public Works. We thought they were going to take a place in the broadcast centre.

We just signed a lease with une ferme -- that's what we call them -- une ferme d'ordinateur. It's a company that basically installs servers and treats information, so a server farm, a data server. They are going to be taking close to 200,000 square feet for a number of years. We do that all the time. We rent to a Boston Pizza. This is the only way for us to maximize the revenue.

The Deputy Chair: How much source of revenue is coming to CBC/Radio-Canada?

The Deputy Chair: From that real estate, offhand I don't have a number. I will find the number and we will deliver it to you. It's important and it's going to become more important as we shrink the broadcaster.

The Deputy Chair: I'd like to, first, thank all of my colleagues for their cooperation this evening. We did two full rounds of questions. There was a lot of interest, a lot of participants. We appreciate it very much.

I would like to thank Mr. Lacroix and Mr. Allen for your patience. It has been a long evening, and we've touched a wide range of issues. We will continue our study. It's an intense study that will take place for the next 18 months on CBC/Radio-Canada. We think it's an important study. It's important to the Government of Canada. It's important to the taxpayers. It's important to the CBC and the institution. We hope that at the end of the exercise here we will have some advice that will be helpful to all the players and, in particular, to the organization for the short term and long term.

We would like to reserve the right to have you back again in the future.

Mr. Lacroix: Absolutely.

The Deputy Chair: Yourself and anybody else who could help us broaden the study and make it as complete as possible.

Mr. Lacroix: I would be happy to come back.

(The committee adjourned.)



Lisa Clarkson <lisa.clarkson@cbc.ca>

Fwd: COMMITTEE TRANSCRIPTS / TRANSCRIPTIONS DU COMITÉ

1 message

Jennifer Lang <jennifer.lang@cbc.ca> Thu, Feb 27, 2014 at 1:54 PM
To: Lisa Clarkson <lisa.clarkson@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>

FYI

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

From: **Liliane Le** <liliane.le@cbc.ca>
Date: Thu, Feb 27, 2014 at 10:36 AM
Subject: Fwd: COMMITTEE TRANSCRIPTS / TRANSCRIPTIONS DU COMITÉ
To: Hubert T Lacroix <ht.lacroix@cbc.ca>, "Chambers, Bill" <bill.chambers@cbc.ca>, Stephanie Duquette <stephanie.duquette@radio-canada.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, Mark Allen <mark.allen@cbc.ca>, MARC O'Sullivan <marc.osullivan@cbc.ca>, Jennifer Lang <jennifer.lang@cbc.ca>, Emmanuelle LAMARRE-CLICHE <elcliche@radio-canada.ca>, Martine Menard <martine.menard@cbc.ca>, France Belisle <france.belisle@radio-canada.ca>

FYI, the unedited transcript from last night's appearance are attached.

--
Jennifer Lang
Chief of Staff
416-205-2867

2014-02-26 TRCM Bleus 51227.docx
94K

Fwd: COMMITTEE TRANSCRIPTS / TRANSCRIPTIONS DU COMITÉ

1 message

Mark Allen <mark.allen@cbc.ca>
To: Lisa Clarkson <lisa.clarkson@cbc.ca>

Thu, Feb 27, 2014 at 12:34 PM

Mark Allen
Director, Research and Analysis
Directeur, Recherche et analyse
CBC|Radio-Canada
613.288.6271
www.cbc.radio-canada.ca
www.mtm-otm.ca

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

From: **Liliane Le** <liliane.le@cbc.ca>
Date: Thu, Feb 27, 2014 at 10:36 AM
Subject: Fwd: COMMITTEE TRANSCRIPTS / TRANSCRIPTIONS DU COMITÉ
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94K

Gillian Findlay <gillian.findlay@cbc.ca>
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Sun, Apr 27, 2014 at 9:08 AM

Hi Jennifer,

000149

Belated thanks and congratulations for producing this, especially in light of everything else you're having to deal with,

I don't know what other response you've had but, to me, it seems eminently reasonable and fair. And, most importantly, in keeping with the spirit of journalism as a public service.

Cheers,

Gillian

On Thu, Apr 24, 2014 at 1:04 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Hi everyone,

I want to make sure that you have seen the new post on the editor's blog that relates to outside appearances.

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/04/review-of-speaking-engagements.html>

You all understand the dilemma we faced. Even though nobody has done anything wrong, there have been gaps in our process that allowed some people to perceive conflicts of interest. Our content is fine. But perception matters. So we're tightening the process, and the way we interpret our policies.

It's really important that each of you understands your obligation in this. When you're invited somewhere, you have to get formal approval. That means filling out the attached permission form each and every time, paid or unpaid. And it means accepting that you may hear "no" more often than you used to.

The process is simple. Bring the form to your immediate supervisor who will connect with Gino Apponi in my office. It is your responsibility to ensure we know about all the requests that come your way. We have committed to disclosing the information publicly and will rely on accurate information from you.

In the end, we think we have reached a pretty good place. The outreach you all do is tremendous for

us, and enjoyable for you. We are protecting your right to be compensated for the work you do outside the office, while doing more to protect the CBC's reputation and credibility with the audience.

Jennifer McGuire

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

Jennifer McGuire <jennifer.mcguire@cbc.ca>
To: Gillian Findlay <gillian.findlay@cbc.ca>

Mon, Apr 28, 2014 at 12:37 PM

Hi Gillian,
Thank you for your note. I appreciate it. Jennifer

On Sun, Apr 27, 2014 at 9:08 AM, Gillian Findlay <gillian.findlay@cbc.ca> wrote:
Hi Jennifer,

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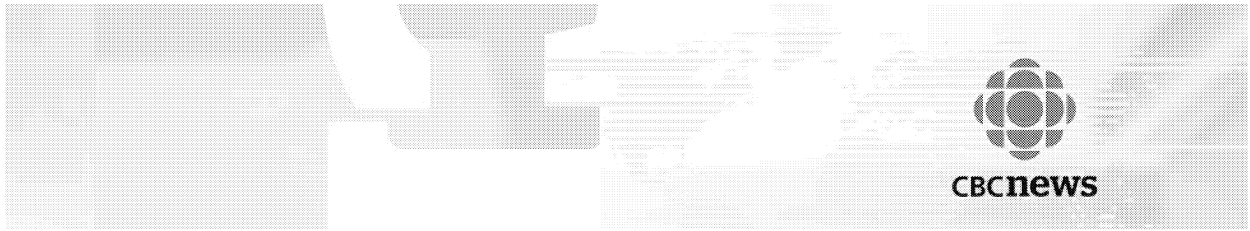
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Jennifer McGuire

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



REQUEST FOR OUTSIDE APPEARANCES

Date Submitted

Your Name

Your Direct Supervisor

Director or Senior Manager

Organization Issuing Request

Date of Event

Type of Event

Industry

Educational

Arts

Journalistic

Charity

Community

Other

If you selected **Other** please explain

Nature of Employee Involvement

Master of Ceremonies

Speaking Engagement

Host/Moderator

Educational/Lecture

Host

Appearance

Volunteering

Appearance on non CBC News shows

Other

If you selected **Other** please explain

Are you being paid?

Yes

No

Are expenses covered?

Yes

No

Will you need to take annual leave?

Yes

No

Can this appearance potentially create a conflict of interest with your work?

Yes

No

Will this event be advertised?

Yes

No

Any other details?

Signature

Meeting

5 messages

Linden MacIntyre <linden.macintyre@cbc.ca>
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fri, Apr 25, 2014 at 8:11 AM

Good morning Jennifer: first, I like the new policy on extra curricular activities and, when asked late yesterday by one of our critics, I told him so. Second, I wonder if you could make time early Monday for a brief meeting on a matter of some importance.

Thanks.

Linden

Sent from my BlackBerry 10 smartphone on the Rogers network.

Jennifer McGuire <jennifer.mcguire@cbc.ca>
To: Linden MacIntyre <linden.macintyre@cbc.ca>

Fri, Apr 25, 2014 at 8:15 AM

Hi Linden,

Absolutely. Arlene will connect on a time. I am committed to an Hubert SET meeting that morning which we might have to work around. What time were you thinking? Jennifer

On Apr 25, 2014, at 8:11 AM, Linden MacIntyre <linden.macintyre@cbc.ca> wrote:

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Linden MacIntyre <linden.macintyre@cbc.ca>
To: jennifer.mcguire@cbc.ca

Fri, Apr 25, 2014 at 8:17 AM

You pick a time that's most convenient to you. I will have to leave by car some time around mid day

We won't need a long talk, at least initially, but i'd be grateful for any time you can make available.

L

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Jennifer McGuire

Sent: Friday, April 25, 2014 9:15 AM

To: Linden MacIntyre

Reply To: Jennifer McGuire

Subject: Re: Meeting

Hi Linden,

Absolutely. Arlene will connect on a time. I am committed to an Hubert SET meeting that morning which we might have to work around. What time were you thinking? Jennifer

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Jennifer McGuire <jennifer.mcguire@cbc.ca>
 To: Linden MacIntyre <linden.macintyre@cbc.ca>
 Bcc: Arlene Matthews <arlene.matthews@cbc.ca>

Fri, Apr 25, 2014 at 10:18 AM

How about 11. I will be done the SET meeting by then. Shall we say my office?
 Or phone? Jennifer

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Linden MacIntyre <linden.macintyre@cbc.ca>
To: jennifer.mcguire@cbc.ca

Fri, Apr 25, 2014 at 10:27 AM

I'll pop by. Thnks.

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Jennifer McGuire
Sent: Friday, April 25, 2014 11:19 AM
To: Linden MacIntyre
Reply To: Jennifer McGuire
Subject: Re: Meeting

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Friday update

2 messages

Chuck Thompson <chuck.thompson@cbc.ca>

Fri, Apr 25, 2014 at 7:31 AM

To: "Agnew, John" <john.agnew@cbc.ca>, Alan Dark <alan.dark@cbc.ca>, Alison Fraser <alison.fraser@cbc.ca>, AMANDA YOUNG <amanda.young@cbc.ca>, ANGUS MCKINNON <angus.mckinnon@cbc.ca>, Annette Kirk <annette.kirk@cbc.ca>, Barbara Boyd <barbara.boyd@cbc.ca>, "Bertrand, John" <john.bertrand@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, BONNIE BROWNLEE <bonnie.brownlee@cbc.ca>, Carolyn Bissett <carolyn.bissett@cbc.ca>, "Catto, Sally" <sally.catto@cbc.ca>, Chantal Carbonneau <chantal.carbonneau@radio-canada.ca>, CHRIS BALL <chris.ball@cbc.ca>, Chris Boyce <chris.boyce@cbc.ca>, Chris Straw <chris.straw@cbc.ca>, David Demchuk <david.demchuk@cbc.ca>, David Jang <david.jang@cbc.ca>, David Masse <david.masse@cbc.ca>, David Oille <David.Oille@cbc.ca>, DEBRA MCLAUGHLIN <debra.mclaughlin@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>, Elizabeth Lea <elizabeth.lea@cbc.ca>, France Belisle <france.belisle@cbc.ca>, France Belisle <france.belisle@radio-canada.ca>, Fred Mattocks <fred.mattocks@cbc.ca>, "GABOURY, JACQUES" <jacques.gaboury@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, "Groen, Linda" <linda.groen@cbc.ca>, Heather Conway <heather.conway@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, Jane Anido <jane.anido@cbc.ca>, JANE COLLINS <jane.collins@cbc.ca>, JEANNE CHAN <jeanne.chan@cbc.ca>, Jeff Ulster <jeff.ulster@cbc.ca>, JEFFREY ORRIDGE <jeffrey.orrige@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Jonathan Whitten <jonathan.whitten@cbc.ca>, Julie McCambley <julie.mccambley@cbc.ca>, "Knapp, Tim" <tim.knapp@cbc.ca>, "Lang, Jennifer" <jennifer.lang@cbc.ca>, Lisa Clarkson <lisa.clarkson@cbc.ca>, Liz Hughes <liz.hughes@cbc.ca>, "Marjetti, Susan" <susan.marjetti@cbc.ca>, Mark Starowicz <mark.starowicz@cbc.ca>, Martine Menard <martine.menard@cbc.ca>, "MCCANN, HILARY" <hilary.mccann@cbc.ca>, MICHAEL SERAFINI <michael.serafini@cbc.ca>, Michel Hachey <michel.hachey@cbc.ca>, "Michel, Johnny" <johnny.michel@cbc.ca>, NADIA FLAIM <nadia.flaim@cbc.ca>, Nancy Boyle <nancy.boyle@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>, "Piercey, Judy" <judy.piercey@cbc.ca>, Roger Belanger <roger.belanger@cbc.ca>, Sarah Carney <sarah.carney@cbc.ca>, Seema Patel <seema.patel@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, Shelagh Kinch <shelagh.kinch@radio-canada.ca>, "Spencer, Todd" <todd.spencer@cbc.ca>, "Stein, Janice" <janice.stein@cbc.ca>, "Steinmetz, Mark" <mark.steinmetz@cbc.ca>, Sue Dando <sue.dando@cbc.ca>, "Thadani-Anthony, Serena" <serena.thadani-anthony@cbc.ca>, TINA TATTO <tina.tatto@cbc.ca>, Trevor Pilling <trevor.pilling@cbc.ca>, "Troyer, Jill" <jill.troyer@cbc.ca>, "Weissent, Trevor" <trevor.weissent@cbc.ca>, "WIMBS, JOHN" <john.wimbs@cbc.ca>

Good morning,

Yesterday, Jen McGuire posted this editor's blog regarding CBC's internal review of our policy on speaking engagements:

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/04/review-of-speaking-engagements.html>

Since posting, there's been a fair bit of (mostly positive) chatter on Twitter and here are a few other stories that have since been filed:

<http://www.theglobeandmail.com/arts/television/cbc-news-changes-policy-on-speeches-given-by-on-air-personalities/article18194702/>

<http://www.canada.com/entertainment/News+chief+announces+more+transparent+tracking+public+speeches+personalities/9771827/story.html>

<http://www.ipolitics.ca/2014/04/24/cbc-tightens-pr-rules-following-murphymansbridge-controversy/>

<http://j-source.ca/article/cbc-makes-changes-paid-speeches-policy>

<http://www.pressprogress.ca/en/post/cbc-paves-way-more-rex-murphy-big-oil-pep-rallies>

By the way, Jen M. will be on As It Happens tonight.

Switching gears, Rick Salutin of the Toronto Star serves up an ultimatum to CBC:

http://www.thestar.com/opinion/commentary/2014/04/24/time_for_cbc_tv_to_produce_or_get_off_the_pot_salutin.html

And the last item has Cam Cole of Canada.com chiming in on the Ron MacLean file:

<https://o.canada.com/sports/cbc-raps-mcleans-fair-critique/>

Have a good weekend,
Chuck

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

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fri, Apr 25, 2014 at 7:59 AM

To: Chuck Thompson <chuck.thompson@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>

We never said we would make the fees public. Look at the politics article.

Begin forwarded message:

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

Date: April 25, 2014 at 7:31:37 AM EDT

To: "Agnew, John" <john.agnew@cbc.ca>, Alan Dark <alan.dark@cbc.ca>, Alison Fraser <alison.fraser@cbc.ca>, AMANDA YOUNG <amanda.young@cbc.ca>, ANGUS MCKINNON <angus.mckinnon@cbc.ca>, Annette Kirk <annette.kirk@cbc.ca>, Barbara Boyd <barbara.boyd@cbc.ca>, "Bertrand, John" <john.bertrand@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, BONNIE BROWNLEE <bonnie.brownlee@cbc.ca>, Carolyn Bissett <carolyn.bissett@cbc.ca>, "Catto, Sally" <sally.catto@cbc.ca>, Chantal Carbonneau <chantal.carbonneau@radio-canada.ca>, CHRIS BALL <chris.ball@cbc.ca>, Chris Boyce <chris.boyce@cbc.ca>, Chris Straw <chris.straw@cbc.ca>, David Demchuk <david.demchuk@cbc.ca>, David Jang <david.jang@cbc.ca>, David Masse <david.masse@cbc.ca>, David Oille <David.Oille@cbc.ca>, DEBRA MCLAUGHLIN <debra.mclaughlin@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>, Elizabeth Lea <elizabeth.lea@cbc.ca>, France Belisle <france.belisle@cbc.ca>, France Belisle <france.belisle@radio-canada.ca>, Fred Mattocks <fred.mattocks@cbc.ca>, "GABOURY, JACQUES" <jacques.gaboury@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, "Groen, Linda" <linda.groen@cbc.ca>, Heather Conway <heather.conway@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, Jane Anido <jane.anido@cbc.ca>, JANE COLLINS <jane.collins@cbc.ca>, JEANNE CHAN <jeanne.chan@cbc.ca>, Jeff Ulster <jeff.ulster@cbc.ca>, JEFFREY ORRIDGE <jeffrey.orrige@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Jonathan Whitten <jonathan.whitten@cbc.ca>, Julie McCambley <julie.mccambley@cbc.ca>, "Knapp, Tim" <tim.knapp@cbc.ca>, "Lang, Jennifer" <jennifer.lang@cbc.ca>, Lisa Clarkson <lisa.clarkson@cbc.ca>, Liz Hughes <liz.hughes@cbc.ca>, "Marjetti, Susan"

<susan.marjetti@cbc.ca>, Mark Starowicz <mark.starowicz@cbc.ca>, Martine Menard <martine.menard@cbc.ca>, "MCCANN, HILARY" <hilary.mccann@cbc.ca>, MICHAEL SERAFINI <michael.serafini@cbc.ca>, Michel Hachey <michel.hachey@cbc.ca>, "Michel, Johnny" <johnny.michel@cbc.ca>, NADIA FLAIM <nadia.flaim@cbc.ca>, Nancy Boyle <nancy.boyle@cbc.ca>, Neil McEneaney <neil.mceneaney@cbc.ca>, Nicole Durrant <nicole.durrant@cbc.ca>, "OUELLETTE, RON" <ron.ouellette@cbc.ca>, Patricia Pleszczynska <patricia.pleszczynska@radio-canada.ca>, "Payan, Kevin" <kevin.payan@cbc.ca>, PETER HILL <peter.hill@cbc.ca>, "Piercey, Judy" <judy.piercey@cbc.ca>, Roger Belanger <roger.belanger@cbc.ca>, Sarah Carney <sarah.carney@cbc.ca>, Seema Patel <seema.patel@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, Shelagh Kinch <shelagh.kinch@radio-canada.ca>, "Spencer, Todd" <todd.spencer@cbc.ca>, "Stein, Janice" <janice.stein@cbc.ca>, "Steinmetz, Mark" <mark.steinmetz@cbc.ca>, Sue Dando <sue.dando@cbc.ca>, "Thadani-Anthony, Serena" <serena.thadani-anthony@cbc.ca>, TINA TATTO <tina.tatto@cbc.ca>, Trevor Pilling <trevor.pilling@cbc.ca>, "Troyer, Jill" <jill.troyer@cbc.ca>, "Weissent, Trevor" <trevor.weissent@cbc.ca>, "WIMBS, JOHN" <john.wimbs@cbc.ca>

Subject: Friday update

[Quoted text hidden]

Fwd: Interview request from As It Happens for Jennifer on the new speakers policy:

2 messages

Chuck Thompson <chuck.thompson@cbc.ca>
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>

Thu, Apr 24, 2014 at 3:40 PM

Right on cue...can you do it tomorrow?

Chuck

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

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

From: **Robin Smythe** <robin.smythe@cbc.ca>
Date: Thu, Apr 24, 2014 at 3:31 PM
Subject: Interview request from As It Happens for Jennifer on the new speakers policy:
To: Chuck Thompson <chuck.thompson@cbc.ca>, Linda Groen <linda.groen@cbc.ca>, Kevin Robertson <kevin.robertson@cbc.ca>, John Perry <john.perry@cbc.ca>, Adam Killick <adam.killick@cbc.ca>

Hi Chuck,

We'd like to speak with Jennifer McGuire about her latest blog on the speakers policy. It would be preferable if we could tape sometime tomorrow. Carol is hosting.

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/04/review-of-speaking-engagements.html>

Let me know. Thanks.

robin

—
Robin Smythe,
Executive Producer
As It Happens, CBC Radio
416-205-2667
robin.smythe@cbc.ca

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

Thu, Apr 24, 2014 at 5:36 PM

FYI

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Robin Smythe <robin.smythe@cbc.ca>

Sent: Thursday, April 24, 2014 5:34 PM

To: Chuck Thompson

Reply To: Robin Smythe

Cc: Linda Groen; Kevin Robertson; John Perry; Adam Killick

Subject: Re: Interview request from As It Happens for Jennifer on the new speakers policy:

k. Then 1 works for us. thanks.

On Thu, Apr 24, 2014 at 5:33 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

Jen can do it at noon or 1.

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

On Thu, Apr 24, 2014 at 5:30 PM, Robin Smythe <robin.smythe@cbc.ca> wrote:

Thanks Chuck.. appreciate this.

3 p.m. would work for us.

thanks.

robin

On Thu, Apr 24, 2014 at 5:19 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

Hi Robin,

Jen's available tomorrow...what time are you thinking?

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

On Thu, Apr 24, 2014 at 3:42 PM, Robin Smythe <robin.smythe@cbc.ca> wrote:

Thanks Chuck.. appreciate it.

robin

On Thu, Apr 24, 2014 at 3:39 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

Ok, let me look into her availability tomorrow.

Chuck Thompson

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

On Thu, Apr 24, 2014 at 3:31 PM, Robin Smythe <robin.smythe@cbc.ca> wrote:

Hi Chuck,

We'd like to speak with Jennifer McGuire about her latest blog on the speakers policy. It would be preferable if we could tape sometime tomorrow. Carol is hosting.

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/04/review-of-speaking-engagements.html>

Let me know. Thanks.

robin

--

Robin Smythe,
Executive Producer
As It Happens, CBC Radio
416-205-2667
robin.smythe@cbc.ca

--

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robin.smythe@cbc.ca

--

Robin Smythe,
Executive Producer
As It Happens, CBC Radio
416-205-2667

Can we connect?

3 messages

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Thu, Apr 24, 2014 at 12:20 PM

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

Jack Nagler <jack.nagler@cbc.ca>

Thu, Apr 24, 2014 at 12:26 PM

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

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

The uproar in recent weeks over paid speeches given by some of our journalists was a bit of a double-edged sword for me.

We were disappointed some people were willing to believe that someone the calibre of Peter Mansbridge would sacrifice his professional integrity, or that Rex Murphy's opinion is for sale. We were even more disappointed when some people hinted – without evidence – that our content was compromised. It was not. To be clear, our journalists' integrity is intact. And they have adhered to our policies.

At the same time, we were happy to see people engaged in how CBC News conducts itself. We welcome the scrutiny of Canadians who hold us to account as a public broadcaster. And the main message of the people who wrote, phoned or tweeted, is one we share: the independence, real and perceived, of CBC journalists is critical for our credibility with Canadians.

On Thu, Apr 24, 2014 at 12:20 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

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

Amanda Pyle

Executive Assistant
amanda.pyle@cbc.ca

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

Thu, Apr 24, 2014 at 12:29 PM

I am good with it.

On Thu, Apr 24, 2014 at 12:26 PM, Jack Nagler <jack.nagler@cbc.ca> wrote:

The uproar in recent weeks over paid speeches given by some of our journalists was a bit of a double-edged sword for me.

We were disappointed some people were willing to believe that someone the calibre of Peter Mansbridge would sacrifice his professional integrity, or that Rex Murphy's opinion is for sale. We were even more disappointed when some people hinted -- without evidence -- that our content was compromised. It was not. To be clear, our journalists' integrity is intact. And they have adhered to our policies.

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On Thu, Apr 24, 2014 at 12:20 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Pre-release - Outside Appearances

4 messages

Jennifer McGuire <jennifer.mcguire@cbc.ca>
To: ES SMT Members <es-smt-members-grp@cbc.ca>

Thu, Apr 24, 2014 at 11:11 AM

Hello,

This is a prerelease to you of the blog post we are releasing today about outside appearances. It also includes some of the material that we have been using and communicating internally.

Let me know if you have any questions.

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



OUTSIDE APPEARANCES BLOG POST and documents.docx

180K

Todd Spencer <todd.spencer@cbc.ca>
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Cc: ES SMT Members <es-smt-members-grp@cbc.ca>

Thu, Apr 24, 2014 at 11:12 AM

Hi
Thanks Jen.
What time today does this go live?
T

On Apr 24, 2014 11:11 AM, "Jennifer McGuire" <jennifer.mcguire@cbc.ca> wrote:

Hello,

This is a prerelease to you of the blog post we are releasing today about outside appearances. It also includes some of the material that we have been using and communicating internally.

Let me know if you have any questions.

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

Todd Spencer <todd.spencer@cbc.ca>

Thu, Apr 24, 2014 at 11:34 AM

000166

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

Can you let me know when it goes live?

Cheers

T

On Apr 24, 2014 11:11 AM, "Jennifer McGuire" <jennifer.mcguire@cbc.ca> wrote:

Hello,

This is a prerelease to you of the blog post we are releasing today about outside appearances. It also includes some of the material that we have been using and communicating internally.

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

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Thu, Apr 24, 2014 at 12:16 PM

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

Can you please let Todd know?

———— Forwarded message ————

From: **Todd Spencer** <todd.spencer@cbc.ca>

Date: Thu, Apr 24, 2014 at 11:34 AM

Subject: Re: Pre-release - Outside Appearances

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

Can you let me know when it goes live?

Cheers

T

On Apr 24, 2014 11:11 AM, "Jennifer McGuire" <jennifer.mcguire@cbc.ca> wrote:

Hello,

This is a prerelease to you of the blog post we are releasing today about outside appearances. It also includes some of the material that we have been using and communicating internally.

Let me know if you have any questions.

—

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

Todays' ON AIR STAFF APPEARANCES Rollout

1 message

Gino Apponi <gino.apponi@cbc.ca>

Thu, Apr 24, 2014 at 11:52 AM

To: Andrew Cochran <andrew.cochran@cbc.ca>, Shelagh Kinch <shelagh.kinch@radio-canada.ca>, Jane Anido <jane.anido@cbc.ca>, Johnny Michel <johnny.michel@cbc.ca>, John Bertrand <john.bertrand@cbc.ca>, Fiona Conway <fiona.conway@cbc.ca>, Jonathan Whitten <jonathan.whitten@cbc.ca>, Susan Marjetti <susan.marjetti@cbc.ca>

Cc: Liz Hughes <liz.hughes@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>

Hello,

Just to recap what we discussed at the meeting.

The blog post will go up at noon Eastern.

Around 1PM Eastern the SMD's should arrange for the attached to go to on air staff in their (super) region. Shelagh and Jane please arrange as well.

From now on, we all need to insist that a permission form gets filled when our on air staff is asked to appear at an outside event. This includes events initiated by CBC Communications and Revenue/Sales.

A more user friendly PDF version of the form will also soon be available online at

From now on, all requests should go to you or our delegate (one delegate for all your requests please) and you should come to me for a discussion.

The documents I shared with you on the drive will continue to be amended so if you are printing them please make sure to update your copies regularly.

KEY MESSAGES:

- this is not a ban on public appearances. We want our folks engaging with the community.
- this is not a policy change since our conflict of interest policies are embedded in our corporate, and journalistic policies. This is a change in the approval process and criteria.
- our content has never been compromised and we are dealing with a perception issue

-this now applies to all on air staff at CBC not just CBC News. Freelancers will also have some new restrictions but will differ.

-we will be disclosing all appearances on a monthly basis starting at the end of May.

Please come to me with any questions or concerns.

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

2 attachments



Final Request_for_Outside_Appearances Form-04-24-14.doc

81K



Note SMD'S to on air staff.docx

17K

NOTE FROM SMD's TO ON AIR STAFF in their areas

Hi everyone,

I want to make sure that you have seen Jennifer's new post on the editor's blog that relates to outside appearances.

www.cbc.ca/newsblogs/community/editorsblog/2014/04/review_of_speaking_engagements.html

You all understand the dilemma we faced. Even though nobody has done anything wrong, there have been gaps in our process that allowed some people to perceive conflicts of interest. Our content is fine. But perception matters. So we're tightening the process, and the way we interpret our policies.

It's really important that each of you understands your obligation in this. When you're invited somewhere, you have to get formal approval. That means filling out the attached permission form each and every time, paid or unpaid. And it means accepting that you may hear "no" more often than you used to.

The process is simple. Bring the form to your immediate supervisor who will connect with Gino Apponi in Jennifer's office. It is your responsibility to ensure we know about all the requests that come your way. We have committed to disclosing the information publicly and will rely on accurate information from you.

In the end, we think we have reached a pretty good place. The outreach you all do is tremendous for us, and enjoyable for you. We are protecting your right to be compensated for the work you do outside the office, while doing more to protect the CBC's reputation and credibility with the audience.

If you have any specific questions, please ask.

Documents to prerelease to SMT

1 message

Gino Apponi <gino.apponi@cbc.ca>

Thu, Apr 24, 2014 at 9:55 AM

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

I made a different version that doesn't include the list of appearances for the first disclosure. It has the blog post, the guidelines and the forms and the policies.

Arlene/Jennifer pls send from Jennifer's account to the SMT list with this note.

Hello,

This is a prerelease to you of the blog post we are releasing today about outside appearances. It also includes some of the material that we have been using and communicating internally.

Let me know if you have any questions.

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon



OUTSIDE APPEARANCES BLOG POST and documents.docx

180K

BLOG POST

REVIEW OF SPEAKING ENGAGEMENTS

The uproar in recent weeks over paid speeches given by some of our journalists was a bit of a double-edged sword for me.

We were disappointed some people were willing to believe that someone the calibre of Peter Mansbridge would sacrifice his professional integrity, or that Rex Murphy's opinion is for sale. We were even more disappointed when some people hinted -- without evidence -- that our content was compromised. It was not.

At the same time, people were engaged in how CBC News conducts itself. We welcome the scrutiny of Canadians who hold us to account as a public broadcaster. And the main message of the people who wrote, phoned or tweeted, is one we share: the independence, real and perceived, of CBC journalists is critical for our credibility with Canadians.

The CBC Ombudsman weighed in with a review (you can read it [here](#)), and delved into many of the nuances around what journalistic independence really means in this day and age; around the virtues of transparency; and around the challenges distinguishing between real conflict of interest and perceived conflict of interest. It was, she noted, a "conundrum".

"Conundrum" was a good choice of words, because we've had to wrestle with a number of competing ideas while we reviewed our policies. On the one hand, it's important for our journalists to be out speaking to all sorts of different groups in our communities. We know that sometimes, preparing a speech or preparing to emcee an event can take considerable work in advance. And we have a collective agreement with the Canadian Media Guild (the union that represents our journalists) that makes clear our staff not only have the right to do outside work in their free time, they have the same right all of us do to be paid for that work.

On the other hand, there is a constituency of people who say it's effectively impossible for journalists to accept any payment for a speech without tainting their professional ethic. That is hardly a universal view. But in this age of social media, it's a view they have expressed passionately. We've paid attention. So it's important to iterate what we have been doing, and what we will do differently in the future.

In the past few years, we introduced concrete language about conflict of interest into our [Journalistic Standards and Practices](#). In the past few weeks we have completed a more detailed review of our policies, and have decided to amend some of our practices.

So, what's changed?

In the past, when one of our staff reporters or hosts was invited to do a paid speech, we would allow payment as long as the speech was neutral -- thoughts about the state of journalism, or about their career. We would usually turn down requests if the event or its sponsor posed a direct conflict to the journalist's everyday work.

When it came to freelancers such as Rex Murphy, we were of necessity more hands off. They are independent contractors, not employees.

Now, though, we'll approach these requests differently.

For CBC News on-air employees, we're tightening our procedures around paid speeches. We'll reject requests from companies, political parties, or other groups which make a significant effort to lobby or otherwise influence public policy, even if the speech or event seems innocuous.

We're also going to centralize our tracking system for all speeches whether they are paid or not. This will help ensure that we apply our rules thoroughly and consistently. And we'll reinforce with our staff that all are accountable for understanding the rules and sharing this information. This will also apply to our radio current affairs personalities.

And we're making another commitment to all Canadians that CBC News will be more transparent than ever before. Starting in May, we'll post regularly online a list of appearances by our reporters and hosts - both paid AND unpaid. This will allow you to judge for yourselves how well we're living up to our commitments. When it comes to freelance hosts, we will be updating their contracts so that they are compelled to disclose their paid events to us, and we in turn will disclose them to you.

We're confident that these measures will answer the concerns about perceived conflicts of interest. And rest assured that CBC has strong editorial controls already in place to prevent any genuine conflict from seeping into our journalism. If one arises, we'd either say it on the air, recuse the journalist in question, or pull the segment down altogether. We remain as determined as ever to preserve the very highest standards while showing respect for both our employees and our audience.

Link # 1 <http://www.ombudsman.cbc.radio-canada.ca/en/complaint-reviews/2014/conflict-of-interest/>

Link #2 <http://www.cbc.radio-canada.ca/en/reporting-to-canadians/acts-and-policies/programming/journalism/>

NOTE FROM JENNIFER TO CBC NEWS ON AIR NETWORK STAFF

Hi everyone,

I want to make sure that you have seen the new post on the editor's blog that relates to outside appearances.

(insert link)

You all understand the dilemma we faced. Even though nobody has done anything wrong, there have been gaps in our process that allowed some people to perceive conflicts of interest. Our content is fine. But perception matters. So we're tightening the process, and the way we interpret our policies.

It's really important that each of you understands your obligation in this. When you're invited somewhere, you have to get formal approval. That means filling out the attached permission form each and every time, paid or unpaid. And it means accepting that you may hear "no" more often than you used to.

The process is simple. Bring the form to your immediate supervisor who will connect with Gino Apponi in my office. It is your responsibility to ensure we know about all the requests that come your way. We have committed to disclosing the information publicly and will rely on accurate information from you.

In the end, we think we have reached a pretty good place. The outreach you all do is tremendous for us, and enjoyable for you. We are protecting your right to be compensated for the work you do outside the office, while doing more to protect the CBC's reputation and credibility with the audience.

If you have any specific questions, please ask.

NOTE FROM SMD's TO ON AIR STAFF in their areas

Hi everyone,

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If you have any specific questions, please ask.

RELATED POLICIES

JOURNALISTIC STANDARDS AND PRACTICES

Conflict of Interest

- Our credibility is the foundation of our reputation. The credibility of our news, current affairs and public affairs programs rests on the reputation of its journalists who are, and are seen to be, independent and impartial.
- The integrity of the organization is ultimately shaped by the individual integrity and conduct of everyone, in their work, and in their outside activities.
- To preserve that independence, all employees involved in the creation of content that is subject to *Journalistic Standards and Practices* must carefully consider what organizations they are publicly associated with. They should be mindful that public statements, whether face-to-face or through social media, may create the impression of partisanship or of advocacy for a cause. If we believe there could be a conflict of interest, we inform our supervisor.
- In particular, if an employee is asked to participate as a speaker, panelist or moderator for an outside group or professional association, approval is needed from editorial management. This includes unpaid as well as paid participation. Before agreeing to write or contribute to a book, editorial management must be consulted and adherence to Guidelines for Employees Writing Books is required.
- Conflict of Interest guidelines are spelled out in Corporate Policy 2.2.3 (Conflict of Interest and Ethics), 2.2.21 (Code of Conduct) and 2.2.17 (Political Activity). All people whose work is governed by the *Journalistic Standards and Practices* must read them and comply with their requirements. There may be other situations that create a potential conflict of interest. It is always wise to consult a supervisor if there is any doubt. The links to all Corporate policies that cover conflict of interest are provided in the section called “Links to Corporate Policies.”

CBC RADIO CANADA CORPORATE POLICIES

Policy 2.2.3: Conflict of Interest and Ethics

Effective Date: January 1, 2003

Responsibility: Vice-President, People and Culture

STATEMENT

All employees of CBC/Radio-Canada have an obligation to carry out the functions and activities of their position with the highest level of integrity, consistency and transparency, in a professional and ethical manner, ensuring adherence to the principles and ethics, which are enshrined in the Corporate *Code of Conduct Policy* 2.2.21.

APPLICATION

The policy applies to all CBC/Radio-Canada employees regardless of employment status unless excluded by contract or otherwise indicated in a collective agreement.

PROCEDURES AND GUIDELINES

Guiding principles and ethics in the daily conduct of CBC/Radio-Canada employees.

1. No conflict should exist or appear to exist between the private interests of CBC/Radio-Canada employees and their official duties.
2. All employees shall place and appear to place the interests of their employer above their own interests.
3. Public funds must be spent with prudence and probity.
4. Employees may not use CBC/Radio-Canada premises, equipment, supplies or the corporate services of other CBC/Radio-Canada employees in furthering their personal interest.
5. Employees must not use their positions to further their personal interests.
6. Confidential information must not be used for employees' personal advantage either during or after their employment with the CBC/Radio-Canada.
7. Employees should not invest in a company that might have an interest, direct or indirect, in any CBC/Radio-Canada contract, except in the case of a widely held public company whose dealings with the CBC/Radio-Canada do not represent a substantial portion of its total business.
8. Employees should not serve nor have direct or indirect interest in a company engaged with the CBC/Radio-Canada.
9. Employees must not place themselves in a position where they could derive any direct or indirect benefit or interest from any CBC/Radio-Canada contracts.
10. Gifts, benefits, money or other special considerations offered to CBC/Radio-Canada employees to influence, obligate or appear to influence a CBC/Radio-Canada decision must be refused.
11. Employees must ensure that costs associated with duty entertainment, receptions and gifts are authorized by the designated senior officers and kept to a minimum.

12. Employees should accept only gifts or benefits of modest value distributed as advertising or goodwill gestures, or CBC/Radio-Canada employees may accept modest hospitality offered as a general courtesy during the conduct of normal business.
13. Suppliers of goods and services to CBC/Radio-Canada may not be solicited to provide gifts or other financial assistance for employee activities.
14. Employees must not accord preferential treatment to any person.
15. Employees may not engage in activities likely to bring CBC/Radio-Canada into disrepute.
16. Employees may not take a stand on public controversies if CBC's integrity would be compromised.
17. All employees share the responsibility to safeguard, protect and report the loss of, damage, misuse, or misappropriation of CBC/Radio-Canada property, equipment and assets, including those assets and/or paid services off CBC/Radio-Canada premises (refer to Corporate Policy 2.3.2 - *Assets*).
18. Employees shall not engage without permission in outside work which involves services in competition with the CBC/Radio-Canada, exploits their connection with the CBC/Radio-Canada or restricts their availability, efficiency or causes a conflict of interest with their CBC/Radio-Canada duties.
19. The duty to disclose and remove conflicts of interest rests with the employee.
20. All employees who collect, keep and use personal information as part of their function must ensure that such information is protected as per the policies and procedures. Please refer to *Personal Information and Privacy Protection Policy*.
21. The President (or delegate) may permit exceptions to the application of the provisions of this policy if the interests of CBC/Radio-Canada are clearly better served.

OUTSIDE WORK

1. Where the nature of the outside work is not specifically covered by a collective agreement, permission must be obtained.
2. At least two weeks before accepting or commencing outside work, the employee must submit a Request for Authorization of Outside Work (CBC/Radio-Canada Form 810).
3. Applications, if approved, must not disrupt regular assignments or posted schedules.
4. On-Air personnel, who are not seconded to news, who do not have regular newscast assignments or who do not participate as on-air personalities in Information Programming (radio and television) should continue to apply for permission to do outside work and each application will be judged on its merits. However, there must be no personal endorsement of a product or service in the work applied for.

CMG COLLECTIVE AGREEMENT

12 OUTSIDE ACTIVITIES

12.1

Employees shall be free to engage in activities such as voluntary and/or paid work outside their hours of work provided:

-
- a) that such activities are not in competition with the media services of the Corporation. This provision does not apply to temporary employees or freelancers;
-
-
- b) that without permission, no employee may exploit his/her connection with the Corporation in the course of such activities; or
-
-
- c) that such activity does not adversely affect his/her work for the Corporation.
-

12.2

Recognized on-air personnel must discuss any outside activities with their supervisor before engaging in outside activities.

12.3

When an employee seeks permission to engage in any outside activity, the Corporation will give its decision in writing, where requested, within ten (10) business days.

Reminder: 10:00 am today - Agenda - April 24th

1 message

Arlene Matthews <arlene.matthews@cbc.ca>

Thu, Apr 24, 2014 at 9:47 AM

To: CBC News and Centres Management Team <cbc-news-and-centres-management-team-grp@cbc.ca>, KRISTIN WOZNIAK <kristin.wozniak@cbc.ca>

Hi Everyone: Please find attached the agenda for today's 10:00 am ET meeting.

There is no audience research documents to distribute this week.

Thanks, Arlene



April24thAGENDA-CBCNewsCentresManagementTeam.docx

20K

**CBC NEWS & CENTRES SMT
AGENDA**



Thursday April 24, 2014

10:00 - 11:00 am ET

Location: Boardroom 4H205	Chair: Jennifer McGuire
	Secretary: Arlene Matthews



Dial in:	416-933-3829 / 1 866-602-6932
Conf ID:	5038207

	Item	Speaker(s)	Dur	Topics/Minutes
1.	General Manager Update	Jennifer McGuire	0:10	
2.	CBC Audio update	Chris Boyce	0:10	
3.	Audience Tracking	Kristen Wozniak	0:10	
4.	Redundancy Rollout	ALL	0:15	Area by area Issues Management
5	Outside Appearances Roll out	Gino	0:15	
6.	Other business:			<i>pls connect with Gino before the meeting if you have something specific to update or discuss.</i>

If you have any specific questions, please ask.

NOTE FROM SMD's TO ON AIR STAFF in their areas

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(insert link)

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If you have any specific questions, please ask.

Agenda - April 24th

1 message

Arlene Matthews <arlene.matthews@cbc.ca>

Wed, Apr 23, 2014 at 5:52 PM

To: CBC News and Centres Management Team <cbc-news-and-centres-management-team-grp@cbc.ca>

Hi Everyone: Please find attached the agenda for tomorrow's 10:00 am ET meeting.

Thanks, Arlene

2 attachments



April24thAGENDA-CBCNewsCentresManagementTeam.docx

10K



REVISED - Final Request_for_Outside_Appearances Form.doc

81K

**CBC NEWS & CENTRES SMT
AGENDA**



Thursday April 24, 2014

10:00 - 11:00 am ET

Location: Boardroom 4H205	Chair: Jennifer McGuire
	Secretary: Arlene Matthews



Please log into the WEBEX using the following link:

Webex meeting:	Dial in: 416-933-3829 / 1 866-602-6932
Webex Password:	Conf ID:

	Item	Speaker(s)	Dur	Topics/Minutes
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6.	Other business:			<i>pls connect with Gino before the meeting if you have something specific to update or discuss.</i>

please prepare to send out tonorrow

2 messages

Gino Apponi <gino.apponi@cbc.ca>

Wed, Apr 23, 2014 at 3:13 PM

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

Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>

NOTE FROM JENNIFER TO CBC NEWS ON AIR STAFF

in Toronto

will get you the mailing list

Jack can provide link

attach form

needs to go out at noon

Hi everyone,

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Jennifer McGuire <jennifer.mcguire@cbc.ca>

Wed, Apr 23, 2014 at 3:14 PM

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

Cc: Arlene Matthews <arlene.matthews@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>

We have agreed to a pre-release, with messages to the SMT. Can you coordinate with Jennifer Lang? Thanks.

On Wed, Apr 23, 2014 at 3:13 PM, Gino Apponi <gino.apponi@cbc.ca> wrote:

NOTE FROM JENNIFER TO CBC NEWS ON AIR STAFF

in Toronto

will get you the mailing list

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Updated- Speaking Engagements-For April 8 (jennifer.mcguire@cbc.ca)

1 message

Gino Apponi (Google Drive) <gino.apponi@cbc.ca>

Tue, Apr 22, 2014 at 11:08 AM

To: jennifer.mcguire@cbc.ca

Cc: jack.nagler@cbc.ca

I've shared an item with you.

Chris and Chuck crafted these.

 Updated- Speaking Engagements-For April 8

Snapshot of the item below:

**Pages 190 to / à 191
are withheld pursuant to section
sont retenues en vertu de l'article**

21(1)(a)

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

Google Drive: create, share, and keep all your stuff in one place.

The Google logo, consisting of the word "Google" in its characteristic multi-colored font.

Speech Policy

2 messages

Peter Mansbridge <peter.mansbridge@cbc.ca> Thu, Apr 17, 2014 at 9:36 AM
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>
Cc: Mark Harrison <Mark.Harrison@cbc.ca>

Jennifer/Gino

Any advice appreciated.

p

Gino Apponi <gino.apponi@cbc.ca> Thu, Apr 17, 2014 at 9:55 AM
To: Peter Mansbridge <peter.mansbridge@cbc.ca>
Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Mark Harrison <Mark.Harrison@cbc.ca>

Hi Peter,

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

On Thu, Apr 17, 2014 at 9:36 AM, Peter Mansbridge <peter.mansbridge@cbc.ca> wrote:
Jennifer/Gino

Any advice appreciated.

p

Tweet from Andrew Mitrovica (@AndrewMitrovica)

2 messages

Jack Nagler <jack.nagler@cbc.ca>

Thu, Apr 17, 2014 at 8:43 AM

To: Ms Jennifer McGuire Unit 1 <jennifer.mcguire@cbc.ca>, Mr Gino Apponi MS <gino.apponi@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>

@AndrewMitrovica: @nspector4 Review done, CBC to reveal policy on speaking gigs early next week. Word is staff ban MAY be imposed, freelancers to disclose.

<http://twitter.com/AndrewMitrovica/status/456771308764684288>

Sent from my BlackBerry 10 smartphone on the Rogers network.

Chuck Thompson <chuck.thompson@cbc.ca>

Thu, Apr 17, 2014 at 8:45 AM

To: jack.nagler@cbc.ca, Ms Jennifer McGuire Unit 1 <jennifer.mcguire@cbc.ca>, Mr Gino Apponi MS <gino.apponi@cbc.ca>

Yes, he reached out to me yesterday afternoon.

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Jack Nagler

Sent: Thursday, April 17, 2014 8:43 AM

To: Ms Jennifer McGuire Unit 1; Mr Gino Apponi MS; Chuck Thompson

Reply To: Jack Nagler

Subject: Tweet from Andrew Mitrovica (@AndrewMitrovica)

@AndrewMitrovica: @nspector4 Review done, CBC to reveal policy on speaking gigs early next week. Word is staff ban MAY be imposed, freelancers to disclose.

<http://twitter.com/AndrewMitrovica/status/456771308764684288>

Sent from my BlackBerry 10 smartphone on the Rogers network.

Fwd: Editorial Review

3 messages

Chuck Thompson <chuck.thompson@cbc.ca>

Wed, Apr 16, 2014 at 4:50 PM

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

FYI

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

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

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

Date: Wed, Apr 16, 2014 at 4:48 PM

Subject: Re: Editorial Review

To:

The review is complete but in light of last week's announcement regarding cuts, we decided to pause on any updates until next week. Senior management within CBC English Services were part of the review and Jennifer McGuire will be posting an editor's blog on the subject next week.

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

On Wed, Apr 16, 2014 at 4:38 PM,

wrote:

Mr. Thompson,

It's been several weeks since you and Ms McGuire were quoted as saying that CBC News would be making public a review of its policy governing outside speaking engagements.

What is the status of the review?

Who is involved in the review?

When will the results of the review - including possible changes in existing CBC editorial policy governing this practice - be made public and by whom?

Thank you.

To: Jack Nagler <jack.nagler@cbc.ca>

FYI.

Begin forwarded message:

From: Chuck Thompson <chuck.thompson@cbc.ca>
Date: April 16, 2014 at 4:50:03 PM EDT
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>
Subject: Fwd: Editorial Review

FYI

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

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

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Thank you.

Chuck Thompson <chuck.thompson@cbc.ca>

Wed, Apr 16, 2014 at 5:06 PM

To:

Bcc: jennifer.mcguire@cbc.ca

Jennifer McGuire will address the review next week in her blog.

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

On Wed, Apr 16, 2014 at 4:54 PM,

wrote:

Thank you for the prompt reply. I understand and appreciate your concern over timing.

I understand from a variety of sources that the CBC will be imposing a ban on employees as well as freelancers from accepting paid speaking engagements.

What can you say on or possibly on background about this?

On Wed, Apr 16, 2014 at 4:48 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

The review is complete but in light of last week's announcement regarding cuts, we decided to pause on any updates until next week. Senior management within CBC English Services were part of the review and Jennifer McGuire will be posting an editor's blog on the subject next week.

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CBC English Services
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When will the results of the review - including possible changes in existing CBC editorial policy governing this practice - be made public and by whom?

Thank you.

3 messages

Chris Boyce <chris.boyce@cbc.ca> Wed, Apr 2, 2014 at 11:28 AM
 To: Jennifer McGuire <jennifer.mcguire@cbc.ca>
 Cc: Amanda Pyle <amanda.pyle@cbc.ca>, MURRAY MACMILLAN <murray.macmillan@cbc.ca>

Hi Jen,

As we get closer to roll out next week,
 Obviously I want to make sure you are comfortable with the options we're looking at, that we're consistent with
 how the policy is being applied in News and that because that we move
 in tandem.

It would be great if me, Chris, Linda and you were able to get together to discuss. I see that your News &
 Centres SMT is cancelled tomorrow. Any chance you're free tomorrow at 10?

C.

Chris Boyce
 CBC | Executive Director, Radio & Audio
 @chrisoboyce | chris.boyce@cbc.ca | 416-205-2462

Jennifer McGuire <jennifer.mcguire@cbc.ca> Wed, Apr 2, 2014 at 11:31 AM
 To: Chris Boyce <chris.boyce@cbc.ca>
 Cc: Amanda Pyle <amanda.pyle@cbc.ca>, MURRAY MACMILLAN <murray.macmillan@cbc.ca>

Hi Chris,
 I have the SMDs in during the News and Centres time to discuss the business plan
 rollout so that time is spoken for but I will have Arlene find us another window.
 Jen

On Wed, Apr 2, 2014 at 11:28 AM, Chris Boyce <chris.boyce@cbc.ca> wrote:

Hi Jen,

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 Obviously I want to make sure you are comfortable with the options we're looking at, that we're consistent with
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C.

Chris Boyce
 CBC | Executive Director, Radio & Audio
 @chrisoboyce | chris.boyce@cbc.ca | 416-205-2462

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

Wed, Apr 2, 2014 at 12:43 PM

Please book for Thursday or Friday.

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

From: **Chris Boyce** <chris.boyce@cbc.ca>
Date: Wed, Apr 2, 2014 at 11:28 AM
Subject: Rex
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Cc: Amanda Pyle <amanda.pyle@cbc.ca>, MURRAY MACMILLAN <murray.macmillan@cbc.ca>

Hi Jen,

As we get closer to roll out next week,
Obviously I want to make sure you are comfortable with the options we're looking at, that we're consistent with
how the policy is being applied in News and that because that we move
in tandem.

It would be great if me, Chris, Linda and you were able to get together to discuss. I see that your News &
Centres SMT is cancelled tomorrow. Any chance you're free tomorrow at 10?

C.

Chris Boyce
CBC | Executive Director, Radio & Audio
@chrisoboyce | chris.boyce@cbc.ca | 416-205-2462

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

speaking

2 messages

AMANDA LANG <amanda.lang@cbc.ca>

Thu, Mar 27, 2014 at 3:46 PM

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

Jennifer -

Thanks for keeping me up to date on the discussions around outside speaking engagements. I had a couple of thoughts I wanted to underscore.

Amanda

—

Amanda Lang
Senior Business Correspondent
CBC News
(416) 205-7456

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Thu, Mar 27, 2014 at 10:09 PM

To: AMANDA LANG <amanda.lang@cbc.ca>

Hi Amanda,

Thank you for your note. I have been thinking about our conversation and will share the feedback with the news group working on this and with Heather. Let's talk again early next week. Jen

On Mar 27, 2014, at 3:46 PM, AMANDA LANG <amanda.lang@cbc.ca> wrote:

Jennifer -

Thanks for keeping me up to date on the discussions around outside speaking engagements. I had a couple of thoughts I wanted to underscore.

Amanda

—

Amanda Lang
Senior Business Correspondent
CBC News
(416) 205-7456

Fwd: Heads up - confidential -

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Thu, Mar 27, 2014 at 2:30 PM

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

Hi Chuck and Chris

Here it is.

Hi there,

Questions or concerns, please let me know.
Jennifer

—
Jennifer McGuire

Review on code of conduct?

2 messages

Thu, Mar 27, 2014 at 9:43 AM

To: jennifer.mcguire@cbc.ca

Dear Ms. McGuire:

I hope all is well with you and yours, and your work.

I have read articles recently about your review of the CBC's journalistic practices and conflict of interest policies. I would be happy to do an independent, confidential review of the policies and enforcement process for the CBC and give you my advice about how to ensure the policies are effective, understandable to all, and effectively enforced.

I can send you my CV if you like – you can see a summary of my knowledge, expertise and experience summarized at:

I am sure we can work out an arrangement that would effectively and efficiently meet all of your needs and ensure that CBC is never exposed to such a situation again. I look forward to hearing back from you at your convenience.

Sincerely,

Jennifer McGuire <jennifer.mcguire@cbc.ca>

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

Thu, Mar 27, 2014 at 9:47 AM

Sent from my iPhone

Begin forwarded message:

From:

Date: March 27, 2014 at 9:43:37 AM EDT

To: <jennifer.mcguire@cbc.ca>

Subject: Review on code of conduct?

Dear Ms. McGuire:

I hope all is well with you and yours, and your work.

I have read articles recently about your review of the CBC's journalistic practices and conflict of interest policies. I would be happy to do an independent, confidential review of the policies and enforcement process for the CBC and give you my advice about how to ensure the policies are effective, understandable to all, and effectively enforced.

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Sincerely,

Private

4 messages

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

Wed, Mar 26, 2014 at 9:49 AM

Hi Jennifer

Just an update.

Peter

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

Wed, Mar 26, 2014 at 5:25 PM

Hi Peter,
Sorry for the delay in responding. I have been locked up in budget meetings all day.

discuss? Jen

Can we

On Wed, Mar 26, 2014 at 9:49 AM, Peter Mansbridge <peter.mansbridge@cbc.ca> wrote:

Hi Jennifer

Just an update.

Peter

—
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>
To: Peter Mansbridge <peter.mansbridge@cbc.ca>

Wed, Mar 26, 2014 at 5:30 PM

Hi Peter,

Jen

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Can we

s.19(1)

s.21(1)(a)

s.21(1)(b)

000208

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Hi Jennifer

Just an update.

Peter

—
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

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

Wed, Mar 26, 2014 at 5:48 PM

On Wed, Mar 26, 2014 at 5:25 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

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Can we

discuss? Jen

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Hi Jennifer

Just an update.

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Conversation

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>
To: Michel Cormier <michel.cormier@radio-canada.ca>
Bcc: Arlene Matthews <arlene.matthews@cbc.ca>

Tue, Mar 25, 2014 at 5:43 PM

Hi Michel,

When you have a couple of minutes I would like to update you on where things are headed with our policies w.r.t talent.

There is no move to touch JSP at this point but the intention is to interpret it far more rigidly moving forward. I can explain.

Arlene will connect for a time. Jen

–

Journalistic Standards and Practices

CONFLICT OF INTEREST>Introduction

Introduction

Our credibility is the foundation of our reputation. The credibility of our news, current affairs and public affairs programs rests on the reputation of its journalists who are, and are seen to be, independent and impartial.

The integrity of the organization is ultimately shaped by the individual integrity and conduct of everyone, in their work, and in their outside activities.

To preserve that independence, all employees involved in the creation of content that is subject to *Journalistic Standards and Practices* must carefully consider what organizations they are publicly associated with. They should be mindful that public statements, whether face-to-face or through social media, may create the impression of partisanship or of advocacy for a cause. If we believe there could be a conflict of interest, we inform our supervisor.

In particular, if an employee is asked to participate as a speaker, panelist or moderator for an outside group or professional association, approval is needed from editorial management. This includes unpaid as well as paid participation. Before agreeing to write or contribute to a book, editorial management must be consulted and adherence to Guidelines for Employees Writing Books is required.

Conflict of Interest guidelines are spelled out in Corporate Policy 2.2.03 (Conflict of Interest and Ethics), 2.2.21 (Code of Conduct), and 2.2.17 (Political Activity). All people whose work is governed by our *Journalistic Standards and Practices* policies must read them and comply with their requirements. There may be other situations that create a potential conflict of interest. It is always wise to consult a supervisor if there is any doubt. The links to all Corporate policies that cover conflict of interest are provided in the section called “Links to Corporate Policies.”

Out of office - Off-site meeting Re: Speaker' Circuit Gravy Train and CBC Getting it Right

1 message

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

Mon, Mar 24, 2014 at 1:56 PM

Hello,

Please be advised, I am at an all day off-site meeting with limited access to email. I will respond at my earliest convenience.

If your matter is urgent, please contact Nadia Thadhani at nadia.thadhani@cbc.ca or call 416-205-3542.

Thank you,
Heather

Bonjour,

Merci pour votre message. Je suis dans les réunions hors site toute la journée avec accès limité au courriel.

Si votre question est urgente, s'il vous plaît contacter Nadia Thadhani à nadia.thadhani@cbc.ca ou appelez 416-205-3542.

Merci,
Heather

Chris Ball <chris.ball@cbc.ca>
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Thu, Mar 20, 2014 at 3:37 PM
s.21(1)(b)

Is French services in the loop.

C

On 20 March 2014 14:46, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Hi there,

I have taken a look at the working document and I think we need to distil and crystallize some more. Here are the headlines as I see them. Can we please work this into the overall? Thanks.

Jen

—
Chris Ball
Senior Manager, Media Relations
CBC English Services
p: 416-205-7831
e: chris.ball@cbc.ca
Twitter: @chrisjballCBC
Visit: www.cbc.ca

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Jennifer McGuire <jennifer.mcguire@cbc.ca>

Thu, Mar 20, 2014 at 3:58 PM

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

Cc: BONNIE BROWNLEE <bonnie.brownlee@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

Hi there,

Jen

On Thu, Mar 20, 2014 at 3:04 PM, Chris Ball <chris.ball@cbc.ca> wrote:

Thanks Jennifer,

We can take a crack at re-vamping the messaging.

Re: the rollout, I note that the original time-line stated that Chuck would be scheduling interviews around the week of March 24th, I'd suggest pushing it back slightly, to the week of March 31st (or even on the 31st) just to ensure there's enough time to brief everyone who would need to be briefed (including SMT, MDs etc). I know we committed for the end of March.

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

BONNIE BROWNLEE <bonnie.brownlee@cbc.ca>

Thu, Mar 20, 2014 at 4:36 PM

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

Cc: Gino Apponi <gino.apponi@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Chris Ball <chris.ball@cbc.ca>

Sounds good to me. ..Can we regroup tomorrow. .Friday?

On Mar 20, 2014 3:59 PM, "Jennifer McGuire" <jennifer.mcguire@cbc.ca> wrote:

Hi there,

Jen

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Chris Ball
Senior Manager, Media Relations
CBC English Services
p: 416-205-7831
e: chris.ball@cbc.ca
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—
 Jennifer McGuire
 General Manager and Editor in Chief,
 CBC News and Centres
 jennifer.mcguire@cbc.ca

Amanda Pyle
 Executive Assistant
 amanda.pyle@cbc.ca

Chris Ball <chris.ball@cbc.ca>

Thu, Mar 20, 2014 at 4:50 PM

To: BONNIE BROWNLEE <bonnie.brownlee@cbc.ca>

Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>

I'm around, other than I have a 2pm meeting tomorrow I can't move.

C

On 20 March 2014 16:36, BONNIE BROWNLEE <bonnie.brownlee@cbc.ca> wrote:

Sounds good to me. ..Can we regroup tomorrow. .Friday?

On Mar 20, 2014 3:59 PM, "Jennifer McGuire" <jennifer.mcguire@cbc.ca> wrote:

Hi there,

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To

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Chris Ball
Senior Manager, Media Relations
CBC English Services
p: 416-205-7831
e: chris.ball@cbc.ca
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--

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

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Chris Ball
Senior Manager, Media Relations
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Jennifer McGuire <jennifer.mcguire@cbc.ca>
To: Arlene Matthews <arlene.matthews@cbc.ca>

Thu, Mar 20, 2014 at 5:35 PM

Please book.

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

From: **BONNIE BROWNLEE** <bonnie.brownlee@cbc.ca>
Date: Thu, Mar 20, 2014 at 4:36 PM
Subject: Re: Talent issue
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Chris Ball <chris.ball@cbc.ca>

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Jennifer McGuire
General Manager and Editor in Chief,

CBC News and Centres
jennifer.mcguire@cbc.ca

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Gino Apponi <gino.apponi@cbc.ca> Fri, Mar 21, 2014 at 9:50 AM
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Arlene Matthews <arlene.matthews@cbc.ca>

are you setting this up?

G
Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

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

From: **BONNIE BROWNLEE** <bonnie.brownlee@cbc.ca>
Date: Thu, Mar 20, 2014 at 4:36 PM
Subject: Re: Talent issue
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Chris Ball <chris.ball@cbc.ca>

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Chris Ball
Senior Manager, Media Relations
CBC English Services
p: 416-205-7831
e: chris.ball@cbc.ca
Twitter: @chrisjballCBC
Visit: www.cbc.ca

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

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

Fri, Mar 21, 2014 at 9:51 AM

Please book.

———— Forwarded message ————

From: **Gino Apponi** <gino.apponi@cbc.ca>
Date: Fri, Mar 21, 2014 at 9:50 AM
Subject: Fwd: Talent issue
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Arlene Matthews <arlene.matthews@cbc.ca>

are you setting this up?

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

———— Forwarded message ————

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Jen

Chris Ball
Senior Manager, Media Relations
CBC English Services
p: 416-205-7831
e: chris.ball@cbc.ca

Fwd: If personalities lose income

1 message

Jack Nagler <jack.nagler@cbc.ca>

Mon, Mar 17, 2014 at 3:59 PM

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

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

From: **Helen Daniel** <helen.daniel@cbc.ca>

Date: Mon, Mar 17, 2014 at 3:47 PM

Subject: Re: If personalities lose income

To: Jack Nagler <jack.nagler@cbc.ca>, Ron Ouellette <ron.ouellette@cbc.ca>, Catherine Gregory <catherine.gregory@cbc.ca>, Todd Spencer <todd.spencer@cbc.ca>

privileged and confidential

I hope this helps.

Helen.

Helen C. Daniel
CBC / Radio Canada
Senior Legal Counsel
Law Department, Labour & Employment
Room 2F203
P.O. Box 500, Station A
Toronto, ON M5W 1E6

☎ Direct: (416) 205-2602

☎ Cell: (647) 629-7633

☎ Fax: (416) 205-3320

Re: Messages / Q&A for Speaking Engagements (bill.chambers@cbc.ca)

14 messages

Bill Chambers <bill.chambers@cbc.ca>

Fri, Mar 14, 2014 at 4:29 PM

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

Cc: Heather Conway <heather.conway@cbc.ca>, Chris Boyce <chris.boyce@cbc.ca>, "Whitten, Jonathan" <jonathan.whitten@cbc.ca>, "McGuire, Jennifer" <jennifer.mcguire@cbc.ca>, Chris Ball <chris.ball@cbc.ca>, jack.nagler@cbc.ca, fiona.conway@cbc.ca, Bonnie Brownlee <bonnie.brownlee@cbc.ca>

Hey Chuck (or Chris if Chucks already gone),

But have a good holiday anyway. You'll be happy to know there are things to do when you get back.

Best,
B

On Fri, Mar 14, 2014 at 2:22 PM, Chuck Thompson (Google Drive) <chuck.thompson@cbc.ca> wrote:

I've shared an item with you.

Hi all,

Here's a first draft of messaging and potential Q&A's regarding speaking engagements for Jenniifer (and anyone else who needs them) as we get set for interviews the week of March 24th. Gino is working on a more detailed rollout that will include Jennifer going on AIH, talking to the Globe, updating her blog and someone from her team going on Q's media panel. I believe I've captured the most relevant points we want to make but please feel free to weigh in as you see fit. I'm off next week but will review the document when I'm back.

Thanks,
Chuck Messages / Q&A for Speaking Engagements

Google Drive: create, share and keep all of your stuff in one place.

Sat, Mar 15, 2014 at 4:34 PM

Gino Apponi <gino.apponi@cbc.ca>
 To: Jennifer McGuire <jennifer.mcguire@cbc.ca>
 Cc: France Belisle <france.belisle@radio-canada.ca>

Hi France

Please confirm that you received this. We may not be reachable for the next couple of hours.

G

On Mar 15, 2014, at 3:56 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Hi there,

Jen

On Mar 15, 2014, at 3:38 PM, France Belisle <france.belisle@radio-canada.ca> wrote:

She said 4 o'clock. I told her that the March break might make it difficult.
 France

From: Gino Apponi
Sent: samedi 15 mars 2014 15:34
To: France Belisle
Reply To: Gino Apponi
Cc: Jennifer McGuire
Subject: Re: MEDIA REQUEST- Speaking engagement

Hi France

I will connect with Jennifer and one of us will get back to you. Did she give you a deadline?

G

On Mar 15, 2014, at 2:19 PM, France Belisle <france.belisle@radio-canada.ca> wrote:

Hi Jennifer, Hi Gino,

I am covering for Chuck and Chris
 a media request

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MERCI.

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Please see below her

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Hello Ms Belisle,

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What action will the CBC take to address the Ombudsman's findings?

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SUGGESTED RESPONSE:

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

France Belisle <france.belisle@radio-canada.ca>
To: Gino Apponi <gino.apponi@cbc.ca>
Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Sat, Mar 15, 2014 at 4:42 PM

Yep. Re-wording things.
Was on the phone with lawyer on another issue (for Corporate)
Stand by.
F

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

2014-03-15 16:34 GMT-04:00 Gino Apponi <gino.apponi@cbc.ca>:

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Hi there,

Jen

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

Sat, Mar 15, 2014 at 4:48 PM

ok with this?

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To: France Belisle <france.belisle@radio-canada.ca>
Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Sat, Mar 15, 2014 at 4:51 PM

Perfect ... Works for me
Thank you very much.
If Jennifer does not respond in the next ten minutes , feel free to send.
G

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Reply To: Jennifer McGuire
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Subject: Re: MEDIA REQUEST- Speaking engagement

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To: Jennifer McGuire <jennifer.mcguire@cbc.ca>
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Sat, Mar 15, 2014 at 5:05 PM

Thank YOU.
Chuck was hoping it was going to be quiet :0)
F

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613.288.6039 / cell: 613.301.0552

2014-03-15 17:04 GMT-04:00 Jennifer McGuire <jennifer.mcguire@cbc.ca>:

Thank you France.

On Mar 15, 2014, at 4:56 PM, France Belisle <france.belisle@radio-canada.ca> wrote:

Merci beaucoup.
Have a good week-end.
F

From: Jennifer McGuire
Sent: samedi 15 mars 2014 16:55
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ok with this?

. While many have weighed in on our policy around speaking engagements, it's

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Re: Peter

4 messages

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

Wed, Mar 5, 2014 at 6:16 PM

Hi Heather,

Jennifer

On Wed, Mar 5, 2014 at 5:19 PM, Heather Conway <heather.conway@cbc.ca> wrote:

| Well it is people covered by jsp and news contract people not a broad swath of people outside news correct?

On Mar 5, 2014, at 5:12 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Hi Heather,
Michel tells me he has now been asked for his talent activities by Corporate. Just FYI. Jen
p.s. I had a conversation with Sally letting her know that the discussion is about broadening the scope to include folks outside of News.

On Wed, Mar 5, 2014 at 4:42 PM, Heather Conway <heather.conway@cbc.ca> wrote:

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

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

Wed, Mar 5, 2014 at 6:18 PM

----- Forwarded message -----
From: **Jennifer McGuire** <jennifer.mcguire@cbc.ca>
Date: Wed, Mar 5, 2014 at 6:16 PM
Subject: Re: Peter
To: Heather Conway <heather.conway@cbc.ca>

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

Wed, Mar 5, 2014 at 7:41 PM

Hi there,

I am checking in sporadically but wifi and cell seem to be sporadic. I will try to make the call tomorrow but cannot guarantee it.

In case I don't, here are some considerations. I am sure you have them covered but the email trail has not been complete so I am sending just in case.

Hope this helps. If you need examples from the database, Arlene can provide.

G

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

Agreed it is broader than jsp but not limited to people covered by the cba

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Confidential

7 messages

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Wed, Mar 5, 2014 at 11:20 AM

To: Jack Nagler <jack.nagler@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Todd Spencer <todd.spencer@cbc.ca>

Hello,

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Todd Spencer <todd.spencer@cbc.ca>

Wed, Mar 5, 2014 at 12:14 PM

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

Cc: Chuck Thompson <chuck.thompson@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>

Hi

Just a reminder these are not HR policies. This is collective agreement language negotiated between the two parties. The employees affected by any changes have had this language negotiated on their behalf by their bargaining team. In other words they are invested in it in a way that is different from a policy we might try to impose. We have policies and we have CA language.

Thanks

T

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Jennifer McGuire <jennifer.mcguire@cbc.ca>

Wed, Mar 5, 2014 at 12:16 PM

To: Todd Spencer <todd.spencer@cbc.ca>

Cc: Chuck Thompson <chuck.thompson@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>

Sorry. Thanks for clarifying.

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Can you send a revised copy of the spreadsheet with the appearances, but have them grouped by name, and by paid and unpaid, as Heather suggested?

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Todd Spencer
Executive Director, Human Resources and Industrial Relations
People and Culture Department
CBC English Services
Toronto: 416 205 3113
Mobile: 416 417 6701
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Jennifer McGuire <jennifer.mcguire@cbc.ca>
To: Jack Nagler <jack.nagler@cbc.ca>

Wed, Mar 5, 2014 at 4:13 PM

Can I see you for a second.

——— Forwarded message ———

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Wed, Mar 5, 2014 at 4:35 PM

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CBC News and Centres
jennifer.mcguire@cbc.ca

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

—

Todd Spencer
Executive Director, Human Resources and Industrial Relations
People and Culture Department
CBC English Services
Toronto: 416 205 3113
Mobile: 416 417 6701
todd.spencer@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

Jack Nagler <jack.nagler@cbc.ca>
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Wed, Mar 5, 2014 at 4:36 PM

you were on the phone....let me know when you're free.

On Wed, Mar 5, 2014 at 4:35 PM, Jack Nagler <jack.nagler@cbc.ca> wrote:
just seeing this. .coming in....

On Wed, Mar 5, 2014 at 4:13 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:
Can I see you for a second.

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

From: **Todd Spencer** <todd.spencer@cbc.ca>
Date: Wed, Mar 5, 2014 at 3:39 PM
Subject: Re: Confidential
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>

Hi

Can you send a revised copy of the spreadsheet with the appearances, but have them grouped by name, and by paid and unpaid, as Heather suggested?

Thanks
t

On Wed, Mar 5, 2014 at 11:20 AM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:
Hello,

FW: As it Happens -- speaking fees

2 messages

Sat, Mar 1, 2014 at 9:22 AM

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

As It Happens asked me to send them an email re the issue of journalists speaking for fees to respond to an interview they did Thursday night with Jeffrey Dworkin who said journalists should not accept speaking fees. Here's what I sent them. They ran a lightly edited version last night.

You are probably reviewing the entire issue so thought I'd send you my unsolicited view on the subject, having dealt with it for years when I was there.

-

 **AIH February 28.docx**
14K

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Wed, Mar 5, 2014 at 11:11 AM

To:

Hi

I want to thank you for this. My apologies for taking so long to reply. I too think it is a legitimate debate but am very uncomfortable about the singling out of Peter and some of the motivations behind that. I think your note was very thoughtful and useful. Thank you.

Regards,

Jennifer

Jennifer

On Sat, Mar 1, 2014 at 9:22 AM,

wrote:

As It Happens asked me to send them an email re the issue of journalists speaking for fees to respond to an interview they did Thursday night with Jeffrey Dworkin who said journalists should not accept speaking fees. Here s what I sent them. They ran a lightly edited version last night.

You are probably reviewing the entire issue so thought I d send you my unsolicited view on the subject, having dealt with it for years when I was there.

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

There is a legitimate debate about journalists accepting speaking fees but it IS a debate that doesn't resolve itself simply by saying speaking for pay creates, at a minimum, the perception of a conflict of interest. It is evident that very many senior Canadian journalists-- print and broadcast -- offer their speaking services for pay. That information is publicly available in the catalogues issued by the agents and speakers bureaus who book speakers. It is a practise that has been going on for decades. People want to listen to them and are willing to pay to do so. Journalists, like anyone else, have the right to be compensated for their time and effort and special expertise. The issue is whether they are professionally compromised by doing so or more important, whether people BELIEVE they can be. Apparently it is this belief or the perception, real or imagined, that lead some to say the practise should not be tolerated. At the heart of this argument is that many of Canada's senior journalists can be bought, that their ethical core is so weak that speaking fees can turn them from independent reporters and analysts to promoters. And further, that most of their audience shares that presumption. If the audience truly believes in that sort of suspect morality, is a ban on speaking fees going to resolve the doubt? I actually don't believe audiences think that way and I would rather proceed from a different set of starting assumptions: that these senior journalists are ethical and honest and that their professional independence is not for sale. Just as they maintain standards in their daily work, I presume they maintain those standards in their private lives. If you want a safeguard, then use the traditional one— open and transparent accounting so that we all know there was a speech, what was said, and to whom and that the journalistic organization was aware of the arrangement and approved of it and its content. I'd rather that, than proceed on the basis that you cannot trust people whose jobs depend on serving and maintaining the public trust.

Fw: Hey

1 message

Robert Russo <rob.russo@cbc.ca>

Tue, Mar 4, 2014 at 8:26 PM

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

FYI

From: EVAN SOLOMON**Sent:** Tuesday, March 4, 2014 8:22 PM**To:** Rob Russo; Amy Castle**Reply To:** EVAN SOLOMON**Subject:** Hey

Thank

E

Sent from my BlackBerry 10 smartphone on the Rogers network.

Confidential - for you only

2 messages

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Tue, Mar 4, 2014 at 2:17 PM

To: Gillian Findlay <gillian.findlay@cbc.ca>

Cc: David Studer <david.studer@cbc.ca>, FIONA CONWAY <fiona.conway@cbc.ca>, Jim Williamson <jim.williamson@cbc.ca>

Hi Gillian,

Jennifer

On Tue, Mar 4, 2014 at 12:36 PM, Gillian Findlay <gillian.findlay@cbc.ca> wrote:
Hi Jennifer,

I'll leave it to you.

Sincerely,

Gillian

—
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>
To: Jack Nagler <jack.nagler@cbc.ca>

Tue, Mar 4, 2014 at 2:39 PM

FYI

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

Re: Pros/Cons

2 messages

Helen Daniel <helen.daniel@cbc.ca>

Tue, Mar 4, 2014 at 10:34 AM

To: Jack Nagler <jack.nagler@cbc.ca>

Cc: Chris Ball <chris.ball@cbc.ca>, Catherine Gregory <catherine.gregory@cbc.ca>, Serena Thadani-Anthony <serena.thadani-anthony@cbc.ca>, Jennifer McGuire <Jennifer.McGuire@cbc.ca>

privileged and confidential

I've copied Jennifer and Serena so we're all in the loop.

thx, Helen.

On Mon, Mar 3, 2014 at 5:21 PM, Jack Nagler <jack.nagler@cbc.ca> wrote:

Hi....would you guys agree that the documents attached represent accurately the pros/cons of each option as we discussed them?

Thanks...

j

 PUBLICENGAGEMENTSOPTION1.docx PUBLICENGAGEMENTSOPTION2.docx PUBLICENGAGEMENTSOPTION3.docx

—
Helen C. Daniel
CBC / Radio Canada
Senior Legal Counsel
Law Department, Labour & Employment
Room 2F203
P.O. Box 500, Station A
Toronto, ON M5W 1E6

☎ Direct: (416) 205-2602

☎ Cell: (647) 629-7633

☎ Fax: (416) 205-3320

Jack Nagler <jack.nagler@cbc.ca>

Tue, Mar 4, 2014 at 10:42 AM

To: Helen Daniel <helen.daniel@cbc.ca>

Cc: Chris Ball <chris.ball@cbc.ca>, Catherine Gregory <catherine.gregory@cbc.ca>, Serena Thadani-Anthony <serena.thadani-anthony@cbc.ca>, Jennifer McGuire <Jennifer.McGuire@cbc.ca>

Hi, Helen:

-jack

On Tue, Mar 4, 2014 at 10:34 AM, Helen Daniel <helen.daniel@cbc.ca> wrote:
privileged and confidential

I've copied Jennifer and Serena so we're all in the loop.

thx, Helen.

On Mon, Mar 3, 2014 at 5:21 PM, Jack Nagler <jack.nagler@cbc.ca> wrote:

Hi....would you guys agree that the documents attached represent accurately the pros/cons of each option as we discussed them?

Thanks...

j

 PUBLICENGAGEMENTSOPTION1.docx

 PUBLICENGAGEMENTSOPTION2.docx

 PUBLICENGAGEMENTSOPTION3.docx

--

Helen C. Daniel
CBC / Radio Canada
Senior Legal Counsel
Law Department, Labour & Employment
Room 2F203
P.O. Box 500, Station A
Toronto, ON M5W 1E6

 Direct: (416) 205-2602
 Cell: (647) 629-7633
 Fax: (416) 205-3320

**Pages 280 to / à 285
are withheld pursuant to sections
sont retenues en vertu des articles**

21(1)(a), 21(1)(b), 23

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

Fw: Media question

1 message

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

Mon, Mar 3, 2014 at 4:30 PM

FYI

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Chuck Thompson <chuck.thompson@cbc.ca>
Sent: Monday, March 3, 2014 4:23 PM
To:
Reply To: Chuck Thompson
Subject: Re: Media question

Hi

No decisions as yet.

Chuck

Sent from my BlackBerry 10 smartphone on the Rogers network.

From:
Sent: Monday, March 3, 2014 4:20 PM
To: chuck.thompson@cbc.ca
Reply To:
Subject: Media question

Hello,

I'm writing a story about Brad Wall supporting Rex Murphy, and was wondering if a decision was made on CBC revising its journalist policies? I can be reached at this email or today before 9 p.m. PT.

best wishes,

—

Peter Mansbridge brand advertising

2 messages

Mon, Mar 3, 2014 at 1:47 PM

To: Robert Bishop <robert.bishop@cbc.ca>
Cc: jennifer.mcguire@cbc.ca, anna.maria.tremonti@cbc.ca

Dear Mr. Bishop,

Here is the problem.

JENNIFER McGUIRE declined to appear on The Current to discuss the Mansbridge-Murphy speaking fees. REX MURPHY has waxed irritable, but not informative, in his dyspeptic defence of his journalistic integrity in an article in the National Post. PETER MANSBRIDGE has emphasized the unobjectionable nature of the content of the speeches he gives – as if their content were the issue – without addressing the optics of his giving them to organizations that he covers on The National.

All three have avoided even mentioning the real issues – i.e., lending CBC's image for use by the oil industry, and accepting money from that industry at a time when its activities are in the news – opting instead to review their own "talking points" in the same manner as Joe Oliver tried to avoid talking about the flip-flop on income splitting when confronted on The House by Evan Solomon.

The similarities between the unacceptable practices of our national politicians and those of our national journalism professionals are becoming ever more striking.

And now, this morning, when I go to the CBC Radio One website to listen to World Report, I am fed a branding ad promoting how Peter Mansbridge "listens to average Canadians telling their stories".

The timing, for one thing, is suspicious, this new ad promoting CBC television to a CBC radio audience (I have never seen this ad on the radio website before). It looks very much like instead of explaining to their Canadian audiences how their conflict of interest guidelines actually do serve efficiently to protect the public broadcaster's brand identity of honesty in reporting, CBC has decided instead to double down and reinforce that brand without addressing the issues challenging it in the public's mind.

Second, the content of this ad is eerily similar to the marketing points made by Mr. Mansbridge's speaking agency about the topics he speaks about, and the kind of speech he describes himself as giving to the CAPP audience. The suspicion is inescapable that the CBC is "cross-promoting" Peter Mansbridge as a speaker.

I witness each day the crumbling of the reputation of a national public broadcaster that I have always ADORED – the word is not too strong in this context – and remain perplexed as to why CBC's professional journalists, trained to zero in on what the real issues are behind a story, are so studiously avoiding the glaringly obvious ones when it comes to their own activities.

Particularly dispiriting is the way in which Mansbridge's public statements on his blog seem to have been written for him by the public broadcaster's media department, as reported in the Vancouver Province:

<http://www.theprovince.com/news/Peter+Mansbridge+defends+himself+blog+post+paraphrasing+quotes+from+communications+chief/9560069/story.html>

And it certainly does not help that his image on the CBC website continues to be associated with the publicity campaigns of the oil industry. In looking for his blog this morning, I found this:

When will the public broadcaster

(a) stop giving oil industry advertising privileged access to its news & public affairs audiences, and

(b) address the real concerns that reasonable Canadians have about the perceived conflict of interest in which its national news anchor and regular editorial commentator are now embroiled?

Most sincerely,

P.S. I have taken the liberty of cc:-ing those with whom I am in already contact on this issue.



_MG_1779.JPG
365K

Robert Bishop <robert.bishop@cbc.ca>
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Mon, Mar 3, 2014 at 3:09 PM

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

From:
Date: Mon, Mar 3, 2014 at 1:47 PM
Subject: Peter Mansbridge brand advertising
To: Robert Bishop <robert.bishop@cbc.ca>
Cc: jennifer.mcguire@cbc.ca, anna.maria.tremonti@cbc.ca

Dear Mr. Bishop,

Here is the problem.

JENNIFER McGUIRE declined to appear on The Current to discuss the Mansbridge-Murphy speaking fees. REX MURPHY has waxed irritable, but not informative, in his dyspeptic defence of his journalistic integrity in an article in the National Post. PETER MANSBRIDGE has emphasized the unobjectionable nature of the content of the speeches he gives -- as if their content were the issue -- without addressing the optics of his giving them to organizations that he covers on The National.

All three have avoided even mentioning the real issues – i.e., lending CBC's image for use by the oil industry, and accepting money from that industry at a time when its activities are in the news – opting instead to review their own "talking points" in the same manner as Joe Oliver tried to avoid talking about the flip-flop on income splitting when confronted on The House by Evan Solomon.

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I witness each day the crumbling of the reputation of a national public broadcaster that I have always ADORED – the word is not too strong in this context – and remain perplexed as to why CBC's professional journalists, trained to zero in on what the real issues are behind a story, are so studiously avoiding the glaringly obvious ones when it comes to their own activities.

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When will the public broadcaster

- (a) stop giving oil industry advertising privileged access to its news & public affairs audiences, and
- (b) address the real concerns that reasonable Canadians have about the perceived conflict of interest in which its national news anchor and regular editorial commentator are now embroiled?

Most sincerely,

P.S. I have taken the liberty of cc:-ing those with whom I am in already contact on this issue.

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

CBCNews.ca



_MG_1779.JPG
365K

Re: PETER MANSBRIDGE PAID BY CAPP

1 message

Peter Mansbridge <peter.mansbridge@cbc.ca>

Mon, Mar 3, 2014 at 2:02 PM

To:

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

Mr

My response to questions about the various speeches I give has been on line since last week. You can find it at this link:

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/02/speaking-of-speeches.html>

Peter Mansbridge

On Mon, Mar 3, 2014 at 12:14 PM,

wrote:

Dear Peter,

Please tell us it isn't so.....

Revelation CAPP paid Mansbridge, defender of Murphy's speaking fees, brings controversy back to boil

By**David J. Climenhaga****| February 27, 2014**

Sure hope this isn't true. Will you be suing Mr. Climenhaga for liable?

Looking forward to your response, hopefully not another form letter.

(no subject)

1 message

Helen Daniel <helen.daniel@cbc.ca>

Mon, Mar 3, 2014 at 12:52 PM


To: Chris Ball <chris.ball@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, Jennifer McGuire <Jennifer.McGuire@cbc.ca>, Catherine Gregory <catherine.gregory@cbc.ca>, Serena Thadani-Anthony <serena.thadani-anthony@cbc.ca>


Cc: Ron Ouellette <ron.ouellette@cbc.ca>


Some notes for our discussion at 1. Sorry for the late send out. h

-

Helen C. Daniel
CBC / Radio Canada
Senior Legal Counsel
Law Department, Labour & Employment
Room 2F203
P.O. Box 500, Station A
Toronto, ON M5W 1E6

 Direct: (416) 205-2602

 Cell: (647) 629-7633

 Fax: (416) 205-3320

 **external appearances.docx**
21K

**Pages 294 to / à 295
are withheld pursuant to sections
sont retenues en vertu des articles**

21(1)(a), 23

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

Concerned journalist

7 messages

Stephen J Rukavina <stephen.j.rukavina@cbc.ca>

Mon, Mar 3, 2014 at 6:34 AM

To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Hubert T Lacroix <ht.lacroix@cbc.ca>, Heather Conway <heather.conway@cbc.ca>

My name is Steve Rukavina, a reporter in Montreal.

respectfully yours,

Steve

—

Steve Rukavina
Journalist
CBC Montreal
514-597-6305
514-597-3300
mobile: 514-249-9211
email: stephen.j.rukavina@cbc.ca
twitter: @steверukavina

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Mon, Mar 3, 2014 at 7:46 AM

To: Hubert T Lacroix <ht.lacroix@cbc.ca>, Heather Conway <heather.conway@cbc.ca>

Bcc: Jack Nagler <jack.nagler@cbc.ca>

We will follow up with Stephen directly. I suspect you might get a few of these after the coverage on the weekend. Jennifer

Begin forwarded message:

From: Stephen J Rukavina <stephen.j.rukavina@cbc.ca>

Date: March 3, 2014 at 6:34:42 AM EST

To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Hubert T Lacroix <ht.lacroix@cbc.ca>, Heather Conway <heather.conway@cbc.ca>

Subject: Concerned journalist

My name is Steve Rukavina, a reporter in Montreal.

respectfully yours,

Steve

—

Steve Rukavina
Journalist
CBC Montreal
514-597-6305
514-597-3300
mobile: 514-249-9211
email: stephen.j.rukavina@cbc.ca
twitter: @steверukavina

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

Mon, Mar 3, 2014 at 7:47 AM

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

Cc: Stephanie Duquette <stephanie.duquette@radio-canada.ca>, Bill Chambers <bill.chambers@cbc.ca>

Good morning ladies,

Do you want me to reply, or do you want to do it?

Cheers.

Sent from my BlackBerry 10 smartphone on the Bell network.

From: Stephen J Rukavina

Sent: Monday, March 3, 2014 6:34 AM

To: Jennifer McGuire; Hubert T Lacroix; Heather Conway

Reply To: Stephen J Rukavina

Subject: Concerned journalist

My name is Steve Rukavina, a reporter in Montreal.

respectfully yours,

Steve

—

Steve Rukavina

Journalist

CBC Montreal

514-597-6305

514-597-3300

mobile: 514-249-9211

email: stephen.j.rukavina@cbc.ca

twitter: [@steверukavina](https://twitter.com/steверukavina)

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

Mon, Mar 3, 2014 at 7:48 AM ^{s.21(1)(b)}

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

Cc: Bill Chambers <bill.chambers@cbc.ca>, Stephanie Duquette <stephanie.duquette@radio-canada.ca>

Ok. You just beat my e-mail to you by a few seconds.

Sent from my BlackBerry 10 smartphone on the Bell network.

From: Jennifer McGuire

Sent: Monday, March 3, 2014 7:46 AM

To: Hubert T Lacroix; Heather Conway

Reply To: Jennifer McGuire

Subject: Fwd: Concerned journalist

We will follow up with Stephen directly. I suspect you might get a few of these after the coverage on the weekend. Jennifer

Begin forwarded message:

From: Stephen J Rukavina <stephen.j.rukavina@cbc.ca>

Date: March 3, 2014 at 6:34:42 AM EST

To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Hubert T Lacroix <ht.lacroix@cbc.ca>, Heather Conway <heather.conway@cbc.ca>

Subject: Concerned journalist

My name is Steve Rukavina, a reporter in Montreal.

respectfully yours,

Steve

—

Steve Rukavina
Journalist
CBC Montreal
514-597-6305
514-597-3300
mobile: 514-249-9211
email: stephen.j.rukavina@cbc.ca
twitter: [@steверukavina](https://twitter.com/steверukavina)

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Mon, Mar 3, 2014 at 8:00 AM

To: Stephen J Rukavina <stephen.j.rukavina@cbc.ca>

Cc: Hubert T Lacroix <ht.lacroix@cbc.ca>, Heather Conway <heather.conway@cbc.ca>

Bcc: Jack Nagler <jack.nagler@cbc.ca>

Hi Stephen,

We are currently reviewing the journalistic policy, which applies to both CBC and Radio Canada. In our last evolution of the journalism policy we inserted specific language around conflict of interest which previously did not exist in JSP. We are being careful and considered in this work and will have more to say soon. Jack Nagler will follow up with you today. Thank you for your email. Jennifer

On Mar 3, 2014, at 6:34 AM, Stephen J Rukavina <stephen.j.rukavina@cbc.ca> wrote:

My name is Steve Rukavina, a reporter in Montreal.

respectfully yours,

Steve

—

Steve Rukavina
Journalist
CBC Montreal
514-597-6305
514-597-3300
mobile: 514-249-9211
email: stephen.j.rukavina@cbc.ca
twitter: [@steверukavina](https://twitter.com/steверukavina)

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Mon, Mar 3, 2014 at 8:01 AM

To: Jonathan Whitten <jonathan.whitten@cbc.ca>, FIONA CONWAY <fiona.conway@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, Liz Hughes <liz.hughes@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

s.19(1)

s.21(1)(b)

Can we make sure conversations happen today to calm folks down? Thanks.

Begin forwarded message:

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

Date: March 3, 2014 at 8:00:05 AM EST

To: Stephen J Rukavina <stephen.j.rukavina@cbc.ca>

Cc: Hubert T Lacroix <ht.lacroix@cbc.ca>, Heather Conway <heather.conway@cbc.ca>

Subject: Re: Concerned journalist

Hi Stephen,

We are currently reviewing the journalistic policy, which applies to both CBC and Radio Canada. In our last evolution of the journalism policy we inserted specific language around conflict of interest which previously did not exist in JSP. We are being careful and considered in this work and will have more to say soon. Jack Nagler will follow up with you today. Thank you for your email.

Jennifer

On Mar 3, 2014, at 6:34 AM, Stephen J Rukavina <stephen.j.rukavina@cbc.ca> wrote:

My name is Steve Rukavina, a reporter in Montreal.

respectfully yours,

Steve

—

Steve Rukavina
Journalist
CBC Montreal
514-597-6305
514-597-3300
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email: stephen.j.rukavina@cbc.ca
twitter: [@steверukavina](https://twitter.com/steверukavina)

Stephen J Rukavina <stephen.j.rukavina@cbc.ca>
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Mon, Mar 3, 2014 at 8:21 AM

Thanks very much for taking the time to respond. I appreciate it.

Take care,

Steve

Sent from my iPhone

On Mar 3, 2014, at 8:00 AM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Hi Stephen,

We are currently reviewing the journalistic policy, which applies to both CBC and Radio Canada. In our last evolution of the journalism policy we inserted specific language around conflict of interest which previously did not exist in JSP. We are being careful and considered in this work and will have more to say soon. Jack Nagler will follow up with you today. Thank you for your email.

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respectfully yours,

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514-597-6305

514-597-3300

mobile: 514-249-9211

email: stephen.j.rukavina@cbc.ca

twitter: [@steverukavina](https://twitter.com/steverukavina)

Invitation: Talent Appearances Policy @ Tue Mar 18, 2014 10am - 10:45am (jennifer.mcguire@cbc.ca)

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Thu, Feb 27, 2014 at 1:17 PM

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

To: "jennifer.mcguire@cbc.ca" <jennifer.mcguire@cbc.ca>, Heather Conway <heather.conway@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>

Cc: Nadia Thadhani <nadia.thadhani@cbc.ca>, Amanda Pyle <amanda.pyle@cbc.ca>

Talent Appearances Policy

[more details »](#)

When Tue Mar 18, 2014 10am – 10:45am Eastern Time - Toronto

Where Heather's office (map)

Calendar jennifer.mcguire@cbc.ca

Who

- Jennifer McGuire - organizer
- Amanda Pyle - creator, optional
- Heather Conway
- Gino Apponi
- Jack Nagler
- Nadia Thadhani - optional

Going? **Yes** - **Maybe** - **No** [more options »](#)

Invitation from Google Calendar

You are receiving this email at the account jennifer.mcguire@cbc.ca because you are subscribed for invitations on calendar jennifer.mcguire@cbc.ca.

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

 **invite.ics**
2K

Proposed wording for two options in JSP re payment for appearances

1 message

Gino Apponi <gino.apponi@cbc.ca>

Wed, Feb 26, 2014 at 4:36 PM

To: Jack Nagler <jack.nagler@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>

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

As discussed.

Amanda we need to find time to discuss tomorrow or Friday afternoon.

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon



Journalistic Standards and Practices.docx

155K

**Pages 309 to / à 316
are withheld pursuant to section
sont retenues en vertu de l'article**

21(1)(a)

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

Fwd: Amanda Lang

1 message

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

Tue, Feb 18, 2014 at 4:53 PM

I bumped into Loretta earlier and she sent this.

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

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

From: **Loretta Hensel** <loretta.hensel@cbc.ca>
Date: Tue, Feb 18, 2014 at 4:18 PM
Subject: Fwd: Amanda Lang
To: Gino Apponi <gino.apponi@cbc.ca>

Hi Gino,

Let me know if you need anything further,
Thanks,
Loretta



2655K

SIGNED CONTRACT JUL 1-13 TO JUN 30-15.pdf

Talent

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Thu, Feb 13, 2014 at 2:55 PM

To: Gino Apponi <gino.apponi@cbc.ca>, MARISSA NELSON <marissa.nelson@cbc.ca>, Jonathan Whitten <jonathan.whitten@cbc.ca>, FIONA CONWAY <fiona.conway@cbc.ca>, Linda Groen <linda.groen@cbc.ca>, Chris Straw <Chris.Straw@cbc.ca>, Susan Marjetti <susan.marjetti@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, DAVID WALMSLEY <david.walmsley@cbc.ca>, David Studer <david.studer@cbc.ca>, Serena Thadani-Anthony <serena.thadani-anthony@cbc.ca>, Johnny Michel <johnny.michel@cbc.ca>, John Bertrand <john.bertrand@cbc.ca>, Andrew Cochran <andrew.cochran@cbc.ca>

Hello,

I have asked Gino to lead a process to come to me with recommendations as to existing practices and policies with respect to talent and where we might have to make some changes. We are talking about what relates to JSP but we will need to have a view as to the wider issues around talent and outside activities. As you know most of these practices we have inherited. The issue itself is complex with IR implications etc. I have brief Heather and she is supportive. 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

Adding the section on Opinion

2 messages

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Wed, Feb 5, 2014 at 3:42 PM

To: Chuck Thompson <chuck.thompson@cbc.ca>, Linda Groen <linda.groen@cbc.ca>, Chris Straw <Chris.Straw@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, FIONA CONWAY <fiona.conway@cbc.ca>

Our programs and platforms allow for the expression of a particular perspective or point of view. This content adds public understanding and debate on the issues of the day.

When presenting content (programs, program segments, or digital content) where a single opinion or point of view is featured, we ensure that a diversity of perspective is provided across a network or platform and in an appropriate time frame.

When we choose to present a single point of view :

- it is clearly labeled, and
- it does not misrepresent other points of view.

Our value of impartiality precludes our news and current affairs staff from expressing their personal opinions on matters of controversy on all our platforms.

On Wed, Feb 5, 2014 at 3:39 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Here is the appropriate section of JSP and the Corporate policy. Jen



Journalistic Standards and Practices

CONFLICT OF INTEREST>Introduction

Introduction

Our credibility is the foundation of our reputation. The credibility of our news, current affairs and public affairs programs rests on the reputation of its journalists who are, and are seen to be, independent and impartial.

The integrity of the organization is ultimately shaped by the individual integrity and conduct of everyone, in their work, and in their outside activities.

To preserve that independence, all employees involved in the creation of content that is subject to *Journalistic Standards and Practices* must carefully consider what organizations they are publicly associated with. They should be mindful that public statements, whether face-to-face or through social media, may create the impression of partisanship or of advocacy for a cause. If we believe there could be a conflict of interest, we inform our supervisor.

In particular, if an employee is asked to participate as a speaker, panelist or moderator for an outside group or professional association, approval is needed from editorial management. This includes unpaid as well as paid participation. Before agreeing to write or contribute to a book, editorial management must be consulted and adherence to Guidelines for Employees Writing Books is required.

Conflict of Interest guidelines are spelled out in Corporate Policy 2.2.03 (Conflict of Interest and Ethics), 2.2.21 (Code of Conduct), and 2.2.17 (Political Activity). All people whose work is governed by our *Journalistic Standards and Practices* policies must read them and comply with their requirements. There may be other situations that create a potential conflict of interest. It is always wise to consult a supervisor if there is any doubt. The links to all Corporate policies that cover conflict of interest are provided in the section called “Links to Corporate Policies.”

-
- Relevant Collective Agreements

PERSON RESPONSIBLE FOR INTERPRETATION AND APPLICATION

Line management is responsible for the implementation of this policy, in consultation with Human Resources. All questions pertaining to the interpretation or application of this policy should be referred to the Vice-President of People and Culture or appointed delegate.

DEPARTMENT RESPONSIBLE TO UPDATE THIS WEBPAGE

Corporate Secretariat

PROCEDURES AND GUIDELINES

Guiding principles and ethics in the daily conduct of CBC/Radio-Canada employees.

1. No conflict should exist or appear to exist between the private interests of CBC/Radio-Canada employees and their official duties.
2. All employees shall place and appear to place the interests of their employer above their own interests.
3. Public funds must be spent with prudence and probity.
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5. Employees must not use their positions to further their personal interests.
6. Confidential information must not be used for employees' personal advantage either during or after their employment with the CBC/Radio-Canada.
7. Employees should not invest in a company that might have an interest, direct or indirect, in any CBC/Radio-Canada contract, except in the case of a widely held public company whose dealings with the CBC/Radio-Canada do not represent a substantial portion of its total business.
8. Employees should not serve nor have direct or indirect interest in a company engaged with the CBC/Radio-Canada.
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accept modest hospitality offered as a general courtesy during the conduct of normal business.

13. Suppliers of goods and services to CBC/Radio-Canada may not be solicited to provide gifts or other financial assistance for employee activities.
14. Employees must not accord preferential treatment to any person.
15. Employees may not engage in activities likely to bring CBC/Radio-Canada into disrepute.
16. Employees may not take a stand on public controversies if CBC's integrity would be compromised.
17. All employees share the responsibility to safeguard, protect and report the loss of, damage, misuse, or misappropriation of CBC/Radio-Canada property, equipment and assets, including those assets and/or paid services off CBC/Radio-Canada premises (refer to Corporate Policy 2.3.2 - *Assets*).
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19. The duty to disclose and remove conflicts of interest rests with the employee.
20. All employees who collect, keep and use personal information as part of their function must ensure that such information is protected as per the policies and procedures. Please refer to *Personal Information and Privacy Protection Policy*.
21. The President (or delegate) may permit exceptions to the application of the provisions of this policy if the interests of CBC/Radio-Canada are clearly better served.

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

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>

Wed, Feb 5, 2014 at 4:45 PM

To: FIONA CONWAY <fiona.conway@cbc.ca>, Mark Harrison <mark.harrison@cbc.ca>, Jonathan Whitten <jonathan.whitten@cbc.ca>

Hi there,
The conflict of policy section is at the end. Jen

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

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

Date: Wed, Feb 5, 2014 at 3:42 PM

Subject: Adding the section on Opinion

To: Chuck Thompson <chuck.thompson@cbc.ca>, Linda Groen <linda.groen@cbc.ca>, Chris Straw <Chris.Straw@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, FIONA CONWAY <fiona.conway@cbc.ca>

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NAGLER DOCS A-2014-00018

Fwd: Submission on Speaking Engagements by CBC Journalists and Commentators

2 messages

Chris Straw <chris.straw@cbc.ca>
To: Jack Nagler <jack.nagler@cbc.ca>

Tue, Mar 11, 2014 at 12:57 PM

As I mentioned...

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

From:

Date: Tue, Mar 11, 2014 at 12:50 PM

Subject: Submission on Speaking Engagements by CBC Journalists and Commentators

To: jennifer.mcguire@cbc.ca

Cc: esther.enkin@cbc.ca, chris.straw@cbc.ca

Dear Ms. McGuire:

As a shareholder of the CBC, and a former employee now in civilian ranks (but who occasionally contributes as a freelancer), I'd like to briefly offer my view on the current controversy involving speaking engagements by CBC journalists and commentators.

Please see the attached file.

I hope you might find it helpful as you formulate a policy response. I hope you seek and receive many such views from the public on these important matters.

Sincerely,

--

Chris Straw
Senior Director, Network Talk
CBC Radio

416 205 8779

2014 03 11
134K

to Jennifer McGuire.docx

Jack Nagler <jack.nagler@cbc.ca>
To: chris.straw@cbc.ca

Tue, Mar 11, 2014 at 1:19 PM

Interesting. Thanks for onpassing....

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Chris Straw

Sent: Tuesday, March 11, 2014 12:57 PM

To: Jack Nagler

Reply To: Chris Straw

Subject: Fwd: Submission on Speaking Engagements by CBC Journalists and Commentators

[Quoted text hidden]

Fwd: Submission on Speaking Engagements by CBC Journalists and Commentators

2 messages

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

Tue, Mar 11, 2014 at 1:43 PM

Begin forwarded message:

From: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Date: March 11, 2014 at 1:22:14 PM EDT
To: Gino Apponi <gino.apponi@cbc.ca>
Subject: Fwd: Submission on Speaking Engagements by CBC Journalists and Commentators

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

From:
Date: Tue, Mar 11, 2014 at 12:50 PM
Subject: Submission on Speaking Engagements by CBC Journalists and Commentators
To: jennifer.mcguire@cbc.ca
Cc: esther.enkin@cbc.ca, chris.straw@cbc.ca

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Sincerely,

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

 **2014 03 11** **to Jennifer McGuire.docx**
134K

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

Tue, Mar 11, 2014 at 1:45 PM

Thks.

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Gino Apponi

Sent: Tuesday, March 11, 2014 1:43 PM

To: Jack Nagler

Reply To: Gino Apponi

[Quoted text hidden]

[Quoted text hidden]

Did we ever have...

2 messages

Jack Nagler <jack.nagler@cbc.ca>
To: Katy Swailes <katy.swailes@cbc.ca>

Mon, Mar 24, 2014 at 2:38 PM

...a letter from about Rex and Peter? It would have been sent Sunday Mar 16.

Jennifer just forwarded it to me, and I'm sure I've read it before. Even thought I replied to it. But I can't find it anywhere in the records....

Below is the note.

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

From:

Date: Sun, Mar 16, 2014 at 2:02 PM

Subject: Speaker' Circuit Gray Train and CBC Getting it Right

To: hubert.lacroix@cbc.ca, esther.enkin@cbc.ca, heather.conway@cbc.ca, jennifer.mcguire@cbc.ca

I am writing out of serious concern in regard to CBC policy, or lack thereof, which places the journalists of our public broadcaster in potential or real conflicts of interest. This raises troubling questions of propriety, ethics and objectivity. If a journalist is receiving money, above and beyond their fair, or high, compensation provided by taxpayers, from any special public interest group or association, or indeed a specific private interest or company, why is it that you do not preclude this, or disclose such instances, or at least have a more rigorous review or policy that is transparent and accountable? Should *full-time* journalists be able to accept any money from "outside" speaking engagements?

It is unacceptable that there are such differences in policies when it comes to our various media organizations. I understand that to have lunch with a *Globe and Mail* reporter, they must typically expense the lunch. *Global TV*, *CTV* and *The Toronto Star* have more restrictive and proper policies than the *CBC*.

Indeed, *CTV* asserts that they have strict policies forbidding the unethical practice of accepting speaking fees.

Why is *CBC*, our public broadcaster, the outlier and laggard?

As you are no doubt aware, the *Globe and Mail's* Simon Houpt recently wrote an article headlined: "Among journalists, Mansbridge has plenty of company in taking private speakers' fees".

This story and others should be of great interest to all of you and provoke the *CBC* to get it right: reconsider your policies in this regard, and become a leading example of upholding the highest standards of journalism and transparency.

As one of the speaker's agents said in the story written by Houpt, (agents who typically have a vested interest in the share of proceeds) : "For the amount that they're paid, to compromise their career doesn't make a lot of sense to me." It doesn't make a lot of sense to ordinary viewers that a Mansbridge, Hanomansing or Lang would accept money from those that they cover in their stories, or pull in \$10,000, \$15,000 or \$25,000, and possibly make 10%, 20% or even 30% more money moonlighting without, possibly

management, much less the viewers, knowing the extent of their potential conflicts. At some point, it should become highly relevant to management, and viewers, to understand the breadth of these potential conflicts and the amounts being paid. Journalists are apt to cover the compensation of politicians or conflicts of interest and ethical matters, but when it comes to their own, there appears to be a double-standard. The subject overall gets short shrift and attention.

As someone who has an abiding interest in public affairs and the standards of journalism within a democracy, and believes in the private enterprise system (i.e., not some left wing nut), along with the need for a public broadcaster in Canada, I urge you to reconsider your policy.

Regarding the *Globe's* on-line commentary about Rex Murphy, I find it acceptable, as the CBC editor-in-chief Jennifer McGuire noted, that given he is a freelance contributor, and as long as viewers know that, his stories and viewpoint are legitimate and should have latitude.

Peter Mansbridge, on the other hand, should not be regarded as having that latitude in light of the fact that he is **CBC's Chief Correspondent**. Surely, there should be a more rigorous standard or policy that governs this especially in light of his healthy, but undisclosed, compensation package (often rumoured to be close to one million dollars). Even private sector executives have their compensation packages disclosed and we all know about public servants who earn more than \$100,000. Mansbridge himself admits to receiving money moonlighting for some 20 speeches given annually. Great but at what point is this comp a sizeable proportion that it needs greater review and not pass a reasonable threshold for more proper disclosure with the sources of those funds? Ditto goes for others who are on the speaking circuit such as **CBC's Senior Business Correspondent Amanda Lang** of The Lang and O'Leary Exchange. While the CBC notes that O'Leary's opinions as being his own, they do not alert viewers to Lang's potential conflicts. Is it proper that she, as your chief business reporter, receive money from business interests through moonlighting and speaking engagements? It would be unthinkable that your chief political reporter receive funds from a political party or political interest group. Would you allow your environmental beat reporter to accept money from environmental organizations or interests? Why the double standard?

Who knows how many speeches Lang gives in a year, and to whom for what amount of money, compared to Mansbridge's admitted 20 occasions, but she and others do appear to be on the "gravy train" circuit. And then there is the CBC's Ian Hanomansing, another senior reporter. The higher the profile, the more they appear to be moonlighting.

These are all the kind of "commercial, for-profit and corporate interests" that Global News (and other media organizations) bars its employees accepting. Why is it acceptable for CBC reporters?

CBC management, with the oversight of the Board of Directors and the Ombudsman, should review their policies to ensure that these concerns are met. For example, you should consider:

- Employment contracts with employees that include a review and permission process to accept every speaking engagement with any monetary benefit so a possible conflict can be properly and diligently considered, AND disclosed when approved, so that viewers can take this into account when they are watching these journalists cover stories (such as Mansbridge related to the Canadian Association of Petroleum Producers or others, or Lang related to the myriad of business interests from whom she receives money). One reader commented in the *Globe* that Lang was "timidly interviewing the CEO of RBC on the National, over the replacement of Canadian IT staff who had to train foreign temporary workers as their replacement." According to him, she subsequently withdrew from a speech commitment either as a result of lack of judgement or lack of oversight by management.

- Amend the CBC's Code of Ethics as necessary to explicitly incorporate a new Conflict of Interest policy.
- Just as *Globe and Mail* columnists apparently must disclose in a column that they have received payment from specific organizations when relevant, the CBC should adopt the same standard in cases of their employees' potential conflict.
- Fuller disclosure: If there's nothing unhandled or untoward about receiving money on an extracurricular basis, why not disclose it so your viewers can judge objectivity?

There may well be other organizations that allow their employees to accept fees but CBC should first concern itself with getting its own house in order, and perhaps renew confidence among Canadians that it will forthwith set some foundation for building trust in an unbiased and independent perspective on the news.

Not that I agree with much of John Doyle's rants about the CBC, he is right on this matter by saying CBC is "out of touch, insular and narcissistic."

Please try to get it right...in the interests of basic standards of objective journalism and don't be the laggard. Given the other media organizations have it more right than CBC, you are not about to lose anyone in your stable by restricting speaking fees, and if they argue they could get more money in the US or elsewhere, set them free.

Thank you for your consideration.

Katy Swailes <katy.swailes@cbc.ca>
To: Jack Nagler <jack.nagler@cbc.ca>

Mon, Mar 24, 2014 at 2:45 PM

Yes, Jennifer/Amanda forwarded this to us on March 19, and we talked about it on Thursday March 20. You read it and said you'd respond, but you haven't done that yet.

So you're not going crazy :-)

[Quoted text hidden]

--

Katy Swailes
Special Projects, CBC News
416-205-6080 | 4H200-D1
@abcancbc | @cbcshortfilm

Your concerns about Peter Mansbridge and Rex Murphy

Jack Nagler <jack.nagler@cbc.ca>

Tue, Mar 25, 2014 at 10:01 AM

To: "Ombudsman, CBC" <ombudsman@cbc.ca>

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

Bcc: Office of the General Manager and Editor in Chief <officeofgm@cbc.ca>

Mar. 25, 2014

Dear

Thank you for your Mar. 16th email to the CBC Ombudsman and CBC News General Manager and Editor-in-Chief Jennifer McGuire sharing your views on the public debate about paid speeches made by Rex Murphy and Peter Mansbridge. Ms. McGuire has asked me to respond on her behalf.

I genuinely appreciate the thoughtfulness with which you approach the subject. You obviously have a good grasp of the issues at hand, as well as the subtle distinctions between Peter's circumstances, and Rex's.

You should know that we are currently engaged in a review of our policies in this area. And our goals are the same as yours – to ensure that CBC News reasserts itself a leader in the realm of journalistic ethics. We embrace the vital role we play in Canadian society and in a properly functioning democracy. And we recognize how important it is that our credibility be unassailable. I expect that our policy review will be completed in the next 2-3 weeks.

In the meantime, I would like to draw your attention to a finding by the CBC Ombudsman on these matters. You can read it at <http://www.ombudsman.cbc.radio-canada.ca/en/complaint-reviews/2014/conflict-of-interest/>.

I also ask you to keep in mind the most important measure by which we should be judged is the content that we present to Canadians. On that score, we are extremely confident that our coverage - including on the subject of energy and the environment – has remained fair, balanced and informative. Indeed, the professionalism of Mr. Mansbridge and the entire team at CBC News is a source of great pride to us. I don't say this to downplay how seriously we take the concerns of you and others about potential conflicts of interest. I say it to reassure you that there are many checks and balances in our rigorous editorial process that ensure you can trust what you see, hear and read from CBC News.

thank you again for your email. I hope this response has reassured you of the integrity of our news service. We have an intense willingness and desire to serve Canadians properly, and, as you put it, "for building trust in an unbiased and independent perspective on the news."

Sincerely,

Jack Nagler

Director of Journalistic Public Accountability and Engagement,

CBC News

Fwd: Media Release: Sierra Club Canada Foundation congratulates CBC for new conflict of interest rules

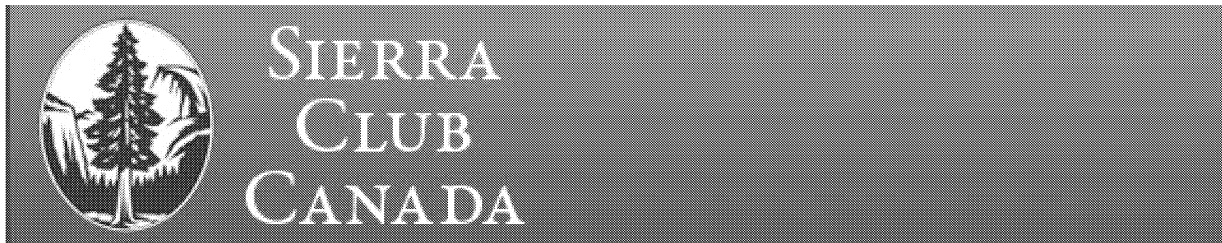
2 messages

Todd Spencer <todd.spencer@cbc.ca>

Fri, Apr 25, 2014 at 11:06 AM

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

Interesting...Sierra Club takes credit!



THE TIME HAS COME

Sierra Club Canada Foundation congratulates CBC for new conflict of interest rules

MEDIA RELEASE

April 24, 2014

Sierra Club Canada Foundation congratulates the Canadian Broadcasting Corporation (CBC) for putting an end to the practice of allowing its staff and freelance hosts to accept public speaking requests from companies, political parties or other lobbying groups "trying to influence public policy".

"I'm pleased CBC accepted our request for changes to its policy and want to thank our members and supporters who contacted the CBC," said Sierra Club Canada Foundation's John Bennett. "Sunlight is always the best policy."

Sierra Club Canada Foundation called on the CBC to reconsider its policy on public speaking this past February when it was revealed that Rex Murphy, host of Cross Country Checkup and contributor to The National, routinely accepted speaking fees for pro-Tar Sands speeches. We thought that was a clear conflict of interest that warranted full disclosure and so we acted.

Today CBC said beginning in May 2014 they will start posting the speaking gigs of Rex and its other personalities' online.

"Consumers of CBC programming have a right to know about, and commentators have a responsibility to declare, conflicts of interest, perceived or otherwise," said Mr. Bennett. "Rex Murphy needs to come clean and show Canadians the money. Perception is reality and right now the perception is very bad."

John Bennett, National Program Director
Sierra Club Canada Foundation
412-1 Nicholas Street
Ottawa, Ontario K1N 7B7

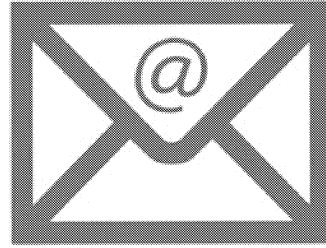
Tel: 613-291-6888
jb@sierraclub.ca
John on Twitter / Bennett Blog

Sierra Club Canada National Office

1510-1 Nicholas St
Ottawa, ON K1N 7B7
Canada

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To opt out of all Sierra Club Canada mailings
click here



From: Peter Mansbridge [peter.mansbridge@cbc.ca]

Sent: Wednesday, February 19, 2014 7:26 AM

Subject: Fw: Political disclosure

Thank you for your recent email. You were one of a few dozen concerned viewers who wrote to me, most it seems, after being encouraged to do so by the latest Sierra Club fundraising blog.

We take all comments seriously as we have done with yours even though many of the comments I have received are not based on fact. Not even close to fact.

This issue has been in the public domain for some time and the CBC has responded a number of times including this blog by our General Manager and Editor in Chief which speaks directly to the question you raise:

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/02/a-question-of-conflict.html>

I also believe the CBC Ombudsman is looking into the case and her report will be made public in due course.

Meanwhile I remain confident in the integrity of our broadcast and all those involved with it.

Once again thank you for your comments. I will make sure they are passed along.

*Peter Mansbridge
Chief Correspondent
CBC*



—
Catherine Gregory
Senior Advisor, Industrial Relations
People and Culture
CBC/Radio-Canada

416-205-3290 (office)
416-518-2629 (cell)

—
Todd Spencer

Executive Director, Human Resources and Industrial Relations
People and Culture Department
CBC English Services
Toronto: 416 205 3113
Mobile: 416 417 6701
todd.spencer@cbc.ca

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fri, Apr 25, 2014 at 11:14 AM

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

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

From: **Todd Spencer** <todd.spencer@cbc.ca>

Date: Fri, Apr 25, 2014 at 11:06 AM

Subject: Fwd: Media Release: Sierra Club Canada Foundation congratulates CBC for new conflict of interest rules

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

Interesting...Sierra Club takes credit!



THE TIME HAS COME

Sierra Club Canada Foundation congratulates CBC for new conflict of interest rules

MEDIA RELEASE

April 24, 2014

Sierra Club Canada Foundation congratulates the Canadian Broadcasting Corporation (CBC) for putting an end to the practice of allowing its staff and freelance hosts to accept public speaking requests from companies, political parties or other lobbying groups "trying to influence public policy".

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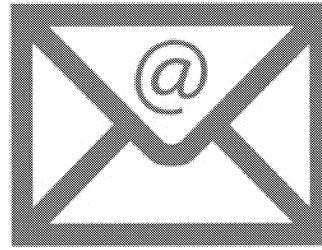
John Bennett, National Program Director
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412-1 Nicholas Street
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Tel: 613-291-6888
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Chief Correspondent
CBC*



Catherine Gregory
Senior Advisor, Industrial Relations
People and Culture
CBC/Radio-Canada

416-205-3290 (office)
416-518-2629 (cell)

Todd Spencer

Fwd: Interview request from As It Happens for Jennifer on the new speakers policy:

1 message

Chuck Thompson <chuck.thompson@cbc.ca>
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>

Thu, Apr 24, 2014 at 3:40 PM

Right on cue...can you do it tomorrow?

Chuck

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

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

From: **Robin Smythe** <robin.smythe@cbc.ca>
Date: Thu, Apr 24, 2014 at 3:31 PM
Subject: Interview request from As It Happens for Jennifer on the new speakers policy:
To: Chuck Thompson <chuck.thompson@cbc.ca>, Linda Groen <linda.groen@cbc.ca>, Kevin Robertson <kevin.robertson@cbc.ca>, John Perry <john.perry@cbc.ca>, Adam Killick <adam.killick@cbc.ca>

Hi Chuck,

We'd like to speak with Jennifer McGuire about her latest blog on the speakers policy. It would be preferable if we could tape sometime tomorrow. Carol is hosting.

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/04/review-of-speaking-engagements.html>

Let me know. Thanks.

robin

—
Robin Smythe,
Executive Producer
As It Happens, CBC Radio
416-205-2667
robin.smythe@cbc.ca

Fw: Following up for Jennifer...

7 messages

Chuck Thompson <chuck.thompson@cbc.ca>

Tue, Mar 11, 2014 at 4:39 PM

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

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Chuck Thompson <chuck.thompson@cbc.ca>**Sent:** Tuesday, March 11, 2014 4:37 PM**To:****Reply To:** Chuck Thompson**Subject:** Re: Following up for Jennifer...

No it wouldn't be accurate to say that as the reason we introduced the language in 2010 was to get in front of any potential issues.

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Best,
Chuck

Sent from my BlackBerry 10 smartphone on the Rogers network.

Gino Apponi <gino.apponi@cbc.ca>
To: Chuck Thompson <chuck.thompson@cbc.ca>
Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Tue, Mar 11, 2014 at 4:54 PM

Suncor is sponsoring The Walrus Energy talks

<https://www.eventbrite.ca/e/suncor-presents-the-walrus-talks-energy-tickets-8898432451>

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

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Chuck

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Chuck Thompson <chuck.thompson@cbc.ca>

Tue, Mar 11, 2014 at 5:10 PM

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

Last one I promise...

Sent from my BlackBerry 10 smartphone on the Rogers network.

From:

Sent: Tuesday, March 11, 2014 5:08 PM

To: Chuck Thompson

Reply To:

Subject: Re: Following up for Jennifer...

Thanks Chuck.

A follow-up:

Was this matter brought to Jennifer's attention as one in need of resolution when she first assumed her current position?

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Jennifer McGuire <jennifer.mcguire@cbc.ca>
To: Chuck Thompson <chuck.thompson@cbc.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>

Tue, Mar 11, 2014 at 7:44 PM

Sorry just getting these now. Everything ok?

Sent from my iPhone

On Mar 11, 2014, at 6:15 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

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To: Jennifer McGuire <jennifer.mcguire@cbc.ca>
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Tue, Mar 11, 2014 at 8:07 PM

All good

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

Tue, Mar 11, 2014 at 8:07 PM

I talked to Jen

Begin forwarded message:

From: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Date: March 11, 2014 at 7:44:02 PM EDT
To: Chuck Thompson <chuck.thompson@cbc.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>
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Fwd: One question

2 messages

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Tue, Mar 11, 2014 at 1:26 PM

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

Over to you for response with Chuck.

I think the headline is that when we introduced Conflict of Interest language into the JSP in 2010 we have been in an iterative process around this issue.

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

From:

Date: Mon, Mar 10, 2014 at 7:14 PM

Subject: One question

To: jennifer.mcguire@cbc.ca

Hi Jennifer,

I'm continuing to cover the speaking event issue for

May I ask:

When was it first brought to your attention that the CBC's policy regarding paid speaking events was in need of review?

Thanks for your attention to this.

Best,

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

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

Tue, Mar 11, 2014 at 1:42 PM

Do we need to discuss still?

Begin forwarded message:

From: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Date: March 11, 2014 at 1:26:48 PM EDT
To: Gino Apponi <gino.apponi@cbc.ca>
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General Manager and Editor in Chief,
CBC News and Centres

jennifer.mcguire@cbc.ca

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

More

4 messages

Jennifer McGuire <jennifer.mcguire@cbc.ca> Fri, Feb 28, 2014 at 10:46 PM
To: Chuck Thompson <chuck.thompson@cbc.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>

Sent from my iPhone

Chuck Thompson <chuck.thompson@cbc.ca> Fri, Feb 28, 2014 at 11:28 PM
To: Gino Apponi <gino.apponi@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>
Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>

Sorry, thought I had cc'd you on my reply back to Jen.

Sent from my BlackBerry 10 smartphone on the Rogers network.

Original Message

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

Sent: Friday, February 28, 2014 11:26 PM

To: jennifer.mcguire@cbc.ca

Reply To: Chuck Thompson

Subject: Re: More

Sent from my BlackBerry 10 smartphone on the Rogers network.

Original Message

From: Jennifer McGuire

Sent: Friday, February 28, 2014 10:46 PM

To: Chuck Thompson

Reply To: Jennifer McGuire

Cc: Gino Apponi; Jack Nagler

Subject: More

Sent from my iPhone

Fri, Feb 28, 2014 at 11:36 PM

Jennifer McGuire <jennifer.mcguire@cbc.ca>

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

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

> On Feb 28, 2014, at 11:28 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

>

> Sorry, thought I had cc'd you on my reply back to Jen.

>

> Sent from my BlackBerry 10 smartphone on the Rogers network.

> Original Message

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

> Sent: Friday, February 28, 2014 11:26 PM

> To: jennifer.mcguire@cbc.ca

> Reply To: Chuck Thompson

> Subject: Re: More

>

>

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>

> Sent from my BlackBerry 10 smartphone on the Rogers network.

> Original Message

> From: Jennifer McGuire

> Sent: Friday, February 28, 2014 10:46 PM

> To: Chuck Thompson

> Reply To: Jennifer McGuire

> Cc: Gino Apponi; Jack Nagler

> Subject: More

>

>

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>

>

>

>

> Sent from my iPhone

Gino Apponi <gino.apponi@cbc.ca>

Sat, Mar 1, 2014 at 12:06 AM

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

G

> On Feb 28, 2014, at 11:36 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

>

>

>

>> On Feb 28, 2014, at 11:28 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

>>

>> Sorry, thought I had cc'd you on my reply back to Jen.
>>
>> Sent from my BlackBerry 10 smartphone on the Rogers network.
>> Original Message
>> From: Chuck Thompson <chuck.thompson@cbc.ca>
>> Sent: Friday, February 28, 2014 11:26 PM
>> To: jennifer.mcguire@cbc.ca
>> Reply To: Chuck Thompson
>> Subject: Re: More
>>
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>> Sent from my BlackBerry 10 smartphone on the Rogers network.
>> Original Message
>> From: Jennifer McGuire
>> Sent: Friday, February 28, 2014 10:46 PM
>> To: Chuck Thompson
>> Reply To: Jennifer McGuire
>> Cc: Gino Apponi; Jack Nagler
>> Subject: More
>>
>>
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>>
>>
>> Thoughts?
>>
>> Sent from my iPhone

Tweet from Tim Querengesser (@timquerengesser)

2 messages

Chuck Thompson <chuck.thompson@cbc.ca>

Sat, Mar 1, 2014 at 12:15 PM

To: jennifer.mcguire@cbc.ca, Gino Apponi <gino.apponi@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, Jonathan Whitten <jonathan.whitten@cbc.ca>, FIONA CONWAY <fiona.conway@cbc.ca>

@timquerengesser: The CBC Won't Talk To CBC Radio About Mansbridge's Speaking Fees <http://t.co/cdqSJ8yT0M>

<https://twitter.com/timquerengesser/status/439805876510011392>

Sent from my BlackBerry 10 smartphone on the Rogers network.

Jonathan Whitten <jonathan.whitten@cbc.ca>

Sat, Mar 1, 2014 at 12:29 PM

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

Cc: "jennifer.mcguire@cbc.ca" <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, FIONA CONWAY <fiona.conway@cbc.ca>

Maybe they could add Ariana to their rogues gallery of speakers for hire

> On Mar 1, 2014, at 12:15 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

>

> @timquerengesser: The CBC Won't Talk To CBC Radio About Mansbridge's Speaking Fees <http://t.co/cdqSJ8yT0M>

>

> <https://twitter.com/timquerengesser/status/439805876510011392>

>

> Sent from my BlackBerry 10 smartphone on the Rogers network.

Fwd: As it Happens -- speaking fees

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Sat, Mar 1, 2014 at 10:08 AM

To: Chuck Thompson <chuck.thompson@cbc.ca>, Jonathan Whitten <jonathan.whitten@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, FIONA CONWAY <fiona.conway@cbc.ca>

Begin forwarded message:

From:**Date:** March 1, 2014 at 9:22:21 AM EST**To:** "jennifer.mcguire@cbc.ca" <jennifer.mcguire@cbc.ca>**Subject:** FW: As it Happens -- speaking fees

As It Happens asked me to send them an email re the issue of journalists speaking for fees to respond to an interview they did Thursday night with Jeffrey Dworkin who said journalists should not accept speaking fees. Here s what I sent them. They ran a lightly edited version last night.

You are probably reviewing the entire issue so thought I d send you my unsolicited view on the subject, having dealt with it for years when I was there.

**AIH February 28.docx**

14K

There is a legitimate debate about journalists accepting speaking fees but it IS a debate that doesn't resolve itself simply by saying speaking for pay creates, at a minimum, the perception of a conflict of interest. It is evident that very many senior Canadian journalists-- print and broadcast -- offer their speaking services for pay. That information is publicly available in the catalogues issued by the agents and speakers bureaus who book speakers. It is a practise that has been going on for decades. People want to listen to them and are willing to pay to do so. Journalists, like anyone else, have the right to be compensated for their time and effort and special expertise. The issue is whether they are professionally compromised by doing so or more important, whether people BELIEVE they can be. Apparently it is this belief or the perception, real or imagined, that lead some to say the practise should not be tolerated. At the heart of this argument is that many of Canada's senior journalists can be bought, that their ethical core is so weak that speaking fees can turn them from independent reporters and analysts to promoters. And further, that most of their audience shares that presumption. If the audience truly believes in that sort of suspect morality, is a ban on speaking fees going to resolve the doubt? I actually don't believe audiences think that way and I would rather proceed from a different set of starting assumptions: that these senior journalists are ethical and honest and that their professional independence is not for sale. Just as they maintain standards in their daily work, I presume they maintain those standards in their private lives. If you want a safeguard, then use the traditional one— open and transparent accounting so that we all know there was a speech, what was said, and to whom and that the journalistic organization was aware of the arrangement and approved of it and its content. I'd rather that, than proceed on the basis that you cannot trust people whose jobs depend on serving and maintaining the public trust.

Among journalists, Mansbridge has plenty of company in taking private speakers' fees - The Globe and Mail

2 messages

Chuck Thompson <chuck.thompson@cbc.ca>

Fri, Feb 28, 2014 at 9:35 PM

To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Peter Mansbridge <peter.mansbridge@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

<http://www.theglobeandmail.com/arts/journalists-doing-paid-speaking-engagements-is-more-common-than-you-think/article17183168/>

Sent from my BlackBerry 10 smartphone on the Rogers network.

Gino Apponi <gino.apponi@cbc.ca>

Sat, Mar 1, 2014 at 12:09 AM

To: CYNTHIA KINCH <cynthia.kinch@rogers.com>

>

> <http://www.theglobeandmail.com/arts/journalists-doing-paid-speaking-engagements-is-more-common-than-you-think/article17183168/>

>

> Sent from my BlackBerry 10 smartphone on the Rogers network.

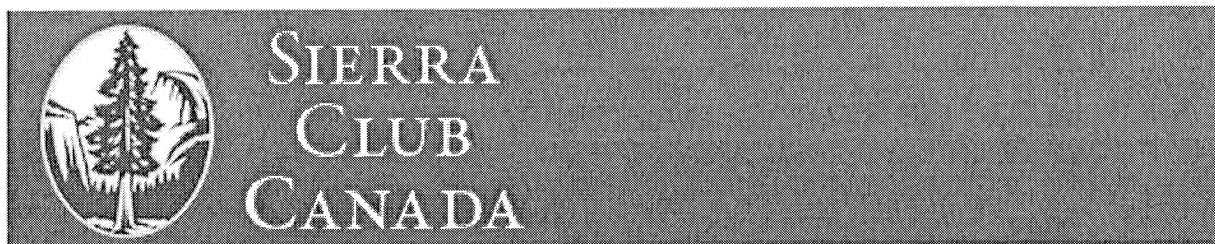
rex and peter

2 messages

Fri, Apr 25, 2014 at 1:34 PM

To: peter.mansbridge@cbc.ca, POV <pov@cbc.ca>, Evan Soloman <politics@cbc.ca>, "rosemary.barton@cbc.ca" <rosemary.barton@cbc.ca>

Hey guys are you going to comment on the Sierra Club announcement?



THE TIME HAS COME

Sierra Club Canada Foundation congratulates CBC for new conflict of interest rules

MEDIA RELEASE

April 24, 2014

Sierra Club Canada Foundation congratulates the Canadian Broadcasting Corporation (CBC) for putting an end to the practice of allowing its staff and freelance hosts to accept public speaking requests from companies, political parties or other lobbying groups "trying to influence public policy".

"I'm pleased CBC accepted our request for changes to its policy and want to thank our members and supporters who contacted the CBC," said Sierra Club Canada Foundation's John Bennett. "Sunlight is always the best policy."

Sierra Club Canada Foundation called on the CBC to reconsider its policy on public speaking this past February when it was revealed that Rex Murphy, host of Cross Country Checkup and contributor to The National, routinely accepted speaking fees for pro-Tar Sands speeches. We thought that was a clear conflict of interest that warranted full disclosure and so we acted.

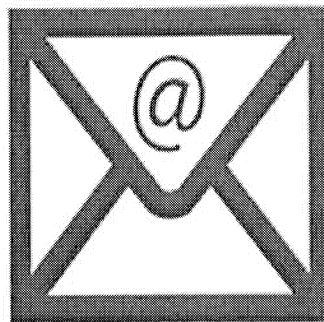
Today CBC said beginning in May 2014 they will start posting the speaking gigs of Rex and its other personalities' online.

"Consumers of CBC programming have a right to know about, and commentators have a responsibility to declare, conflicts of interest, perceived or otherwise," said Mr. Bennett. "Rex Murphy needs to come clean and show Canadians the money. Perception is reality and right now the perception is very bad."

John Bennett, National Program Director
Sierra Club Canada Foundation
412-1 Nicholas Street
Ottawa, Ontario K1N 7B7
Tel: 613-291-6888

000364

jb@sierraclub.ca
John on Twitter / Bennett Blog



From: Peter Mansbridge [peter.mansbridge@cbc.ca]

Sent: Wednesday, February 19, 2014 7:26 AM

Subject: Fw: Political disclosure

Thank you for your recent email. You were one of a few dozen concerned viewers who wrote to me, most it seems, after being encouraged to do so by the latest Sierra Club fundraising blog.

We take all comments seriously as we have done with yours even though many of the comments I have received are not based on fact. Not even close to fact.

This issue has been in the public domain for some time and the CBC has responded a number of times including this blog by our General Manager and Editor in Chief which speaks directly to the question you raise:

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/02/a-question-of-conflict.html>

I also believe the CBC Ombudsman is looking into the case and her report will be made public in due course.

Meanwhile I remain confident in the integrity of our broadcast and all those involved with it.

Once again thank you for your comments. I will make sure they are passed along.

*Peter Mansbridge
Chief Correspondent
CBC*



Peter Mansbridge <peter.mansbridge@cbc.ca>
To: Gino Apponi <gino.apponi@cbc.ca>

Fri, Apr 25, 2014 at 6:48 PM

Sent from my BlackBerry 10 smartphone on the Rogers network.

From:

Sent: Friday, April 25, 2014 11:34

To: peter.mansbridge@cbc.ca; POV; Evan Soloman; rosemary.barton@cbc.ca

Reply To:

Subject: rex and peter

[Quoted text hidden]



Peter Mansbridge <peter.mansbridge@cbc.ca>

Do you have a chance for a quick chat

5 messages

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

Thu, Feb 27, 2014 at 9:58 AM

2/5/2014

CBC Radio-Canada Mail - Do you have a chance for a quick chat

s.21(1)(a)

s.21(1)(b)

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

Thu, Feb 27, 2014 at 11:41 AM

Hi there,

Let me connect with Chuck then we can chat. Jen

[Quoted text hidden]

—
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>
To: Peter Mansbridge <peter.mansbridge@cbc.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>

Thu, Feb 27, 2014 at 11:49 AM

Hi there,

I think it is great. We will post and tweet. Copying Gino and Chuck. Chuck, you should know that Q is planning a panel, including Tony Burman. They have asked us to be on it. Jen

On Thu, Feb 27, 2014 at 9:58 AM, Peter Mansbridge <peter.mansbridge@cbc.ca> wrote:
[Quoted text hidden]

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Peter Mansbridge <peter.mansbridge@cbc.ca>
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>

Thu, Feb 27, 2014 at 11:55 AM

[Quoted text hidden]

Chuck Thompson <chuck.thompson@cbc.ca>
To: jennifer.mcguire@cbc.ca, Peter Mansbridge <peter.mansbridge@cbc.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>

Thu, Feb 27, 2014 at 12:00 PM

Just finishing up a meeting...I'll come down shortly.

Sent from my BlackBerry 10 smartphone on the Rogers network.

Original Message

From: Jennifer McGuire

Sent: Thursday, February 27, 2014 11:50 AM

To: Peter Mansbridge

Reply To: Jennifer McGuire

Cc: Gino Apponi; Chuck Thompson

Subject: Re: Do you have a chance for a quick chat

[Quoted text hidden]

Fwd: TRCM (February 26) Unrevised transcript of the committee's proceedings (external) / TRCM (le 26 février) texte non révisé des délibérations du comité (externe)

[Image](#)

Robert Russo <rob.russo@cbc.ca>

Thu, Feb 27, 2014 at 11:39 AM

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

Transcript from last night's hearing is attached.

RR

Rob Russo

Ottawa Bureau Chief

CBC  Radio-Canada

613.288.6609

www.cbcnews.ca



2014-02-26 TRCM Bleus 51227.docx

94K



Peter Mansbridge <peter.mansbridge@cbc.ca>

globe

↑ [unread](#)

Peter Mansbridge <peter.mansbridge@cbc.ca>
To: Chuck Thompson <chuck.thompson@cbc.ca>

Thu, Feb 27, 2014 at 9:09 AM

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

Thu, Feb 27, 2014 at 9:57 AM

Sent from my BlackBerry 10 smartphone on the Rogers network.

Original Message

From: Peter Mansbridge

Sent: Thursday, February 27, 2014 9:09 AM

To: Chuck Thompson

Reply To: Peter Mansbridge

Subject: globe

[Quoted text hidden]

Peter Mansbridge <peter.mansbridge@cbc.ca>
To: Chuck Thompson <chuck.thompson@cbc.ca>

Thu, Feb 27, 2014 at 10:03 AM

[Quoted text hidden]

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

Thu, Feb 27, 2014 at 10:09 AM

Calling Jen now but pretty certain she'll be in her standing 10am mtg.
I'll send an email as well.

Sent from my BlackBerry 10 smartphone on the Rogers network.

Original Message

From: Peter Mansbridge

Sent: Thursday, February 27, 2014 10:03 AM

To: Chuck Thompson

Reply To: Peter Mansbridge

Subject: Re: globe

[Quoted text hidden]

[Quoted text hidden]

Fw: HuffPost question on Peter Mansbridge and CAPP

E-mail message

Chuck Thompson <chuck.thompson@cbc.ca>

Wed, Feb 26, 2014 at 12:16 PM

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

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

Hi Peter,

I'll draft a response to these questions and share it with you before I reply.

Chuck

Sent from my BlackBerry 10 smartphone on the Rogers network.

Original Message

From:

Sent: Wednesday, February 26, 2014 11:44 AM

To: Chuck.Thompson@cbc.ca

Reply To:

Subject: HuffPost question on Peter Mansbridge and CAPP

Hello,

I have some questions regarding this story.

<http://canadalandshow.com/oil-sands-group-confirms-paying-peter-mansbridge/>

1. Did Peter Mansbridge receive permission from the CBC for the speaking engagement for CAPP?

2. Jennifer McGuire argued that Rex Murphy's status as a freelancer, as opposed to a full-time CBC journalist, partially explains why it is acceptable for him to do paid speaking engagements for oil and gas industry groups. In the view of the CBC, is it acceptable for a full-time CBC journalist to accept money to speak at an event held by a group on which he or she regularly reports?

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/02/a-question-of-conflict.html#more-353108>

3. In the view of the CBC, did Peter Mansbridge in any way violate any of following Conflict of Interest and Ethics policies?

- No conflict should exist or appear to exist between the private interests of CBC/Radio-Canada employees and their official duties.
- Gifts, benefits, money or other special considerations offered to CBC/Radio-Canada employees to influence, obligate or appear to influence a CBC/Radio-Canada decision must be refused.
- Employees may not engage in activities likely to bring CBC/Radio-Canada into disrepute.
- Employees may not take a stand on public controversies if CBC's integrity would be compromised.
- Employees shall not engage without permission in outside work which involves services in competition with the CBC/Radio-Canada, exploits their connection with the CBC/Radio-Canada or restricts their

availability, efficiency or causes a conflict of interest with their
CBC/Radio-Canada duties.

s.21(1)(a)

s.21(1)(b)

<http://www.cbc.radio-canada.ca/en/reporting-to-canadians/acts-and-policies/management/human-resources/2-2-3/>

Thank you

—

Chuck Thompson <chuck.thompson@cbc.ca>

Wed, Feb 26, 2014 at 1:06 PM

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

Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Mark Harrison <mark.harrison@cbc.ca>

Proposed response...

Best,
Chuck

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

[Quoted text hidden]

Chuck Thompson <chuck.thompson@cbc.ca>

Wed, Feb 26, 2014 at 1:23 PM

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

Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Mark Harrison <mark.harrison@cbc.ca>

Revised, I tweaked the last line...

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

[Quoted text hidden]

Peter Mansbridge <peter.mansbridge@cbc.ca>
To: Chuck Thompson <chuck.thompson@cbc.ca>

Wed, Feb 26, 2014 at 1:49 PM

can you call me at
[Quoted text hidden]

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

Wed, Feb 26, 2014 at 1:56 PM

Just did, I'll try you back.

Sent from my BlackBerry 10 smartphone on the Rogers network.
Original Message
From: Peter Mansbridge
Sent: Wednesday, February 26, 2014 1:49 PM
To: Chuck Thompson
Reply To: Peter Mansbridge
Subject: Re: Fw: HuffPost question on Peter Mansbridge and CAPP
[Quoted text hidden]

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

Wed, Feb 26, 2014 at 5:32 PM

Hi

A question for you...I haven't seen your post as yet but I'm wondering if you referenced Ariana Huffington's speaking engagements and the fee she receives for her speeches?

2/5/2014

CBC Radio-Canada Mail - Fw: HuffPost question on Peter Mansbridge and CAPP

Chuck

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

On Wed, Feb 26, 2014 at 3:15 PM,
Thanks for getting back to me.

wrote:

On Wed, Feb 26, 2014 at 3:13 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:
Hi

In response to your questions, I can confirm Peter received permission for his speech to CAPP and for the record, he clears all of his speaking engagements with Senior News management. Each one is looked at independently and we assess them for any conflict of interest with respect to editorial coverage. As you might imagine, with a view to drawing audiences, these engagements are either advertised in newspapers or highlighted on line. Peter speaks to a variety of groups and has given more than 200 speeches in the last ten years; some of those groups include associations or organizations looking out for the environment.

Peter is encouraged by management to speak on a regular basis, it's part of an outreach initiative in place for many of our hosts that ensures CBC News and in this case our Chief Correspondent is talking to Canadians in communities across the country. The content of those speeches is always about putting CBC News coverage into context and explaining what we do and how we do it but Peter never offers up his opinion or takes a position on anything that's in the news.

There are occasions where he is paid to speak but given he's taking on extra work and doing so on his own time, we think it's fair that he gets compensated.

Best,
Chuck

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

[Quoted text hidden]

[Quoted text hidden]

CBC Conflict of Interest

Thu, Feb 20, 2014 at 12:40 PM

To: "peter.mansbridge@cbc.ca" <peter.mansbridge@cbc.ca>
Cc:

Dear Mr. Mansbridge,

I am writing to you out of deep concern over the weakening of CBC's otherwise strong conflict of interest policies. As reported on iPolitics, commentator Rex Murphy has been receiving speaking fees for pro-tar sands speeches. Why has this not been openly revealed during Murphy's broadcasts when he takes obvious pro-tar sands positions? Why is he allowed to remain in this public position? Why is equal time not provided to counter Murphy's biases? Why has he not been disciplined by CBC management for this unprofessional behaviour and the embarrassment it brings to the CBC?

As the public face of the flagship national broadcaster, I do hope you take an active interest in this matter, including a public statement.

Sincerely,

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

Thu, Feb 20, 2014 at 12:45 PM

Thank you for your recent email. You were one of a few dozen concerned viewers who wrote to me, most it seems, after being encouraged to do so by the latest Sierra Club fundraising blog.

We take all comments seriously as we have done with yours even though many of the comments I have received are not based on fact. Not even close to fact.

This issue has been in the public domain for some time and the CBC has responded a number of times including this blog by our General Manager and Editor in Chief which speaks directly to the question you raise:

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/02/a-question-of-conflict.html>

I also believe the CBC Ombudsman is looking into the case and her report will be made public in due course.

Meanwhile I remain confident in the integrity of our broadcast and all those involved with it.

Once again thank you for your comments. I will make sure they are passed along.

Peter Mansbridge

Chief Correspondent

CBC

[Quoted text hidden]

Re: analysis of Rex Murphy and CBC management response... Re: please explain why CBC does not declare the facts of Rex Murphy's financial benefits and oil and gas promotion

I manage

Wed, Feb 19, 2014 at 8:57 AM

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

Mr. Mansbridge:

Thank for your reply.

Given that you suggest I read a CBC blog post... I suggest that the blog post excerpted below points out problems with how your CBC management team and Rex Murphy have been dealing with this issue.

My concerns remain.

excerpt: "I found that Murphy has made several speeches to oil-friendly audiences who lap up his cheerleading about the industry and his wisecracks about Neil Young, environmentalists and do-nothing Easterners, including his CBC colleagues."

excerpt: "So, senior CBC news executives are now seriously suggesting that one freelancer's family connections constitute an ethical no-no that demands full disclosure, but it's apparently OK to withhold information about another freelancer's big, fat conflict of interest from the very same audience.

That's not only corporate double-speak, it's also double-think."

=====

By Andrew Mitrovica | Feb 10, 2014 8:58 pm | 36 Comments

excerpt: "Think about that. A journalist who has spent much of his long career proffering opinion — often laced with acidic contempt, derision and ridicule — about ethically-challenged politicians and fractious public policy issues had retreated into silence.

It's depressingly apparent that Murphy has adopted the shopworn tactics of the accountability-allergic politicians he so often skewers on the CBC and in print. How's that for hypocrisy?

Then my dealings with the CBC turned surreal. Since Murphy was avoiding me at every turn, I began by simply asking Black, the CBC News publicist, to confirm that the *Cross Country Check Up* host also occasionally appeared on *The National* in a segment dubbed Point of View."

<http://www.ipolitics.ca/2014/02/10/rex-murphy-the-oilsands-and-the-cone-of-silence/>

Rex Murphy, the oilsands and the cone of silence

iPolitics Insight

By Andrew Mitrovica | Feb 10, 2014 8:58 pm | 36 Comments

I used to be the Globe and Mail's national security reporter and I wrote a book about Canada's spy agency, CSIS. So I know something about secret services and how they treat pesky reporters who ask prickly questions about how they operate.

I had more success prying out information about CSIS's dubious conduct than I have had recently delving into the questionable practices of CBC News and one of its high-profile and (usually) loquacious personalities, who has, in the face of some uncomfortable queries, suddenly and uncharacteristically taken refuge in the cone of silence.

My disturbing odyssey into the CBC's byzantine world of subterfuge, duplicity and plain lunacy began several weeks ago. In early January, I started researching the number and content of speeches that Rex Murphy has made about the oilpatch and the petroleum industry generally.

I found that Murphy has made several speeches to oil-friendly audiences who lap up his cheerleading about the industry and his wisecracks about Neil Young, environmentalists and do-nothing Easterners, including his CBC colleagues.

One speech that particularly caught my attention is captured in this YouTube video ^[1], where Murphy, cradling a glass of red wine, is in full rhetorical bloom at an oilpatch love-in in late November at Lake Louise, Alberta.

A Calgary Herald account of the 18-minute speech described Murphy's performance in glowing terms: "A words-weary audience jumped to its feet with an enthusiastic ovation for broadcaster Rex Murphy after he urged pipeline builders Friday to stop being ashamed of the multibillion-dollar projects they are trying to build ... The audience reaction showed they were ready for some plain talk from someone clearly on their side."

He was on their side, alright. Murphy's speech was more like a hyperbolic pep talk about the virtues of oilsands development, delivered by a self-defined 'journalist' to Alberta's corporate and political elite.

"Energy rules the world," Murphy told his appreciative audience. "You should exalt in what you're doing ... this is a triumph of the spirit, not something that anyone has to apologize for."

Then, on January 17, 2014, in one his soliloquies on the CBC's *The National* ^[2], Murphy excoriated Canadian artist Neil Young for being, among other things, "unfathomably irresponsible" for criticizing proposed oilsands development.

That Murphy injected the idea of 'responsibility' into the debate was serendipitous — since I was wondering how responsible CBC News executives were in permitting Murphy to disparage Young and other oilsands opponents on the public airwaves without informing viewers that he had championed that very development in a so-called 'speech' several weeks earlier.

Since then, I have attempted to get answers to that and many other important ethical questions that his controversial address raises about journalism, money and conflicts of interest — and the quaint notion of offering full disclosure to the audience.

First, I tried to find out what Murphy was paid for his Lake Louise appearance by contacting the National Speakers Bureau, his Toronto-based agent. The firm's CEO, Theresa Beenken, confirmed Murphy was a client, but she wouldn't disclose his speaking fee for — remarkably — "competitive reasons."

Beenken said, however, that a well-known personality like Murphy could charge between \$2,000 and \$30,000 for a single speech.

Beenken added that she had "reached out" to Murphy about my request, but he wasn't interested in speaking to me. The Lake Louise event organizers were, not surprisingly, equally mum about Murphy's fee and whether they covered other costs associated with his November speech.

On January 30, I provided a lengthy list of questions for Murphy and the CBC respectively to Corey Black, a CBC News publicist. The questions concerned Murphy's speaking fee, the speech's content and journalistic probity — questions his speech triggered not only in my mind but, CBC sources tell me, in the minds of many concerned journalists toiling at Mother Corp.

I also requested an on-the-record interview with Murphy and a senior CBC news journalist. Six days later, on February 5, Black informed me that Murphy had "declined" to be interviewed.

Think about that. A journalist who has spent much of his long career proffering opinion — often laced with acidic contempt, derision and ridicule — about ethically-challenged politicians and fractious public policy issues had retreated into silence.

It's depressingly apparent that Murphy has adopted the shopworn tactics of the accountability-allergic politicians he so often skewers on the CBC and in print. How's that for hypocrisy?

Then my dealings with the CBC turned surreal. Since Murphy was avoiding me at every turn, I began by simply asking Black, the CBC News publicist, to confirm that the *Cross Country Check Up* host also occasionally appeared on *The National* in a segment dubbed Point of View.

"No comment," he replied.

When I told Black I planned to quote him, he quickly tacked: "Of course he's on *The National*."

I then asked the publicist what Murphy's role on *The National* is. "No comment."

I was beginning to wonder if the CBC flaks think of Murphy as a deep-cover agent who has to be shielded at all costs. Black never answered my questions. Instead, he bounced me to another CBC media relations guy, Chuck Thompson.

In a cryptic February 6 email, Thompson referred me to a short blog post by Jennifer McGuire, CBC News editor-in-chief ^[3], that — according to him — "addressed the matter" and my many questions.

McGuire's post is dated — you guessed it — February 6. It is a hollow, self-serving bit of exculpatory nonsense that limply suggests that because Murphy enjoys a "freelance relationship" with the CBC, neither he, nor the CBC, has a duty or responsibility to disclose that he's likely pocketing money from powerful outside vested interests on subjects that he rails about on the CBC.

McGuire's note is also the cynical product of a bait-and-switch: Find out details from a reporter about the pending story's potentially embarrassing focus, then "get out in front" of it to suggest that you've already "addressed" the issue. (McGuire also refused to be interviewed.)

Apart from this predictable public relations ploy, CBC News executives are the architects of another whopping piece of ethical hypocrisy. During the Jan. 30 broadcast of *The National*, Peter Mansbridge told viewers prior to a discussion of Liberal leader Justin Trudeau's Senate gambit that regular On Point political panelist, Bruce Anderson — also a CBC freelancer — has worked for various political parties and that his daughter works for Trudeau.

I asked CBC News why the network's "chief correspondent" made Anderson's conflict of interest public, but not Murphy's.

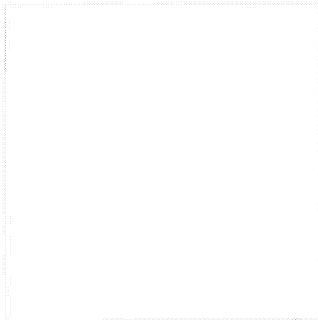
In a Feb. 7 email, Thompson wrote that the decision to disclose Anderson's "familial" ties was taken by "*The National*'s senior editorial team" in the interest of transparency. (Thompson answered only two of my 39 written questions.)

So, senior CBC news executives are now seriously suggesting that one freelancer's family connections constitute an ethical no-no that demands full disclosure, but it's apparently OK to withhold information about another freelancer's big, fat conflict of interest from the very same audience.

That's not only corporate double-speak, it's also double-think.

In the end, I think the CBC is engaged in a corrosive, myopic effort to circle the proverbial wagons in order to protect its battered "brand" and a popular performer — at the expense of honesty, openness, transparency and — yes, Rex Murphy — journalistic responsibility.

It's pitiful and it should not be allowed to stand.



Andrew Mitrovica is a writer and journalism instructor. For much of his career, Andrew was an investigative reporter for a variety of news organizations and publications including the CBC's fifth estate, CTV's W5, CTV National News — where he was the network's chief investigative producer — the Walrus magazine and the Globe and Mail, where he was a member of the newspaper's investigative unit. During the course of his 23-year career, Andrew has won numerous national and international awards for his investigative work.

The views, opinions and positions expressed by all iPolitics columnists and contributors are the author's alone. They do not inherently or expressly reflect the views, opinions and/or positions of iPolitics.

From: Peter Mansbridge

Sent: Wednesday, February 19, 2014 5:27 AM

To:

Subject: Re: please explain why CBC does not declare the facts of Rex Murphy's financial benefits from promoting the oil and gas industry while he is allowed to editorialize on air against climate change

Thank you for your recent email. You were one of a few dozen concerned viewers who wrote to me, most it seems, after being encouraged to do so by the latest Sierra Club fundraising blog.

We take all comments seriously as we have done with yours even though many of the comments I have received are not based on fact. Not even close to fact.

This issue has been in the public domain for some time and the CBC has responded a number of times including this blog by our General Manager and Editor in Chief which speaks directly to the question you raise:

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/02/a-question-of-conflict.html>

I also believe the CBC Ombudsman is looking into the case and her report

will be made public in due course.

Meanwhile I remain confident in the integrity of our broadcast and all those involved with it.

Once again thank you for your comments. I will make sure they are passed along.

Peter Mansbridge

Chief Correspondent

CBC

On Mon, Feb 17, 2014 at 2:18 PM,

wrote:

to: Peter Mansbridge

re: Rex Murphy, conflicts of interest, financial benefits from promoting oil and gas

I would be very interested to know why Rex Murphy's activities promoting oil and gas and his financial benefits from this are not disclosed by CBC, when he is also regularly using his position on CBC National News and editorialize (usually a fact-challenged rant) against climate change and any actions to address climate change, and the groups and individuals with profile in the climate change movement.



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2 attachments

 **ipoliticsINSIGHT.jpg**
2K



Mitr_0679311165_jkt_ap1_r1-150x150.jpg

10K

Rex Murphy and social pathology

3 messages

Mon, Feb 17, 2014 at 5:02 PM

To: peter.mansbridge@cbc.ca

Dear Peter,

While I often sympathize with the environmental concerns of the Sierra Club, I have never taken the time to do more than sign a petition of one sort or another. I am going beyond that here because John Bennett has struck a chord with me in the case, first, of Rex Murphy and, secondly, of CAPP and other oil industry agents.

Murphy, a CBC employee who guests on the National and has his own CBC public affairs show, accepts speaking fees on the side from tar sands supporters in the oil industry. There is no disclosure. What has happened to the CBC policy of not allowing its news reporters and public affairs commentators to advocate for partisan political positions? We have lost that. Could the CBC not at least uphold disclosure?

And CAPP and other tar sands advocates? Their ads, and the governments, run during editions of The National. These are obvious efforts to subvert the news, and a public broadcaster intended to be at arm's length from either the oil industry or the government - this is not Global News or ITV - is allowing it. It is disgusting.

To return to Rex Murphy, and to go beyond the issues raised by John Bennett, why does the CBC grant this man - a near or outright sociopath - air time. If you balk at the association of Rex Murphy with social pathology, consider just one of the several clear sociopaths he can champion without a second thought - Ezra Levant. Now, if you balk at associating Ezra Levant with social pathology, just listen to any of his public rants or read his book on Omar Khadr.

Yes, the Murphy's of the world represent free speech, even if at its worst, but why would the CBC give Murphy a free platform for it in the context of legitimate, unconflicted news commentary? If heard from, he should be heard from as a representative/spokesperson for the oil industry, not as a CBC employee - which brings up the question of firing him, or, if he had any honour, of his submitting his resignation. His exercise of free speech would not be compromised. Any number of jobs would be available to him. His is, after all the darling of the neo-liberal Right, and they own nearly every media outlet in our country.

Sincerely,

Peter Mansbridge <peter.mansbridge@cbc.ca>

Tue, Feb 18, 2014 at 10:19 PM

To:

Mr Jennings

Thank you for your recent email. You were one of a few dozen concerned viewers who wrote to me, most it seems, after being encouraged to do so by the latest Sierra Club fundraising blog.

We take all comments seriously as we have done with yours even though many of the comments I have received are not based on fact. Not even close to fact.

This issue has been in the public domain for some time and the CBC has responded a number of times including this blog by our General Manager and Editor in Chief which speaks directly to the question you raise:

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/02/a-question-of-conflict.html>

I also believe the CBC Ombudsman is looking into the case and her report will be made public in due course.

Meanwhile I remain confident in the integrity of our broadcast and all those involved with it.

Once again thank you for your comments. I will make sure they are passed along.

Peter Mansbridge

Chief Correspondent

CBC

[Quoted text hidden]

John Blog New, Draft #2

Thu, Feb 13, 2014 at 12:15 PM

To: peter.mansbridge@cbc.ca

Cc: Margo McDiarmid <margo_mcdiarmid@cbc.ca>, EVAN SOLOMON <EVAN.SOLOMON@cbc.ca>

Mr. Mansbridge,

I have the greatest respect for the CBC, you and the many journalists I have spoken to over the years. So I am very concerned by the apparent conflict of interest of Rex Murphy as detailed in the recent iPolitics article, and perhaps even more concerned by the reaction of CBC to questions being raised (i.e., stonewalling).

I'm also concerned by the apparent change of policy that now allows advocacy advertising on public affairs programs. Back in the 1990s, the CBC refused to run a paid advertisement I had produced by the Media Foundation because the Saturday afternoon car show we wanted to run it on was considered "public affairs". CBC then defended the decision in court. Today, CBC News Channel, which is by definition entirely public affairs programming, runs several ads advocating for the oil sands every hour. I have also seen these ads during the National. Has this policy been changed?

As a rule, I do not criticize the media. You have a tough job to do. However, you have made a point of pointing out conflicts of interest of panelists, etc. So I find it curious that Mr. Murphy is allowed to both take money from the oil industry and speak in support of it in the guise of commentator. I have no wish to infer any wrongdoing on his part but I believe conflicts should be disclosed and acknowledged.

Attached is a draft blog we are working on. It is not the final product, but I wanted to share it with you and to give you the opportunity to correct this oversight.

Thank you for your attention

Text the word SIERRA to 45678 to make a \$10 donation to Sierra Club Canada. Do it twice to donate \$20!



827K

Peter Mansbridge <peter.mansbridge@cbc.ca>

Thu, Feb 13, 2014 at 12:29 PM

To: Mark Harrison <mark.harrison@cbc.ca>, FIONA CONWAY <fiona.conway@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>

p

Sent from my BlackBerry 10 smartphone on the Rogers network.

Original Message

From: John Bennett <jb@sierraclub.ca>

Sent: Thursday, February 13, 2014 12:15

To: peter.mansbridge@cbc.ca

Reply To:

Cc: Margo McDiarmid; EVAN SOLOMON

Subject: John Blog New, Draft #2

[Quoted text hidden]



827K

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Thu, Feb 13, 2014 at 2:16 PM

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

Cc: Mark Harrison <mark.harrison@cbc.ca>, FIONA CONWAY <fiona.conway@cbc.ca>

There is a larger back story I am happy to fill you in on. Jennifer

Sent from my iPhone

[Quoted text hidden]

> <

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Thu, Feb 13, 2014 at 4:31 PM

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

Cc: Mark Harrison <mark.harrison@cbc.ca>, FIONA CONWAY <fiona.conway@cbc.ca>

2/5/2014

CBC Radio-Canada Mail - John Blog New, Draft #2

[Quoted text hidden]

—

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

000393

Re: If personalities lose income

1 message

Helen Daniel <helen.daniel@cbc.ca>

Mon, Mar 17, 2014 at 3:47 PM

To: Jack Nagler <jack.nagler@cbc.ca>, Ron Ouellette <ron.ouellette@cbc.ca>, Catherine Gregory <catherine.gregory@cbc.ca>, Todd Spencer <todd.spencer@cbc.ca>

privileged and confidential

I hope this helps.

Helen.

On Mon, Mar 17, 2014 at 3:19 PM, Jack Nagler <jack.nagler@cbc.ca> wrote:

Privileged

Hi Helen: I would like to send the note below to Jennifer McGuire. Please advise if this is accurate.

j

=====

I just talked to Helen Daniel.

—
Helen C. Daniel
CBC / Radio Canada
Senior Legal Counsel
Law Department, Labour & Employment
Room 2F203
P.O. Box 500, Station A
Toronto, ON M5W 1E6

☎ Direct: (416) 205-2602
☎ Cell: (647) 629-7633
☎ Fax: (416) 205-3320

Outside appearances

1 message

Todd Spencer <todd.spencer@cbc.ca>

Wed, Mar 5, 2014 at 8:49 AM

To: RON OUELLETTE <ron.ouellette@cbc.ca>, Catherine Gregory <catherine.gregory@cbc.ca>, Helen Daniel <helen.daniel@cbc.ca>

Hi

So please have a look at the document attached.

I've written these with Ron's input.

Can we have a discussion at 930am in my office?

t

--

Todd Spencer
Executive Director, Human Resources and Industrial Relations
People and Culture Department
CBC English Services
Toronto: 416 205 3113
Mobile: 416 417 6701
todd.spencer@cbc.ca



Outside appearances language.docx

108K

Page 397

**is withheld pursuant to sections
est retenue en vertu des articles**

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

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

12 OUTSIDE ACTIVITIES

12.1 ☐ Employees shall be free to engage in activities such as voluntary and/or paid work outside their hours of work provided:

- . a) that such activities are not in competition with the media services of the Corporation. This provision does not apply to temporary employees or freelancers;
- . b) that without permission, no employee may exploit his/her connection with the Corporation in the course of such activities; or
- . c) that such activity does not adversely affect his/her work for the Corporation.

12.2 ☐ Recognized on-air personnel must discuss any outside activities with their supervisor before engaging in outside activities.

12.3 ☐ When an employee seeks permission to engage in any outside activity, the Corporation will give its decision in writing, where requested, within ten (10) business days.

12.4 ☐ Any dispute relating to this Article shall be dealt with in accordance with Article 16.7.2 (Dispute Resolution and Grievance Procedure – Expedited Arbitration), except that the parties may use legal counsel during the arbitration. The parties will endeavour to select a third party with knowledge of the industry and its practices.

CBC  Radio-Canada

Catherine Gregory <catherine.gregory@cbc.ca>

Re: Just checking...

1 message

Helen Daniel <helen.daniel@cbc.ca>

Mon, Mar 3, 2014 at 5:37 PM

To: Jack Nagler <jack.nagler@cbc.ca>

Cc: Catherine Gregory <catherine.gregory@cbc.ca>, Chris Ball <chris.ball@cbc.ca>

no, I don't think so.

On Mon, Mar 3, 2014 at 5:19 PM, Jack Nagler <jack.nagler@cbc.ca> wrote:

On Mon, Mar 3, 2014 at 5:17 PM, Helen Daniel <helen.daniel@cbc.ca> wrote:
privileged

On Mon, Mar 3, 2014 at 4:59 PM, Jack Nagler <jack.nagler@cbc.ca> wrote:

On Mon, Mar 3, 2014 at 4:52 PM, Helen Daniel <helen.daniel@cbc.ca> wrote:

On Mon, Mar 3, 2014 at 3:43 PM, Jack Nagler <jack.nagler@cbc.ca> wrote:
Jennifer asked me this:

j

Helen C. Daniel
CBC / Radio Canada
Senior Legal Counsel
Law Department, Labour & Employment
Room 2F203

000399

P.O. Box 500, Station A
Toronto, ON M5W 1E6

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☎ Cell: (647) 629-7633

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--

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☎ Fax: (416) 205-3320

(no subject)

1 message

Helen Daniel <helen.daniel@cbc.ca>


Mon, Mar 3, 2014 at 12:52 PM


To: Chris Ball <chris.ball@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, Jennifer McGuire <Jennifer.McGuire@cbc.ca>, Catherine Gregory <catherine.gregory@cbc.ca>, Serena Thadani-Anthony <serena.thadani-anthony@cbc.ca>
Cc: Ron Ouellette <ron.ouellette@cbc.ca>


Some notes for our discussion at 1. Sorry for the late send out. h

—

Helen C. Daniel
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 **external appearances.docx**
21K

**Pages 402 to / à 403
are withheld pursuant to sections
sont retenues en vertu des articles**

21(1)(a), 23

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

public appearance discussion document

1 message

Helen Daniel <helen.daniel@cbc.ca>

Mon, Mar 3, 2014 at 11:39 AM

To: Ron Ouellette <ron.ouellette@cbc.ca>, Catherine Gregory <catherine.gregory@cbc.ca>

Can I ask you to take a look at this. Ron, this is for a meeting with Jennifer Mcguire at 1 today. Any thoughts / disagreements / suggestions welcome. h


--

Helen C. Daniel
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Senior Legal Counsel
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 **external appearances.docx**
20K

CBC NEWS PUBLIC ENGAGEMENT PROTOCOLS.docx
(catherine.gregory@cbc.ca)

1 message

Gino Apponi (Google Drive) <gino.apponi@cbc.ca>
To: catherine.gregory@cbc.ca

Mon, Mar 3, 2014 at 9:35 AM

I've shared an item with you.

 CBC NEWS PUBLIC ENGAGEMENT PROTOCOLS.docx

Google Drive: create, share, and keep all your stuff in one place.



**Pages 406 to / à 407
are withheld pursuant to section
sont retenues en vertu de l'article**

21(1)(a)

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

**Re: CBC NEWS PUBLIC ENGAGEMENT PROTOCOLS.docx
(helen.daniel@cbc.ca)**

1 message

Jack Nagler <jack.nagler@cbc.ca> Sat, Mar 1, 2014 at 11:42 AM
To: helen.daniel@cbc.ca, "Gino Apponi (Google Drive)" <gino.apponi@cbc.ca>
Cc: Serena Thadani-Anthony <serena.thadani-anthony@cbc.ca>, Catherine Gregory <catherine.gregory@cbc.ca>

The options we're looking at are as Gino labels them.

J

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Helen Daniel
Sent: Saturday, March 1, 2014 11:30 AM
To: Gino Apponi (Google Drive)
Reply To: Helen Daniel
Cc: Serena Thadani-Anthony; Jack Nagler; Catherine Gregory
Subject: Re: CBC NEWS PUBLIC ENGAGEMENT PROTOCOLS.docx (helen.daniel@cbc.ca)

Hi Gino,

On Fri, Feb 28, 2014 at 4:15 PM, Gino Apponi (Google Drive) <gino.apponi@cbc.ca> wrote:

I've shared an item with you.

This is the beginning of the risks document I mentioned. It outlines the risks for each option. Feel free to add to the template over the next week.

G

 CBC NEWS PUBLIC ENGAGEMENT PROTOCOLS.docx

Google Drive: create, share, and keep all your stuff in one place.



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CBC / Radio Canada

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☎ Cell: (647) 629-7633

☎ Fax: (416) 205-3320

**Re: CBC NEWS PUBLIC ENGAGEMENT PROTOCOLS.docx
(helen.daniel@cbc.ca)**

1 message

Helen Daniel <helen.daniel@cbc.ca>

Sat, Mar 1, 2014 at 11:30 AM

To: "Gino Apponi (Google Drive)" <gino.apponi@cbc.ca>

Cc: Serena Thadani-Anthony <serena.thadani-anthony@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, Catherine Gregory <catherine.gregory@cbc.ca>

Hi Gino,

On Fri, Feb 28, 2014 at 4:15 PM, Gino Apponi (Google Drive) <gino.apponi@cbc.ca> wrote:

I've shared an item with you.

This is the beginning of the risks document I mentioned. It outlines the risks for each option. Feel free to add to the template over the next week.

G

W CBC NEWS PUBLIC ENGAGEMENT PROTOCOLS.docx

Google Drive: create, share, and keep all your stuff in one place.



—
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CBC  Radio-Canada

Helen Daniel <helen.daniel@cbc.ca>

Re: Hi, Helen

1 message

Jack Nagler <jack.nagler@cbc.ca>
To: helen.daniel@cbc.ca
Cc: Mr Gino Apponi MS <gino.apponi@cbc.ca>

Wed, Feb 19, 2014 at 11:53 AM

Hi....

The JSP on iO is up to date.

And yes, happy to meet with yo. I'm cc-ing Gino Apponi who can be part of this meeting as well.

Really, the key questions are:

Let me know when is a good time to meet, preferably this afternoon.

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: HELEN DANIEL
Sent: Wednesday, February 19, 2014 11:33 AM
To: Jack Nagler
Reply To: HELEN DANIEL
Subject: Re: Hi, Helen

On Wed, Feb 19, 2014 at 11:25 AM, Jack Nagler <jack.nagler@cbc.ca> wrote:

Good morning, Helen:

Many thanks!

j

=====
iPolitics

Rex, Dale and the CBC's double-standard

Posted By Andrew Mitrovica On Tuesday, February 18, 2014 @ 8:58 pm

Rex Murphy and Dale Goldhawk have a few things in common. For starters, Murphy is — among his other high-profile CBC duties — the host of the public broadcaster's weekly national radio call-in program, Cross Country Check-up.

Goldhawk had that job before Murphy took over from him. And what happened to Goldhawk at the hands of CBC executives while he was at the helm of CCCU is germane to the pressing ethical issues that I raised in last week's column.

In that column, I argued that Murphy — given his vociferous denunciations of oilsands opponents on The National — courts a conflict of interest by virtue of giving speeches at the invitation of powerful vested interests promoting the oilsands and the petroleum industry.

Despite this, apparently neither CBC News nor Murphy believes that they have a journalistic duty to disclose such a conflict to their viewers and listeners, even though CBC News requires other so-called "freelancers" to publicly reveal other types of conflicts in order to be seen as transparent.

In the face of these prickly questions, CBC News and Murphy have opted, regrettably, to remain silent. But Goldhawk agreed to discuss his turbulent history with the CBC — and its link to the controversy now shadowing his successor.

The two cases suggest that CBC News and Current Affairs head honchos hold one set of "ethical" rules for people like Dale Goldhawk and, lately, a more malleable set of standards for Rex Murphy.

"That's why I have chuckled about it several times. Seeing the free rein (Murphy) has with his opinions in all kinds of areas and how the CBC tried its best not to have me say much of anything at all, even though we enjoyed the same contract status," Goldhawk told me.

CBC News executives and Murphy should listen to what Goldhawk has to say. Mother Corp. once gave Goldhawk a blunt, life-altering ultimatum for a perceived conflict of interest (an ultimatum the Supreme Court of Canada would later call unfair) while he hosted CCCU in the late 1980s — ostensibly to prove to the network's critics that it was open and responsive.

Full disclosure. I have known Goldhawk since our days as investigative reporters at CTV News in the mid-1990s. He's a friend. I have long admired his work and I wrote a column praising his singular accomplishments while I was at The Globe and Mail after the private network foolishly let him go. As anyone who knows the tough, irascible Goldhawk can attest, our professional and personal relationship had absolutely no influence on what he had to say about the CBC and Murphy.

In 1987, Goldhawk was elected president of the Alliance of Canadian Television and Radio Artists (ACTRA) a powerful 9,200-member union.

The CBC was well aware of Goldhawk's ACTRA leadership when it later approached him to host CCCU. (Goldhawk had done successful fill-in stints hosting As it Happens and Sunday Morning.)

"There were no objections. Not a word (from CBC management)," Goldhawk said.

Through his production company, Goldhawk signed what was effectively a freelance, annual contract with the CBC to host CCCU.

1988 was an election year and free trade was the dominant campaign issue. ACTRA opposed the deal and Goldhawk, as president, wrote a column for Actrascope, the union's magazine, which simply echoed that longstanding view.

Goldhawk's troubles with the CBC began only after Charlie Lynch, a prominent political columnist at the time, lambasted the network and Goldhawk for placing the journalist in a conflict of interest between his union duties, his stance on free trade and his role as host of Cross Country Check-up. (Lynch, an ACTRA member, was a free trade supporter who reportedly resented having to pay union dues.)

At first, Goldhawk said, CBC management dismissed the criticism. But when Lynch pressed the point, their attitudes hardened and several senior managers expressed their "concerns" directly to Goldhawk.

Goldhawk says he's skeptical of Lynch's ability to force the CBC to put pressure on him; he still wonders whether Brian Mulroney's office played a role.

"I have my suspicions," he said.

For Goldhawk, the turmoil and treatment he experienced at the CBC rankles for several important reasons. First, there is the CBC's clear and undeniable double-standard.

In any event, Goldhawk decided, after some consideration, to reluctantly but voluntarily recuse himself as host of CCCU until after the election to blunt the perception of a conflict.

"I did it just to be on the safe side. So nobody could ever say that I tried to influence the outcome of the election," Goldhawk said.

This, despite the fact the Goldhawk never expressed an opinion about the proposed free trade deal while working on-air as CCCU's host.

"(We) presented all sides of the free trade debate. We took calls pro and con. We took careful pains in lining up the calls to ensure that we had an equal number of pro and an equal number con. Never, never did I ever express an opinion on the air, on the CBC's air, on the free trade agreement," Goldhawk said.

After the election, emboldened CBC executives handed Goldhawk an ultimatum: Abandon the union presidency or his CBC hosting duties. "I could either resign as president or kiss my CBC contract goodbye."

The CBC publicly and repeatedly claimed that its move was — and this is a vital point to remember — motivated solely by a desire for Goldhawk (a freelancer on contract) to abide by the public broadcaster's journalistic standards of transparency and impartiality.

Goldhawk opted, again reluctantly, to give up the ACTRA presidency. But Goldhawk and ACTRA challenged the CBC's actions at the Canada Labour Relations Board, where he prevailed. The Board ruled that the CBC was guilty of unfair practices and ordered the network to allow Goldhawk to hold a union position.

Undeterred, the CBC fought the Board's ruling all the way to the Supreme Court of Canada — where Goldhawk won again.

In its 1995 decision dismissing the CBC's appeal of the Board's decision, a majority on the court found that "CBC committed an unfair labour practice in forcing (Goldhawk) to choose between the two positions and that CBC's journalistic policy did not justify its action."

"I like to think that I am one of the few journalists who had his impartiality endorsed by the (Supreme) Court of Canada," Goldhawk said.

By the time the court rendered its decision, however, Goldhawk had taken a job with CTV.

The irony, of course, is that Goldhawk's CBC travails — and, more particularly, the Supreme Court's favourable ruling — have in all likelihood given Murphy legal cover if the CBC ever considered ordering the current Cross Country Check-up host to give up paid speaking engagements or National Post columns in the interest of impartiality and transparency while he exercises his journalistic duties on the CBC.

"I may have enabled Rex Murphy to do exactly what Rex Murphy is doing," Goldhawk said, laughing. "It's my fault."

Still, for Goldhawk, the turmoil and treatment he experienced at the CBC rankles for several important reasons. First, there is the CBC's clear and undeniable double-standard.

"It certainly is a double standard," Goldhawk said. "There are absolutely no rules regarding (Murphy's) conduct at all."

Second, Goldhawk believes Murphy is in a "direct" conflict of interest and that the CBC must immediately disclose what it knows about Murphy's financial relationship with the oil industry — and stop using semantics to try to defend the indefensible.

"For a journalist, the bottom line has to be about disclosure," Goldhawk said. "Without the disclosure, you're hiding something that shouldn't be hidden."

Goldhawk also believes that the Murphy and the CBC have remained silent on the brewing ethical conundrum because they "are hoping it will just go away" and "they can't defend it."

"I mean, what can (they) say? (This is) much more of a direct conflict than the situation I was involved in."

Goldhawk added that he always discloses outside relationships — commercial or otherwise — that "might even remotely impinge on what I say either on television or on radio."

This includes his official ties to the Alzheimer Society of Canada and his paid speaking engagements, where he concentrates exclusively on talking about how and why he goes about doing his unique brand of 'David versus Goliath' consumer advocacy journalism.

Finally, Goldhawk said this:

"(Murphy's) listeners and viewers, I can tell you this, are entitled to know where Rex Murphy is coming from. And if he is probably going to be taking pretty big speaking dollars to speak to the oil industry in a very pro-stance way, that's fine, I get that. But if he's doing that, he better be telling his audience about it."

I couldn't agree more.

Andrew Mitrovica is a writer and journalism instructor. For much of his career, Andrew was an investigative reporter for a variety of news organizations and publications including the CBC's fifth estate, CTV's W5, CTV National News — where he was the network's chief investigative producer — the Walrus magazine and the Globe and Mail, where he was a member of the newspaper's investigative unit. During the course of his 23-year career, Andrew has won numerous national and international awards for his investigative work.

The views, opinions and positions expressed by all iPolitics columnists and contributors are the author's alone. They do not inherently or expressly reflect the views, opinions and/or positions of iPolitics.

Article printed from iPolitics: <http://www.ipolitics.ca>

URL to article: <http://www.ipolitics.ca/2014/02/18/rex-dale-and-the-cbcs-double-standard/>

—
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Toronto, ON M5W 1E6

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☎ Cell: (647) 629-7633
☎ Fax: (416) 205-3320

Fwd: Thursday update

1 message

Serena Thadani-Anthony <serena.thadani-anthony@cbc.ca>

Thu, Feb 20, 2014 at 8:29 AM

To: ESHR_IR_PCToronto <eshr_ir_pctoronto-grp@cbc.ca>

Hi there

FYI

Thanks,
Serena

———— Forwarded message ————

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

Date: Thu, Feb 20, 2014 at 8:06 AM

Subject: Thursday update


To: "Agnew, John" <john.agnew@cbc.ca>, Alan Dark <alan.dark@cbc.ca>, Alison Fraser <alison.fraser@cbc.ca>, AMANDA YOUNG <amanda.young@cbc.ca>, ANGUS MCKINNON <angus.mckinnon@cbc.ca>, Annette Kirk <annette.kirk@cbc.ca>, Barbara Boyd <barbara.boyd@cbc.ca>, "Bertrand, John" <john.bertrand@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, Bridget Hoffer <bridget.hoffer@cbc.ca>, Carolyn Bissett <carolyn.bissett@cbc.ca>, "Catto, Sally" <sally.catto@cbc.ca>, "CHAN, JEANNE" <jeanne.chan@cbc.ca>, Chantal Carbonneau <chantal.carbonneau@radio-canada.ca>, CHRIS BALL <chris.ball@cbc.ca>, Chris Boyce <chris.boyce@cbc.ca>, Chris Straw <chris.straw@cbc.ca>, Christine Wilson <christine.wilson@cbc.ca>, CHRISTOPHER DOYLE <christopher.doyle@cbc.ca>, David Demchuk <david.demchuk@cbc.ca>, David Jang <david.jang@cbc.ca>, David Masse <david.masse@cbc.ca>, David Oille <David.Oille@cbc.ca>, DEBRA MCLAUGHLIN <debra.mclaughlin@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>, Elizabeth Lea <elizabeth.lea@cbc.ca>, France Belisle <france.belisle@cbc.ca>, France Belisle <france.belisle@radio-canada.ca>, Fred Mattocks <fred.mattocks@cbc.ca>, "GABOURY, JACQUES" <jacques.gaboury@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, "Groen, Linda" <linda.groen@cbc.ca>, Heather Conway <heather.conway@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, Jane Anido <jane.anido@cbc.ca>, JANE COLLINS <jane.collins@cbc.ca>, Jeff Ulster <jeff.ulster@cbc.ca>, JEFFREY ORRIDGE <jeffrey.orrige@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Jonathan Whitten <jonathan.whitten@cbc.ca>, Julie McCambley <julie.mccambley@cbc.ca>, "Knapp, Tim" <tim.knapp@cbc.ca>, "Lang, Jennifer" <jennifer.lang@cbc.ca>, Lisa Clarkson <lisa.clarkson@cbc.ca>, Liz Hughes <liz.hughes@cbc.ca>, "Marjetti, Susan" <susan.marjetti@cbc.ca>, Mark Starowicz <mark.starowicz@cbc.ca>, Martine Menard <martine.menard@cbc.ca>, "MCCANN, HILARY" <hilary.mccann@cbc.ca>, Michel Hachey <michel.hachey@cbc.ca>, "Michel, Johnny" <johnny.michel@cbc.ca>, "Montminy, Pascale" <pascale.montminy@radio-canada.ca>, NADIA FLAIM <nadia.flaim@cbc.ca>, Nancy Boyle <nancy.boyle@cbc.ca>, Neil McEneaney <neil.mceneaney@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>, "Piercey, Judy" <judy.piercey@cbc.ca>, Roger Belanger <roger.belanger@cbc.ca>, Sarah Carney <sarah.carney@cbc.ca>, Seema Patel <seema.patel@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, Shelagh Kinch <shelagh.kinch@radio-canada.ca>, "Spencer, Todd" <todd.spencer@cbc.ca>, "Stein, Janice" <janice.stein@cbc.ca>, "Steinmetz, Mark" <mark.steinmetz@cbc.ca>, Sue Dando <sue.dando@cbc.ca>, "Thadani-Anthony, Serena" <serena.thadani-anthony@cbc.ca>, TINA TATTO <tina.tatto@cbc.ca>, Trevor Pilling <trevor.pilling@cbc.ca>, "Troyer, Jill" <jill.troyer@cbc.ca>, "Weissent, Trevor" <trevor.weissent@cbc.ca>, "WIMBS, JOHN" <john.wimbs@cbc.ca>

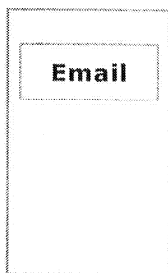
Good morning,

Before I post the latest report on the Rex Murphy front, at the other end of the spectrum, there's this from Ezra Levant calling out Laurie Brown on hosting a gala fundraiser for an environmental group:
<https://bcblue.wordpress.com/2014/02/19/cbcs-laurie-brown-emceeing-gala-event-for-law-breaking-environmental-defence/>

CBC reviewing freelancer policy after complaints over Rex Murphy

iPOLITICS

By Laura Beaulne-Stuebing | Feb 19, 2014 4:54 pm |  | 1 Comments



In the wake of criticism over secrecy surrounding well-known contributor and radio show host Rex Murphy's ties to oilsand companies, the CBC is taking a look at its freelancer policies and what contributors need to disclose to the public.

The organization, too, is pointing fingers at the Sierra Club of Canada for co-ordinating those complaints.

The issue for many is that the CBC hasn't required Murphy share with listeners and viewers what his speaking engagements entail — namely, regular speeches in support of oilsands development — and how much he's being paid for them.

iPolitics columnist Andrew Mitrovica has called the situation a “big, fat conflict of interest” and, in a column posted yesterday, accused the national broadcaster of having a **double standard** — dismissing a former Cross Country Checkup host because of his position as president of the Alliance of Canadian Television and Radio Artists.



THE NOTEBOOK

In a **blog post** from earlier this month, CBC editor-in-chief Jennifer McGuire noted a distinction between Murphy's role with the CBC and regular journalists.

MUST READS

MORNING BRIEF

Grits gather in Montreal

Murphy, she wrote, isn't a reporter. “He appears on The National as a commentator precisely to do analysis and offer his point of view on issues of the day.”

MARTIN

Russia chokes — and Putin gets taken down a peg

She continued, “As much as Rex is identified with the CBC, he is not a full-time employee of the CBC. We have a wonderful freelance relationship that allows him to appear on The National and host CBC Radio One's Cross-Country Checkup.”

ADAMS

Election 2015: Time to talk

McGuire added that as a freelancer Murphy writes for the National Post. “And yes, he does speaking engagements.”

coalition, people

EVENING BRIEF

Three Amigos summit
sidetracked by Ukraine crisis

MITROVICA

Rex Murphy and the CBC's
double-standard

ALPHEUS
Daily Watch



COMMITTEE Watch

*Provided by
The Alpheus Group*

IN THE HOUSE

Alpheus QP Crib Notes:
December 5, 2013

IN THE HOUSE

Alpheus QP Wrap: Wright-Duffy
joined by Love-Meighen

IN THE HOUSE

Alpheus QP Wrap: AG gets
supporting role as Duffy-Wright
continue to star

LEGISLATION Monitor

Follow the bills

PRINT

Chuck Thompson, CBC media relations manager, played down the significance of complaints lodged with the CBC ombudsman and said they might be the product of a campaign by the environmental non-profit group Sierra Club of Canada.

“We have received a similar number of comments on other matters but in terms of public comment, this is in no way our most contentious issue and in this case, most of them appear to be a part of an organized campaign,” Thompson wrote in an e-mail, later pointing to a **blog post** written by John Bennett, the non-profit’s program director.

Bennett confirmed: the Sierra Club is, indeed, working on a campaign to “inform the public because the mainstream media has ignored this story,” he said.

Despite the words from McGuire and Thompson, the Sierra Club is not happy with the CBC — the non-profit wants full disclosure of Murphy’s connections.

“Make no mistake about it: Rex Murphy is a bombastic bitumen booster and enthusiastic exalter of all energy extraction activities,” Bennett wrote in the blog. “It’s shocking, frankly, that the CBC has not required Rex to disclose his oily conflict of interest.”

Thompson said that they’re working on it.

“Transparency is always something CBC News prides itself on so a further review of our guidelines around disclosure is part of the internal discussion. We anticipate having an update sometime in the next few weeks,” he said.

CBC ombudsman Esther Enkin told iPolitics that the organization hasn’t counted — specifically — the number of complaints coming in about Murphy’s speaking engagements and that she wouldn’t be able to disclose those numbers right now due to confidentiality issues.

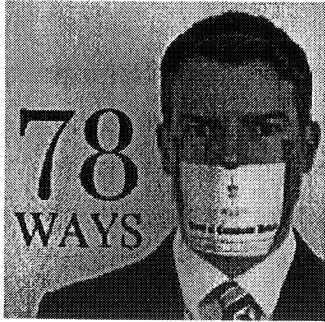
Enkin noted, however, a tally will be available in the ombudsman’s annual report.

That's it,

On Demand

Chuck

[Download here](#)



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

Click here for more special editions

—
Serena Thadani-Anthony
Director, Human Resources
People and Culture
CBC English Services
Tel: (416) 205-3280
email: serena.thadani-anthony@cbc.ca

CBC  Radio-Canada

Helen Daniel <helen.daniel@cbc.ca>

Re: Outside appearances

1 message

Helen Daniel <helen.daniel@cbc.ca>

Thu, Feb 27, 2014 at 1:40 PM

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

Cc: Jack Nagler <jack.nagler@cbc.ca>, Catherine Gregory <catherine.gregory@cbc.ca>

privileged and confidential

Interesting point for us to know. I have

h

On Wed, Feb 26, 2014 at 5:41 PM, Gino Apponi <gino.apponi@cbc.ca> wrote:

Understood. Thank you.

Let us know when we can discuss. These are exactly the kinds of things we need to understand.

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

On Wed, Feb 26, 2014 at 5:36 PM, Helen Daniel <helen.daniel@cbc.ca> wrote:

privileged

h

On Wed, Feb 26, 2014 at 5:06 PM, Gino Apponi <gino.apponi@cbc.ca> wrote:

Hi everyone,

Thanks,

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

On Wed, Feb 26, 2014 at 4:48 PM, Helen Daniel <helen.daniel@cbc.ca> wrote:

Helen

On Wed, Feb 26, 2014 at 4:42 PM, Jack Nagler <jack.nagler@cbc.ca> wrote:

Hi, Helen and Catherine:

Hope you're both well.

Many thanks....

jack

--
Helen C. Daniel
CBC / Radio Canada
Senior Legal Counsel
Law Department, Labour & Employment
Room 2F203
P.O. Box 500, Station A
Toronto, ON M5W 1E6

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Fwd: Attached Image

1 message

Helen Daniel <helen.daniel@cbc.ca>

Thu, Feb 27, 2014 at 5:21 PM

To: Catherine Gregory <catherine.gregory@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>

Would you like to meet to discuss this? h

——— Forwarded message ———




From: <tor2F200-E_Canon_IR3245P.donotreply@cbc.ca>


Date: 2014-02-27 17:16 GMT-05:00

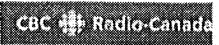
Subject: Attached Image

To: helen <helen.daniel@cbc.ca>

—
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CBC / Radio Canada
Senior Legal Counsel
Law Department, Labour & Employment
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Toronto, ON M5W 1E6

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Journalistic Standards and Practices

CONFLICT OF INTEREST>Introduction

Introduction

Our credibility is the foundation of our reputation. The credibility of our news, current affairs and public affairs programs rests on the reputation of its journalists who are, and are seen to be, independent and impartial.

The integrity of the organization is ultimately shaped by the individual integrity and conduct of everyone, in their work, and in their outside activities.

To preserve that independence, all employees involved in the creation of content that is subject to *Journalistic Standards and Practices* must carefully consider what organizations they are publicly associated with. They should be mindful that public statements, whether face-to-face or through social media, may create the impression of partisanship or of advocacy for a cause. If we believe there could be a conflict of interest, we inform our supervisor.

In particular, if an employee is asked to participate as a speaker, panelist or moderator for an outside group or professional association, approval is needed from editorial management. This includes unpaid as well as paid participation. Before agreeing to write or contribute to a book, editorial management must be consulted and adherence to *Guidelines for Employees Writing Books* is required.

Conflict of Interest guidelines are spelled out in Corporate Policy 2.2.03 (Conflict of Interest and Ethics), 2.2.21 (Code of Conduct), and 2.2.17 (Political Activity). All people whose work is governed by our *Journalistic Standards and Practices* policies must read them and comply with their requirements. There may be other situations that create a potential conflict of interest. It is always wise to consult a supervisor if there is any doubt. The links to all Corporate policies that cover conflict of interest are provided in the section called "Links to Corporate Policies."

Administration

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Re: current

1 message

Helen Daniel <helen.daniel@cbc.ca> Fri, Feb 28, 2014 at 10:48 AM
To: Gino Apponi <gino.apponi@cbc.ca>
Cc: Jack Nagler <jack.nagler@cbc.ca>, Catherine Gregory <catherine.gregory@cbc.ca>, Serena Thadani-Anthony <serena.thadani-anthony@cbc.ca>

h

On Fri, Feb 28, 2014 at 10:39 AM, Gino Apponi <gino.apponi@cbc.ca> wrote:
Can we set something up for this afternoon? I am free all afternoon.

On Feb 28, 2014, at 10:12 AM, Jack Nagler <jack.nagler@cbc.ca> wrote:

Hi , Helen

We know The Current did a segment. And As it Happens did something last night, too.

But agreed that we need to move quickly!

j

On Fri, Feb 28, 2014 at 10:01 AM, Helen Daniel <helen.daniel@cbc.ca> wrote:

—

Helen C. Daniel
CBC / Radio Canada
Senior Legal Counsel
Law Department, Labour & Employment
Room 2F203
P.O. Box 500, Station A
Toronto, ON M5W 1E6

1/5/2014

CBC Radio-Canada Mail - Re: current

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—
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CONFLICT ISSUES

Privileged and Confidential

HR/IR/Legal Implications

Disclosure to CBC and Blog

Disclosure and No payment

Re: If personalities lose income

1 message

Jack Nagler <jack.nagler@cbc.ca>

Mon, Mar 17, 2014 at 3:58 PM

To: Helen Daniel <helen.daniel@cbc.ca>

Cc: Ron Ouellette <ron.ouellette@cbc.ca>, Catherine Gregory <catherine.gregory@cbc.ca>, Todd Spencer <todd.spencer@cbc.ca>

Very helpful. Thank you.

On Mon, Mar 17, 2014 at 3:47 PM, Helen Daniel <helen.daniel@cbc.ca> wrote:
privileged and confidential

I hope this helps.

Helen.

On Mon, Mar 17, 2014 at 3:19 PM, Jack Nagler <jack.nagler@cbc.ca> wrote:

Privileged

Hi Helen: I would like to send the note below to Jennifer McGuire. Please advise if this is accurate.

j

=====

I just talked to Helen Daniel.

Helen C. Daniel
CBC / Radio Canada
Senior Legal Counsel
Law Department, Labour & Employment
Room 2F203
P.O. Box 500, Station A
Toronto, ON M5W 1E6

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☎ Fax: (416) 205-3320

Fwd: [Winnipeg-TV] Outside Appearances

1 message

Lisa Sychuk <lisa.sychuk@cbc.ca>

Tue, Apr 29, 2014 at 3:48 PM

To: KATHERINE ILCZYNSKI <katherine.ilczynski@cbc.ca>

Hey Kasia,

This is all I have for the ATIP request.

Best,
Lisa

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

From: **John Bertrand** <john.bertrand@cbc.ca>

Date: 24 April 2014 13:43

Subject: [Winnipeg-TV] Outside Appearances

To: Winnipeg Radio <Winnipeg-Radio@cbc.ca>, Winnipeg TV <Winnipeg-TV@cbc.ca>

Hello everyone:

I wanted to make sure that you've seen Jennifer McGuire's new post on the editor's blog that relates to outside appearances - and in particular those involving on-air/ editorial staff.

www.cbc.ca/newsblogs/community/editorsblog/2014/04/review_of_speaking_engagements.html

You all understand the dilemma we faced when it came to outside appearances. Even though nobody has done anything wrong, there have been gaps in our process that allowed some people to perceive conflicts of interest. Our content is fine. But perception matters. So, through Jennifer, we're tightening the process, and the way we interpret our policies.

It's really important that each of you understands your obligation in this. When you're invited somewhere, you have to get formal approval.

In the vast majority of cases, this means putting requests through Gabby and her team in Communications. This is both to track appearances and to ensure we remain on strategy.

If for some reason, you feel the outside appearance or activity falls outside of the scope of Communications, you still have to obtain permission from me - a process we've had in place for a number of years.

The only change is that you need to fill out the attached permission form each and every time - whether this appearance is paid or unpaid.

It is your responsibility to ensure we know about all the requests that come your way. We have committed to disclosing the information publicly and will rely on accurate information from you.

In the end, we think we have reached a pretty good place. The outreach many of you do is tremendous for us; it is directly related to our overall goal to build and broaden audiences. It also remains vital to protect the reputation of CBC and credibility with our audiences.

If you have any questions, please ask.

I really appreciate your assistance with this.

Thanks.

J.

--
Lisa Sychuk
CBC/Radio-Canada Recruitment Team
CBC/Radio-Canada Équipe de Recrutement
Canadian Broadcasting Corporation/Radio-Canada
ph: 204-788-3163

 **Final Request_for_Outside_Appearances Form-04-24-14 (1).pdf**
109K



REQUEST FOR OUTSIDE APPEARANCES

Date Submitted

Your Name

Your Direct Supervisor

Director or Senior Manager

Organization Issuing Request

Date of Event

Type of Event

Industry

Educational

Arts

Journalistic

Charity

Community

Other

If you selected **Other** please explain

Nature of Employee Involvement

Master of Ceremonies

Speaking Engagement

Host/Moderator

Educational/Lecture

Host

Appearance

Volunteering

Appearance on non CBC News shows

Other

If you selected **Other** please explain

Are you being paid?

Yes

No

Are expenses covered?

Yes

No

Will you need to take annual leave?

Yes

No

Can this appearance potentially create a conflict of interest with your work?

Yes

No

Will this event be advertised?

Yes

No

Any other details?

Signature

Editor's Blog

How we work, how we make decisions, how we serve Canadians

Jennifer McGuire
General Manager and
Editor in Chief



Review of speaking engagements

by [Jennifer McGuire](#) Posted: April 24, 2014 12:01 PM Last Updated: April 24, 2014 1:07 PM

Categories: [Canada](#), [Featured](#), [Journalism](#)



The uproar in recent weeks over paid speeches given by some of our journalists was a bit of a double-edged sword for me.

We were disappointed some people were willing to believe that someone the calibre of Peter Mansbridge would sacrifice his professional integrity, or that Rex Murphy's opinion is for sale. We were even more disappointed when some people hinted -- without evidence -- that our content was compromised. It was not. To be clear, our journalists' integrity is intact. And they have adhered to our policies.

At the same time, we were happy to see people engaged in how CBC News conducts itself. We welcome the scrutiny of Canadians who hold us to account as a public broadcaster. And the main message of the people who wrote, phoned or tweeted is one we share: the independence, real and perceived, of CBC journalists is critical for our credibility with Canadians.

The CBC Ombudsman weighed in with a review ([you can read it here](#)), and delved into many of the nuances around what journalistic independence really means in this day and age; around the virtues of transparency; and around the challenges distinguishing between real conflict of interest and perceived conflict of interest. It was, she noted, a "conundrum."

Conundrum was a good choice of words, because we've had to wrestle with a number of competing ideas while we reviewed our policies. On the one hand, it's important for our journalists to be out speaking to all sorts of different groups in our communities. We know that, sometimes, preparing a speech or preparing to emcee an event can take considerable work in advance. And we have a collective agreement with the Canadian Media Guild (the union that represents our journalists) that makes clear our staff not only have the right to do outside work in their free time, they have the same right all of us do to be paid for that work.

On the other hand, there is a constituency of people who say it's effectively impossible for journalists to accept any payment for a speech without tainting their professional ethic. That is hardly a universal view. But in this age of social media, it's a view they have expressed passionately. We've paid attention. So it's important to iterate what we have been doing, and what we will do differently in the future.

In the past few years, we introduced concrete language about conflict of interest into our [Journalistic Standards and Practices](#). In the past few weeks we have completed a more detailed review of our policies, and have decided to amend some of our practices.

So, what's changed?

In the past, when one of our staff reporters or hosts was invited to do a paid speech, we would allow payment as long as the speech was neutral -- thoughts about the state of journalism, or about their career. It was our practice to turn down requests if the event or its sponsor posed a direct conflict to the journalist's everyday work.

When it came to freelancers such as Rex Murphy, we were of necessity more hands off. They are independent contractors, not employees.

Now, though, we'll approach these requests differently.

For CBC News on-air employees, we're tightening our procedures around paid speeches. We'll reject requests from companies, political parties or other groups which make a significant effort to lobby or otherwise influence public policy, even if the speech or event seems innocuous.

We're also going to centralize our tracking system for all speeches whether they are paid or not. This will help ensure that we apply our rules thoroughly and consistently. And we'll reinforce with our staff that all are accountable for understanding the rules and sharing this information. This will also apply to our radio current affairs personalities.

And we're making another commitment to all Canadians that CBC News will be more transparent than ever before. Starting in May, we'll post regularly online a list of appearances by our reporters and hosts -- both paid AND unpaid. This will allow you to judge for yourselves how well we're living up to our commitments.

When it comes to freelance hosts, we will be updating their contracts so that they are compelled to disclose their paid events to us, and we in turn will disclose them to you.

We're confident that these measures will answer the concerns about perceived conflicts of interest. And rest assured that CBC has strong editorial controls already in place to prevent any genuine conflict from seeping into our journalism. If one arises, we'd either say it on the air, recuse the journalist in question, or pull the segment down altogether. We remain as determined as ever to preserve the very highest standards while showing respect for both our employees and our audience.

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Conflict of Interest

Wednesday, March 12, 2014

The complainant, John How, was one of many who complained that Rex Murphy was in a conflict of interest because he has been paid to speak at oil industry gatherings. Mr. Murphy delivered a commentary about Neil Young's anti-oil sands activity, and Mr. How thought this violated CBC's policies of balance and fairness. In the wake of the publicity around Mr. Murphy, others expressed concern about other CBC staff taking payment for speaking to advocacy or special interest groups. Mr. Murphy's commentary was not in violation of policy because he is a commentator. The practice of having CBC staff getting payment for speaking or working with groups that could very likely be in the news is inconsistent with CBC's Conflict of Interest policies because it creates a perception of conflict.

COMPLAINT

You wrote to question the role of commentator and Cross Country Checkup host Rex Murphy on CBC. You were concerned about a speech that was "drawn to your attention" that Mr. Murphy gave at an "oil industry fete." The event you refer to was a gala celebration to mark the 20th anniversary of FirstEnergy Capital Corporation, a company which plays a large role in financing endeavours in the Canadian oil and gas sector. You were concerned because the speech was highly supportive of the development of the oil sands. You said when Mr. Murphy delivered a commentary on The National this past January, it echoed the speech he had delivered to the industry gathering. The National commentary was in response to Neil Young's anti-oil sands remarks while on tour in support of the Athabasca Chipewyan First Nation. The National had recently aired an interview with Mr. Young about his criticism of oil sands development. You were especially concerned because you felt the commentary on The National was a reprise of his September speech at the gala and putting the two together made it appear that Mr. Murphy was speaking for the oil industry:

"In that oil-industry sponsored fete, Rex rehearsed many of the arguments he later used in his recent CBC National ad hominem rant against Neil Young:

Except that in the Calgary venue, any pretense of impartiality or fairness was abandoned, and the authenticity of his statements was as blatant as his sycophancy: [e.g. "I'm not used to being in a room full of achievers"; take that, Mr. Mansbridge]."

You felt that this violated CBC policies that cover "fairness and unbiased comment by public respondents":

"I do not find Rex's diatribe [as published or as broadcast] meets CBC's promulgated standards or generally accepted definitions of 'news' or 'commentary' due to its contravention of normal Canadian standards of honesty, fairness, and neutrality. As such, it doesn't belong on the CBC.ca 'News' page or on the 'National' broadcast. Entertainment, it may be; parody, perhaps. But doesn't Rick Mercer do **that** a whole lot better!?"

Yours was one of over 70 letters this office has received in the wake of publicity about Mr. Murphy's paid presentations to various oil industry events. The Sierra Club encouraged its supporters to contact the CBC to complain about Mr. Murphy's activities. Some complainants were angered that Mr. Murphy was allowed to express an opinion, others felt that he should be forced to disclose all his paid engagements. Some zeroed in on the fact it was the oil sands development that he favored, and dismissed, as you did, that support of the projects could be "honest and accurate." For example, one complainant stated that CBC policy says that analysis must be based

COMPLAINT REVIEWS

It's all about context

Science Reporting Caution: Be careful what you claim from a study

This headline's fine

Bias in the Eye of the Beholder

RECENT TWEETS



DAWN

Apr. 24, 2014 7:50 P.M.

@CBCOmbudsman speaking about the stigma that has been attached to journalists suffering from mental health 1 in 5 Cnds have a mental illness



ERIC

Apr. 22, 2014 9:33 P.M.

@CBCOmbudsman please make Ron McLean apologize over the air or suspend him from anchoring #HNIC

on facts and there are no facts that lead one to the conclusion that oil sands development is beneficial. The conclusion drawn from that position, and echoed by other complainants, is that Mr. Murphy is a paid spokesperson for the oil industry.

While this is not part of your complaint, this office has also received many queries about the activity of CBC Chief Correspondent and The National host Peter Mansbridge, after a blog posting mentioned he had been paid to speak at a meeting of the Canadian Association of Petroleum Producers. Here too people were concerned that a CBC journalist was paid by a special interest group and expressed concern about potential bias. Others also felt that it was not appropriate for an employee of the public broadcaster to be further compensated through speaking engagements. Since the two issues are so closely related, it is appropriate to address it in the context of this review as well.

MANAGEMENT RESPONSE

Jack Nagler, the Director of Journalistic Accountability and Engagement for CBC News, responded to your concerns. He stated that while “we take this kind of feedback very seriously,” he did not agree with your “strong statements” about Mr. Murphy and CBC News. He explained that Mr. Murphy is not a reporter, and that “the very reason (he) appears on The National is to do analysis and express his point of view.” He pointed out that his appearances are distinguished by the fact that his segment is entitled “Point of View,” to further differentiate it from other content on The National.

“Mr. Murphy’s perspective on the oil sands, whether we agree with it or not, is an analytical argument based on facts, and is perfectly valid commentary. He has been utterly consistent in expressing those views for a long time, and he makes the same broad points whether he is talking on The National, in a newspaper, or in a speech at a public event. We have no reason to question the independence and integrity of his views.”

He added that CBC News’s relationship with Mr. Murphy is a freelance one. Mr. Murphy is not a regular employee of the corporation, and so it is “natural that he does outside work.”

In subsequent responses to complainants, Mr. Nagler replied that while he did not see an issue with conflict of interest, he did acknowledge there were issues about “transparency.” He noted that news management is considering ways to increase openness on an ongoing basis:

“In policy and practice we support the idea of transparency, not just for Rex Murphy but for all of our contributors. But implementing this is not always as simple as it sounds.

There are a set of complicating factors, ranging from how much we can legally demand of our freelancers, to privacy rights of our employees, to what constitutes ‘full disclosure’. Is it only paid speeches we should disclose? Or do we need to be concerned about journalists who attend charity events, or moderate a public forum? Does the content of a speech matter, or does the mere act of getting in front of a lectern make it a question of public concern? And finally, how do we share the disclosure so the audience can properly judge for themselves what’s appropriate?”

He pointed you to a more detailed discussion of the issue in a blog post by CBC News General Manager and Editor in Chief, Jennifer McGuire. In it she addresses the question of any potential conflict of interest. She characterized the questions members of the CBC News audience had raised:

“...how can Rex be an objective journalist when he’s going out and speaking to oil executives? And if he’s paid for those speeches, does that compromise his ability to be on our airwaves talking about the issue?”

She reiterated that Mr. Murphy is a freelancer who is hired to provide commentary, commentary that is reviewed by CBC editorial staff to ensure that it meets the policy requirement that is opinion based on interpretation of facts, not just rhetoric. She pointed out that Mr. Murphy’s opinions are not the only ones expressed on The National and that the program provides a range of perspectives and views.

She elaborated and explained the important distinction Mr. Murphy’s freelance status confers:

“As much as Rex is identified with the CBC, he is not a full-time employee of the CBC. We have a wonderful freelance relationship that allows him to appear on The National and host CBC Radio One’s Cross-Country Checkup. As a freelancer, Rex has the ability to do other work. So yes, he writes opinion pieces for The National Post. And yes, he does speaking engagements.

He is not alone. Other prominent CBC personalities are freelancers, too. When they're not at CBC, people such as David Suzuki and Bob McDonald have more freedom to express their views in ways that full-time journalists at CBC News do not."

She acknowledged it might be confusing to audience members as he is also the host of Cross Country Checkup but she felt confident that the program's editorial integrity was intact.

She mentioned in the blog, and repeated to me, that the news management team is committed to transparency and is reviewing its practices and processes around outside activities of freelancers and CBC staff. They are considering ways in which they can be more transparent with members of the public. Given that there have been inquiries about Mr. Mansbridge's outside activity, these new policies and practices will address those concerns as well.

REVIEW

You and the many others who have written to this office raise some fundamental questions about journalistic independence, conflict of interest, perception of conflict of interest, and transparency. In a time when journalism is practiced by many different people, and in many different ways, along with the intense pressure and scrutiny social media can bring to bear, the answers are critical and are most helpful if they are widely shared and understood.

From the outset, it is important to state that contrary to some of the more nasty correspondence I have received, Mr. Murphy is not a spokesperson for anyone, nor is his personal integrity in any way in question here. Throughout his career, he has been outspoken and frequently iconoclastic in his views on a range of issues. The fact that he is a supporter of resource development is not the issue here. He wrote in his own column and repeated to me that he has spoken to a wide range of groups, many for no fee. And no matter what the organization, the fee is the same.

There are several issues that come into play when CBC employees are paid to speak to any advocacy group. The issues would be the same had Mr. Murphy or Mr. Mansbridge been paid to give a speech to the Sierra Club, for instance, or other environmental groups. CBC has policy that informs this discussion. Policy is based on principle, and does not prescribe, or for that matter proscribe what is appropriate for every situation.

The most relevant policy is the one covering conflict of interest. There is corporate policy which applies to all CBC employees. For obvious reasons, the bar is even higher for employees involved in news and current affairs production, so there are particular policies contained in CBC's Journalistic Standards and Practices as well. The policy states:

Our credibility is the foundation of our reputation. The credibility of our news, current affairs and public affairs programs rests on the reputation of its journalists who are, and are seen to be, independent and impartial.

The corporate policy provides a number of guidelines. The first is: No conflict should exist or appear to exist between the private interests of CBC/Radio-Canada employees and their official duties.

Whether there is a real or only an apparent conflict of interest, in matters of journalistic integrity it amounts to the same thing. The degree of response this matter has generated is an indication of that. Some correspondents frame their concern within a particular view of the oil industry, but that does not lessen the need to address the issue. No matter what your views, or what the issue, there is a conundrum here.

In the case of Mr. Murphy, his freelance status makes the situation less clear cut. The rules are different. He told me that his longstanding agreement with CBC is that he retains his freelance status so that he can speak his mind in other fora. He is clear that he is speaking on his own behalf, and that his message is the one he chooses to deliver. But audience members might be forgiven for some confusion. Mr. Murphy is both a program host (of the weekly radio national phone-in show Cross Country Checkup), and appears regularly on The National as a commentator. As one correspondent wrote:

"...whether Rex Murphy is a free-lancer or not, he has been a fixture of CBC TV and radio for as long as I can recall. As such, in discussions with friends and colleagues, most did not know that Rex is merely a free lancer, but assumed he was on the full time payroll of the CBC. As did I until recently. The fact is he is paid by CBC and most laypersons would not know he is merely a free lancer – indeed his celebrity status at the CBC and weekly appearance on the National and Cross Country Checkup would belie that. So again, this is a matter of perception of conflict of interest that must to be addressed." [sic]

It would be helpful if, in the course of its review, CBC News management would address this specific situation. There is a need for clarity about Mr. Murphy's status and what the terms of engagement are in his case. And in the course of doing its review, I hope they are considering ways to be as open and transparent as possible in letting the public know the relevant activities of their staff, no matter their employment status.

There are other policy considerations that come into play in judging Mr. Murphy's commentary about Neil Young. CBC journalistic policy calls for balance and fairness, the treatment of an issue from a variety of perspectives, over a reasonable period of time. Mr. Murphy's commentary followed the broadcast of an interview with Neil Young which had aired some days before.

CBC policy on opinion states: "Our programs and platforms allow for the expression of a particular perspective or point of view. This content adds public understanding and debate on the issues of the day." As a non-staff commentator, it is perfectly appropriate for Mr. Murphy to express his views, no matter how much many may disagree with them. The policy says:

CBC, in its programming, over time, provides a wide range of comment and opinion on significant issues.

We achieve balance by featuring multiple perspectives and points of view to reflect a diversity of opinion.

It is important to mention any association, affiliation or special interest a guest or commentator may have so that the public can fully understand that person's perspective.

The final guideline raises a question about whether accepting speaking engagements would qualify as an association, affiliation or special interest. I don't think it is necessary or realistic to mention, each time a regular contributor speaks to an issue of controversy or public policy debate, that there be a requirement to state all associations. In the interests of full disclosure, I was one of the authors of this policy, which is a restating of policy that has existed for over 30 years. This version was approved by the Board of Directors and judged to be as good as or best in class by outside experts. When colleagues used that language, they were not thinking about paid outside work. Perhaps we should have. As part of the review process, management might want to clarify further, or provide some other guidelines dealing with this issue. There will be times when the relationship between a commentator and an organization whose interests are in the news, or are subject to a public policy debate, is relevant information. It would be needed to fulfil the CBC policy that states an interviewee or commentator's associations should be transparent in order for the public to evaluate the information being given.

Rex Murphy's commentary on Neil Young did not violate CBC policy. Rather it has raised some important and interesting issues for news management and its commitment to transparency and independence and what constitutes a perception of conflict of interest. This office does not set policy, but I note that the commitment to provide further policy and guidance on CBC journalists and their participation in outside events, paid or not, is a necessary step. When journalists get paid to speak to powerful advocacy groups, it is hard to argue that this does not lead to a perception of conflict of interest. It is just that, a perception – there are enough checks and balances in the system, as Ms. McGuire points out. CBC management must decide and be very clear about how that perception of conflict will be dealt with. CBC policies on conflict of interest indicate that they must, and they have indicated they will. As many of the complainants mentioned, disclosure will go some way to mitigate the concern about this issue.

As the public broadcaster, CBC is held to a higher standard. Many letters questioned the wisdom of CBC reporters and hosts taking money for speaking engagements at all. The argument that it is important and useful for high profile CBC news staff to engage with various groups and members of the public is a reasonable one. The question is what happens to the perception of the relationship when they are paid. CBC policy states that CBC staff cannot use their association with CBC for personal gain. But this is a chicken and egg argument.

Mr. Mansbridge, for instance, only began speaking because CBC management encouraged him to do so. He has explained in his blog, and has told me, that his speeches are about a sense of identity and what it means to be Canadian. The presentations include anecdotes from his first-hand experience covering Canadians all over the world. He understands his role and the limits it places on him in expressing opinions, and in advocating for any cause. Most of the money he receives is turned back into scholarships and other charitable endeavors.

There is no question of his integrity or of Mr. Murphy's. But since taking money leads to a perception of a conflict of interest, CBC management might want to consider, in the review they are undertaking, whether even with disclosure, it is appropriate for CBC news and current affairs staff to get paid for their speaking engagements. I note that in their articles dealing with this issue,

both Mr. Murphy and Mr. Mansbridge mention the range of groups they have spoken to over time. At the least, management should think about the appearance of getting paid by interest groups who are likely to feature prominently in the news, or who are involved in public policy debates.

When this same issue was being debated in the case of some high profile Washington Post reporters, Greta Van Susteren, host of a Fox News Network program, told a writer for a Harper's article that she does not accept payment for her speaking appearances:

Frankly, the reason I don't accept fees for speeches is because I fear conflicts (you and I probably think a lot alike about this) and I get paid well at my job anyway. I would like all journalists to list monthly online where they have given speeches and for what amounts of money.

Every ethical code that informs the practice of journalism emphasizes the need to be independent and to be seen to be independent. CBC's own code includes "to protect our independence" as part of its mission and values:

We are independent of all lobbies and of all political and economic influence. We uphold freedom of expression and freedom of the press, the touchstones of a free and democratic society. Public interest guides all our decisions.

Journalism is going through many changes. Through access to social media and the ability to publish instantly, an individual can as easily be the subject of a journalistic endeavour as the creator of one. The hallmark of a professional journalist is to be able to honestly present areas of legitimate debate, even if his or her analysis leads to a different set of conclusions. Of course, not all journalism is created equal, so there is a growing emphasis on an additional value – and that is to be open and transparent. CBC policy makes that commitment through its accountability. Its decision to open wider and institute greater transparency about the outside activities of its contributors and staff, where appropriate, can only be welcome in reinforcing the independence and the perceptions of that independence.

Given that Journalistic Standards and Practices spells out a commitment to independence, and the Conflict of Interest guidelines encompass perception of conflict as well, it is inconsistent with policy when CBC news and current affairs staff accept payment from groups that are likely to be in the news. To summarize, in the course of reviewing its policy, I hope CBC management will reconsider the practice of paid speaking engagements for its journalists and, at a minimum, consider how any relevant activity and payment can be on the public record.

Esther Enkin
CBC Ombudsman

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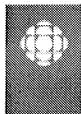
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Fwd: Follow up story about Rex Murphy

1 message

Chuck Thompson <chuck.thompson@cbc.ca> Wed, Feb 19, 2014 at 10:00 AM
To: "Groen, Linda" <linda.groen@cbc.ca>, Chris Straw <chris.straw@cbc.ca>, Chris Boyce <chris.boyce@cbc.ca>
Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, "Nagler, Jack" <jack.nagler@cbc.ca>, Chris Ball <chris.ball@cbc.ca>

Another request for comment re Rex.

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

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

From:
Date: Wed, Feb 19, 2014 at 9:58 AM
Subject: Follow up story about Rex Murphy
To: Chuck Thompson <Chuck.Thompson@cbc.ca>

Chuck,

We're filing a follow up story on CBC review involving conflict of interest issue policy, announced following this:

<http://www.pressprogress.ca/en/post/rex-murphy-and-big-oil-friends-benefits>

A have a few questions for our follow up:

1. What is expected timeline for review, eg when we can expect to hear resolution of review, and any policies that flow from it?
2. with respect to this CBC cross country check up (also see poster attached) on June 9, 2013 in Inuvik, which coincided with Murphy speaking engagement:

- Murphy was a keynote speaking at the 2013 Inuvik Petroleum Show, an event sponsored by major oil players. This also happened to coincide with a live broadcast of CBC's Cross Country Checkup from Inuvik on the topic of northern development. Talk about good timing.

Did CBC incur all costs related to trip to Inuvik to broadcast the show from there? Or were Murphy's expenses (flight, accomodation and related expenses) paid by third party related to his speaking engagement.

My deadline is today.

Thanks,



Re: Speaking engagements

1 message

Chris Straw <chris.straw@cbc.ca>

Thu, Apr 24, 2014 at 5:00 PM

To: Brian Goldman <brian.goldman@cbc.ca>

Cc: Linda Groen <linda.groen@cbc.ca>

Hi Brian

It might be best for us to meet either in person or on the phone to talk this through in more detail.

As for speeches already booked, let us know about them, but only Mandatory approval for new invitations as of today. Again we can talk this through. Do you have anytime tomorrow? I am in vancouver next Monday and Tues, but we can talk on the phone or wait til I am back.

Let me know what works for you.

Thanks

C

On Thu, Apr 24, 2014 at 2:23 PM, Brian Goldman <brian.goldman@cbc.ca> wrote:

Hi Chris,

Got your email, and I will of course be happy to comply with this laudatory initiative. I have some questions that relate to my individual circumstances:

I may have other questions later on, but these are the main ones that come to mind.

Brian

On Thu, Apr 24, 2014 at 1:12 PM, Chris Straw <chris.straw@cbc.ca> wrote:

Hello,

I am writing this to all on air hosts in Network Talk. I want to make sure that you have

seen Jennifer McGuire's latest post on the CBC editor's blog. In it she explains the approach we are taking in the area of outside appearances and speaking engagements.

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/04/review-of-speaking-engagements.html>

As you can see from the blog post, we have identified some gaps in our process that allowed some people to perceive conflicts of interest. Our content is fine. But perception matters. So we're tightening the process, and the way we interpret our policies.

I want to make sure that each of you understands your obligation in this regard. If and when you're invited to make a speech or play a role in an outside event, our policies require that you seek formal approval in advance.

This is a requirement for all on air hosts.

To facilitate this process I ask that you fill out the attached form for each request and forward it to your direct manager. This applies to both paid and unpaid events.

As you will have read in Jennifer's note, we are committing to disclosing the information publicly on a CBC web page and we will rely on accurate information from you.

We will commit to reviewing the requests and letting you know if it is approved or not as quickly as possible.

I want to be clear that the outreach you all do has tremendous value to CBC. Our approach will be to protect your right to be compensated for the work you do outside the office, while doing more to protect the CBC's reputation and credibility with our audience.

If you have any specific questions, please don't hesitate to ask.

Thank you,

Chris

—

Chris Straw
Senior Director, Network Talk
CBC Radio

416 205 8779

Brian Goldman
Host, White Coat, Black Art
CBC Radio One
416-205-2375 - phone

—
Chris Straw
Senior Director, Network Talk
CBC Radio

416 205 8779

Re: My questions

1 message

Jack Nagler <jack.nagler@cbc.ca> Fri, Jan 31, 2014 at 4:19 PM
To: Gino Apponi <gino.apponi@cbc.ca>
Cc: Corey Black <corey.black@cbc.ca>, Alison Fraser <alison.fraser@cbc.ca>, Linda Groen <linda.groen@cbc.ca>

In case it should help....I include below a response we sent to one of the ombudsman complainants shortly after this speech was delivered.

=====

Dear Mr.

Thank you for your Dec. 2 letter to the CBC Ombudsman in which you raised some serious questions about Rex Murphy's speech to the Bennett Jones Lake Louise World Cup Business forum. Jennifer McGuire has asked me to respond on her behalf.

You were concerned that Mr. Murphy spoke out vocally in favour of oilsands development and certain pipeline projects. "News personalities," you wrote, "should maintain the essence of impartiality otherwise people are jaded as to their objectivity and eventually consider them a 'shill' for their sponsor."

You asked a series of questions regarding this particular event, and I will deal with each of them in course:

1. What is the CBC policy on key news personalities within your organization giving partisan speeches for money?
2. Does this contradict CBC editorial policy on objectivity?

CBC journalists work under a well-developed, public set of guidelines we call our Journalistic Standards and Practices. You can see it for yourself at <http://www.cbc.radio-canada.ca/en/reporting-to-canadians/acts-and-policies/programming/journalism/>.

In the section marked **Opinion** we state, among other things, "CBC journalists do not express their own personal opinion because it affects the perception of impartiality and could affect an open and honest exploration of an issue."

There are, however, exceptions to this rule. We do engage with certain commentators in a freelance capacity, and in some instances they retain the right to speak publicly on issues. Among those who fall into this category are people such as David Suzuki, Kevin O'Leary and Rex Murphy.

Mr. Murphy plays two primary roles for the CBC: He is a commentator who does analysis of events – a role you see him in on The National. And he is the host of Cross Country Checkup on CBC Radio One. In that program, Mr. Murphy and his producers are well aware that the voices that need to be heard are those of the audience, not that of the host. Mr. Murphy will ask provocative, challenging questions to people of all stripes, and strives to keep any personal opinion out of his work.

In his outside activities, Mr. Murphy does express opinions on various matters. For instance, he does it in his columns for The National Post. He wrote one this past September in which he criticized Neil Young's stand on the oilsands, a theme he returned to in his speech at the Business Forum.

That's important as you consider the motivations behind Mr. Murphy's speech. He was expressing the same point of view that he did in print, or that he could potentially have expressed on the air. He was not a "paid shill" for an interest group. He was not there as a representative of the CBC, and he did not present himself as such. He was acting on his own, which he is entitled to do.

You ask if there is a contradiction here with our editorial policies. We would be wrong to not acknowledge that a tension exists. But Rex Murphy's status as a commentator is the exception, not the rule. We hire him in part to do analysis and express his views. That is what makes him great. And he has the right to pursue that side of his life when he is not at the CBC. What we ask of him is to ensure that his arguments are rooted in analysis of fact. Whatever you think about his conclusions on the wisdom of development in the energy sector, there's no question his views are rooted in thoughtful discourse, not kneejerk ideology.

3. How much did he get paid?

4. Is that amount available for public disclosure?

As a freelancer, the arrangements that Mr. Murphy made are his own. We are not aware of those arrangements, nor could we disclose them if we were.

5. The next time CBC's Cross Country Checkup has a program on the oil sands, pipelines, etc., will Rex be the moderator? If so, how can he maintain his objectivity? Will he be upfront at the beginning of the show and express his bias?

The short answer is that yes, we would allow Mr. Murphy to host his own program, even if it were covering the oilsands. We would also insist that he conduct himself with integrity, fairness and balance – the personal views of the host should not interfere with the ability of listeners to express whatever opinions they desire.

There is value to your suggestion that Mr. Murphy state his own views at the beginning of such a show. And we will consider that. There is a bit of a slippery slope here, though – it stands to reason that every host of every show on every station has a personal opinion on pretty much every topic they cover. Should every host "fess up" their inner beliefs on every topic? That doesn't seem wise, and it doesn't seem like great programming, either. But I understand your point of view. And it's one we'll give consideration.

Thank you again for your letter. I hope this response has reassured you of the integrity of our news service.

Finally, it is my responsibility to inform you that if you are not satisfied with this response, you may wish to submit the matter for review by the CBC Ombudsman, Esther Enkin. The Office of the Ombudsman - an independent and impartial body reporting directly to the President - is responsible for evaluating

program compliance with the CBC's journalistic policies. Ms. Enkin may be reached by mail at the address shown below, or by fax at (416) 205-2825, or by e-mail at ombudsman@cbc.ca

Sincerely,

Jack Nagler,

Director of Journalistic Public Accountability and Integrity,

CBC News

Box 500, Station "A",

Toronto, Ontario

M5W 1E6

On Fri, Jan 31, 2014 at 4:11 PM, Gino Apponi <gino.apponi@cbc.ca> wrote:
Folding in Linda and Jack.

On Jan 31, 2014, at 4:09 PM, Corey Black <corey.black@cbc.ca> wrote:

Hi Gino,

Please see the email below from _____ who is writing a column for iPolitics about the views expressed by CBC journalists on air versus what they say in private or during their various speaking obligations.

_____ had emailed me earlier asking for Rex's email address, Rex declined, and

Can you advise on how to proceed? There is a long set of questions for CBC management/editorial at the bottom.

Thanks.
Corey

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

From:
Date: Fri, Jan 31, 2014 at 3:59 PM
Subject: My questions
To: Corey Black <corey.black@cbc.ca>

Mr. Black:

As discussed, please find a list of preliminary questions for Mr. Murphy and his editors at the CBC.

For Mr. Murphy: (Please tell him that I would much prefer to have a direct exchange with him about this important matter.)

1. What is the nature of your working relationship with the CBC?
2. In late November 2013, you delivered an 18 minute speech/address to the Lake Louise World Cup Business Forum. How much were paid to deliver your remarks?
3. What other costs associated with your speech, including travel, airfare and per diem were covered by an outside party?
4. How much did those costs total?
5. Who paid the costs, including your speaking fee and other costs?
6. The following is an excerpt of a press report of your speech: "The audience reaction showed they were ready for some plain talk from someone clearly on their side."
Would you agree with this assessment of your speech? That is to say, that you were on "the side" of the audience largely comprised of oil patch supporters?

<http://www.calgaryherald.com/sports/Broadcaster+Murphy+tells+pipeline+builders+ashamed/9229414/story.html>

7. Given that you describe yourself as a journalist in the speech, what ethical and journalistic obligation do you believe you have to disclose to CBC viewers and listeners who watch and listen to you on The National and Cross Country Check-up respectively, that when you offer opinion or do reporting on issues surrounding the oil patch, that you have been previously paid by one "side?"
8. Do you believe that by accepting money by a potential vested interest, that you have placed yourself in a perceived, if not real, conflict of interest. If not, why not?
9. In particular, On Jan. 17, 2014 in his Point of View segment on The National, you offered some pointed criticism about Canadian musician Neil Young's comments regarding the oil sands development. Why didn't the CBC, nor you disclose to viewers that you had been commissioned to speak at a business forum in support of that development?
10. If you deem it unnecessary for the CBC or you to have disclosed this financial relationship prior to your Jan. 17, 2014 Point of View segment, why not?
9. As a general rule, what steps, if any, do you believe the CBC should take in disclosing to its viewers and listeners that in this, and potentially other cases, you have been paid money - via speaking fees – to offer an opinion on matters that you address on the public airwaves?
10. On the January 30th broadcast of The National, Peter Mansbridge disclosed that one of the panelists on the At Issue panel, Bruce Anderson, had done work for a variety of political parties and that his daughter was currently working for Liberal Party leader, Justin Trudeau.
Do you believe that in the interests of openness, transparency, and full disclosure that this was the ethical and responsible thing to do from a journalistic point of view for the CBC to have done?
11. If you do, then do you believe that each time you speak on a topic on the public airwaves - either during your regular spot on The National or during your hosting duties on Cross Country Check up – that you have an ethical duty and responsibility to disclose that you have received monies in the form of a speaking fee from an outside party with a vested interest in the topic?
12. If you do not agree that you should be required to disclose such a financial relationship, why not?

For Mr. Murphy's CBC editors:

1. What is Mr. Murphy's working relationship with the CBC?
2. In late November 2013, Mr. Murphy delivered an 18 minute speech/address to the Lake Louise World Cup Business Forum. Were you aware that Mr. Murphy spoke at the forum?
3. Are you familiar with the content of Mr. Murphy's remarks at the forum?
4. The following is an excerpt from a press report regarding Mr. Murphy's speech: "The audience reaction showed they were ready for some plain talk from someone clearly on their side."
<http://www.calgaryherald.com/sports/Broadcaster+Murphy+tells+pipeline+builders+ashamed/9229414/story.html>

Are you familiar with the audience that Mr. Murphy was reportedly on "the side" of?

5. Was Mr. Murphy paid to deliver his remarks?
6. How much was he paid?
7. Who paid for Mr. Murphy's speaking fee?
8. What other costs, including travel, accommodation were covered for Mr. Murphy in this case?
9. How much did those costs total?
10. Who paid?
11. Given the nature, tone and content of Mr. Murphy's remarks to the business forum, does CBC news management believe that by accepting money by a potential vested interest in a controversial matter, that Mr. Murphy has placed himself in a perceived, if not real, conflict of interest. If not, why not?
12. Given that Mr. Murphy described himself as a journalist in the speech, what ethical and journalistic obligation does CBC management and Mr. Murphy have in disclosing to his viewers and listeners on The National and Cross Country Check-up respectively, that prior to offering his opinion on issues surrounding the oil patch, that he has been previously paid by arguably a vested interest in this ongoing debate?
13. What is the CBC's policy regarding contract or full-time employees in the news and current affairs division accepting outside speaking engagements?
14. As a general rule, what steps, if any, does the CBC take in disclosing to its viewers and listeners that in this, and potentially other cases, that Mr. Murphy has been paid money - via speaking fees – to offer an opinion on matters that he addresses on the public airwaves?
15. In particular, On Jan. 17, 2014 in his Point of View segment on The National, Mr. Murphy offered some pointed remarks about Canadian musician Neil Young's comments regards the oil sands development. Why did the CBC, nor Mr. Murphy disclose to its viewers before during or after his Jan. 17th appearance on The National that he had been commissioned to speak a business forum in support of that development?
16. If you deem it unnecessary for the CBC or Mr. Murphy to have disclosed this financial relationship before during or after his Jan. 17th appearance on The National, why not?
17. On the January 30th broadcast of The National, chief correspondent Peter Mansbridge disclosed that one of the panelists on the At Issue panel, Bruce Anderson, had done work for a variety of political parties and that his daughter was currently working for Liberal Party leader,

Justin Trudeau.

Why was that disclosure made?

Who decided that that disclosure needed to be publicly made?

18. What is Bruce Anderson's working relationship with the CBC?

19. If this disclosure was made in the interest of openness, transparency and to avoid any perceived or real conflict of interest in Mr. Anderson's case, why wasn't Mr. Murphy's speaking fee at the business forum disclosed to viewers before he made his remarks on Jan. 17th, 2014 regarding Neil Young?

As I said, these are preliminary questions. I likely will have others based upon the replies I receive to these questions.

Thanks for your help.

--

Corey Black | Publicist, News & Current Affairs, CBC

Communications, Marketing & Brand

205 Wellington Street W.

Toronto, ON | M5V 3G7

office: 416.205.8710 |

corey.black@cbc.ca

Speaking engagements

Chris Straw <chris.straw@cbc.ca>
To: jeff.douglas@cbc.ca

Thu, Apr 24, 2014 at 1:21 PM

Depends. Lets talk.

From: Jeff Douglas
Sent: Thursday, April 24, 2014 1:20 PM
To: Chris Straw; Robin Smythe; Linda Groen;
Reply To: Jeff Douglas
Subject: Re: Speaking engagements

[Quoted text hidden]

Note on outside work:

Robin Smythe <robin.smythe@cbc.ca>

Wed, Mar 5, 2014 at 2:18 PM

To: Laurie Allan <laurie.allan@cbc.ca>, Adam Killick <adam.killick@cbc.ca>, John Perry <john.perry@cbc.ca>, Carol Off <carol.off@cbc.ca>, Kevin Robertson <kevin.robertson@cbc.ca>, Chris Harbord <chris.harbord@cbc.ca>, DAVID MCDUGALL <david.mcdougall@cbc.ca>, Ben Edwards <ben.edwards@cbc.ca>, Kate Swoger <kate.swoger@cbc.ca>, TOMAS URBINA <tomas.urbina@cbc.ca>, Chris Howden <chris.howden@cbc.ca>, Jeff Douglas <jeff.douglas@cbc.ca>, Kevin Ball <kevin.ball@cbc.ca>, Natasha FATAH <natasha.fatah@cbc.ca>, Pedro Sanchez <pedro.sanchez@cbc.ca>, Reynold Gonsalves <reynold.gonsalves@cbc.ca>, Chris KELLY <chris.kelly@cbc.ca>

Hi folks,

At the program leaders' meeting, Chris Straw advised all the leaders that the speakers policy is being reviewed and clarified.. in the meantime, a reminder that all outside work (for hosts, and for producers and others) whether paid or unpaid, need prior authorization. So please advise in advance of speaking engagements, or other outside work.

I'm available to be the one notified, or feel free to go to Linda Groen.

Thanks much. (Chris Kelly, I'm including you here as you haven't had the pleasure of reading my Program Leaders notes.) More to come.

robin

—

Robin Smythe,
Executive Producer
As It Happens, CBC Radio
416-205-2667
robin.smythe@cbc.ca
(note new email address: dot, not underscore)

Need info today..

Robin Smythe <robin.smythe@cbc.ca>

Fri, Feb 28, 2014 at 12:15 PM

To: Jeff Douglas <jeff.douglas@cbc.ca>

Hey there.. Linda G. was here.. she needs this info from all the hosts, including you: what speaking engagements you have done/are doing from Jan. 1 of 2014, until end of March.. and whether you were paid or not. CBC is starting to get questions from other journos at other places about the speaking engagements issue.

thanks.

robin

—

Robin Smythe,
Executive Producer
As It Happens, CBC Radio
416-205-2667
robin.smythe@cbc.ca
(note new email address: dot, not underscore)

Audition tomorow

Robin Smythe <robin.smythe@cbc.ca>
To: Jeff Douglas <jeff.douglas@cbc.ca>

Thu, Feb 27, 2014 at 3:38 PM

yes, that's doable.. But let's have a chat.. at this point, a pre-chat.. about outside paid work.

thanks.

robin

[Quoted text hidden]

—

Robin Smythe,
Executive Producer
As It Happens, CBC Radio
416-205-2667
robin.smythe@cbc.ca
(note new email address: dot, not underscore)

Host speaking update

Jim Handman <jim.handman@cbc.ca>

Thu, Apr 24, 2014 at 3:24 PM

To: Greg Kelly <greg.kelly@cbc.ca>, JENNIFER MOROZ <jennifer.moroz@cbc.ca>, Nick MCCABE LOKOS <nick.mccabe.lokos@cbc.ca>, Robin Smythe <robin.smythe@cbc.ca>, Arif Noorani <arif.noorani@cbc.ca>

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/04/review-of-speaking-engagements.html>

"For CBC News on-air employees, we're tightening our procedures around paid speeches. We'll reject requests from companies, political parties or other groups which make a significant effort to lobby or otherwise influence public policy, even if the speech or event seems innocuous."

Re: Speaking engagements

Jeff Douglas <jeff.douglas@cbc.ca>

Thu, Apr 24, 2014 at 1:20 PM

To: Chris Straw <chris.straw@cbc.ca>, Robin Smythe <robin.smythe@cbc.ca>, Linda Groen <linda.groen@cbc.ca>,

Hi Chris,

Thanks for this.

What is the expected turnaround for approval on these approvals?

Yours,

jd

On Thu, Apr 24, 2014 at 1:12 PM, Chris Straw <chris.straw@cbc.ca> wrote:

Hello,

I am writing this to all on air hosts in Network Talk. I want to make sure that you have seen Jennifer McGuire's latest post on the CBC editor's blog. In it she explains the approach we are taking in the area of outside appearances and speaking engagements.

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/04/review-of-speaking-engagements.html>

As you can see from the blog post, we have identified some gaps in our process that allowed some people to perceive conflicts of interest. Our content is fine. But perception matters. So we're tightening the process, and the way we interpret our policies.

I want to make sure that each of you understands your obligation in this regard. If and when you're invited to make a speech or play a role in an outside event, our policies require that you seek formal approval in advance.

This is a requirement for all on air hosts.

To facilitate this process I ask that you fill out the attached form for each request and forward it to your direct manager. This applies to both paid and unpaid events.

As you will have read in Jennifer's note, we are committing to disclosing the information publicly on a CBC web page and we will rely on accurate information from you.

We will commit to reviewing the requests and letting you know if it is approved or not as quickly as possible.

I want to be clear that the outreach you all do has tremendous value to CBC. Our approach will be to protect your right to be compensated for the work you do outside the office, while doing more to protect the CBC's reputation and credibility with our audience.

If you have any specific questions, please don't hesitate to ask.

Thank you,

Chris

—

Chris Straw
Senior Director, Network Talk
CBC Radio

416 205 8779

—

Jeff Douglas,
Co Host, As It Happens,
CBC Radio 1
jeff.douglas@cbc.ca
416-205-2656

Fwd: Your Concerns about Rex Murphy's speech

1 message

Seema Patel <seema.patel@cbc.ca>
To: Charles Shanks <charles.shanks@cbc.ca>

Thu, Mar 6, 2014 at 4:12 PM

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

From: **Linda Groen** <linda.groen@cbc.ca>
Date: Thu, Mar 6, 2014 at 2:36 PM
Subject: Fwd: Your Concerns about Rex Murphy's speech
To: Seema Patel <seema.patel@cbc.ca>

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

From: **Jack Nagler** <jack.nagler@cbc.ca>
Date: Tue, Dec 24, 2013 at 8:18 AM
Subject: Your Concerns about Rex Murphy's speech
To: "Ombudsman, CBC" <ombudsman@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>

Dear

Thank you for your Dec. 2 letter to the CBC Ombudsman in which you raised some serious questions about Rex Murphy's speech to the Bennett Jones Lake Louise World Cup Business forum. Jennifer McGuire has asked me to respond on her behalf.

You expressed concern that Mr. Murphy spoke out vocally in favour of oilsands development and certain pipeline projects. In particular, you said it "seriously undermines my trust in the impartiality of the news that I receive through Canada's public broadcaster...."

You also asked two very specific questions:

1. Considering he is an employee of the CBC who is given a segment each Thursday on The National, is it really appropriate that he is voicing such a controversial opinion in the middle of an ongoing national debate over these issues?

2. Was he paid a fee to speak at this conference?

To answer your first question:

CBC journalists work under a well-developed, public set of guidelines we call our Journalistic Standards and Practices. You can see these guidelines for yourself at <http://www.cbc.radio-canada.ca/en/reporting-to-canadians/acts-and-policies/programming/journalism/>.

In the section marked **Opinion** we state, among other things, "CBC journalists do not express their own personal opinion because it affects the perception of impartiality and could affect an open and honest exploration of an issue."

There are, however, exceptions to this rule. We engage with certain commentators in a freelance capacity, and in some instances they retain the right to speak publicly on issues. Among those who fall into this category are people such as David Suzuki, Kevin O'Leary and Rex Murphy.

Mr. Murphy plays two primary roles for the CBC: He is a commentator who does analysis of events – a role you see him in on The National. And he is the host of Cross Country Checkup on CBC Radio One. In that program, Mr. Murphy and his producers are well aware that the voices that need to be heard are those of the audience, not that of the host. Mr. Murphy will ask provocative, challenging questions to people of all stripes, and strives to keep any personal opinion out of his work.

In his outside activities, Mr. Murphy does express opinions on various matters. For instance, as you noted, he does it in his columns for The National Post. He wrote one this past September in which he criticized Neil Young's stand on the oilsands, a theme he returned to in his speech at the Business Forum.

That's important as you consider the motivations behind Mr. Murphy's speech. He was expressing the same point of view that he did in print, or that he could potentially have expressed on the air for us. He was not a "paid shill" for an interest group. He was not there as a representative of the CBC, and he did not present himself as such. He was acting on his own, which he is entitled to do.

You may ask if there is a contradiction here with our editorial policies. We would be wrong to not acknowledge that a tension exists. But Rex Murphy's status as a commentator is the exception, not the rule. We hire him in part to do analysis and express his views. That is what makes him great. And he has the right to pursue that side of his life when he is not at the CBC. What we ask of him is to ensure that his arguments are rooted in analysis of fact. I watched video of this particular speech. Mr. Murphy's main theme was that the economic benefits of the oilsands project are so great and so vast that they should be a source of pride, not scorn. And that Alberta should be proud, not apologetic. Whatever you think about his conclusions on the wisdom of development in the energy sector, there's no question his views are rooted in thoughtful discourse, not knee-jerk ideology.

To answer your second question:

All I can really say is that as a freelancer, the arrangements that Mr. Murphy made are his own. We are not aware of those arrangements, nor could we disclose them if we were.

Thank you again for your letter. I hope this response has reassured you of the integrity of our news service. I

agree 100% with the wish expressed in your letter that CBC has the very highest standards. We do, and we will continue to uphold those values.

Finally, it is my responsibility to inform you that if you are not satisfied with this response, you may wish to submit the matter for review by the CBC Ombudsman, Esther Enkin. The Office of the Ombudsman - an independent and impartial body reporting directly to the President - is responsible for evaluating program compliance with the CBC's journalistic policies. Ms. Enkin may be reached by mail at the address shown below, or by fax at (416) 205-2825, or by e-mail at ombudsman@cbc.ca

Sincerely,

Jack Nagler,

Director of Journalistic Public Accountability and Integrity,

CBC News

Box 500, Station "A",

Toronto, Ontario

M5W 1E6

—

Seema Patel | CBC Radio | Senior Manager, Network Talk | 416.205.5968 | www.cbc.ca/radio

Fwd: Your Concerns about a speech by Rex Murphy

1 message

Linda Groen <linda.groen@cbc.ca>
To: Seema Patel <seema.patel@cbc.ca>

Thu, Mar 6, 2014 at 2:37 PM

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

From: **Jack Nagler** <jack.nagler@cbc.ca>
Date: Fri, Dec 20, 2013 at 12:10 PM
Subject: Your Concerns about a speech by Rex Murphy
To: "Ombudsman, CBC" <ombudsman@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>

Dear

Thank you for your Dec. 2 letter to the CBC Ombudsman in which you raised some serious questions about Rex Murphy's speech to the Bennett Jones Lake Louise World Cup Business forum. Jennifer McGuire has asked me to respond on her behalf.

You were concerned that Mr. Murphy spoke out vocally in favour of oilsands development and certain pipeline projects. "News personalities," you wrote, "should maintain the essence of impartiality otherwise people are jaded as to their objectivity and eventually consider them a 'shill' for their sponsor."

You asked a series of questions regarding this particular event, and I will deal with each of them in course:

1. What is the CBC policy on key news personalities within your organization giving partisan speeches for money?
2. Does this contradict CBC editorial policy on objectivity?

CBC journalists work under a well-developed, public set of guidelines we call our Journalistic Standards and Practices. You can see it for yourself at <http://www.cbc.radio-canada.ca/en/reporting-to-canadians/acts-and-policies/programming/journalism/>.

In the section marked **Opinion** we state, among other things, "CBC journalists do not express their own personal opinion because it affects the perception of impartiality and could affect an open and honest exploration of an issue."

There are, however, exceptions to this rule. We do engage with certain commentators in a freelance capacity, and in some instances they retain the right to speak publicly on issues. Among those who fall into this category

are people such as David Suzuki, Kevin O'Leary and Rex Murphy.

Mr. Murphy plays two primary roles for the CBC: He is a commentator who does analysis of events – a role you see him in on The National. And he is the host of Cross Country Checkup on CBC Radio One. In that program, Mr. Murphy and his producers are well aware that the voices that need to be heard are those of the audience, not that of the host. Mr. Murphy will ask provocative, challenging questions to people of all stripes, and strives to keep any personal opinion out of his work.

In his outside activities, Mr. Murphy does express opinions on various matters. For instance, he does it in his columns for The National Post. He wrote one this past September in which he criticized Neil Young's stand on the oilsands, a theme he returned to in his speech at the Business Forum.

That's important as you consider the motivations behind Mr. Murphy's speech. He was expressing the same point of view that he did in print, or that he could potentially have expressed on the air. He was not a "paid shill" for an interest group. He was not there as a representative of the CBC, and he did not present himself as such. He was acting on his own, which he is entitled to do.

You ask if there is a contradiction here with our editorial policies. We would be wrong to not acknowledge that a tension exists. But Rex Murphy's status as a commentator is the exception, not the rule. We hire him in part to do analysis and express his views. That is what makes him great. And he has the right to pursue that side of his life when he is not at the CBC. What we ask of him is to ensure that his arguments are rooted in analysis of fact. Whatever you think about his conclusions on the wisdom of development in the energy sector, there's no question his views are rooted in thoughtful discourse, not kneejerk ideology.

3. How much did he get paid?
4. Is that amount available for public disclosure?

As a freelancer, the arrangements that Mr. Murphy made are his own. We are not aware of those arrangements, nor could we disclose them if we were.

5. The next time CBC's Cross Country Checkup has a program on the oil sands, pipelines, etc., will Rex be the moderator? If so, how can he maintain his objectivity? Will he be upfront at the beginning of the show and express his bias?

The short answer is that yes, we would allow Mr. Murphy to host his own program, even if it were covering the oilsands. We would also insist that he conduct himself with integrity, fairness and balance – the personal views of the host should not interfere with the ability of listeners to express whatever opinions they desire.

There is value to your suggestion that Mr. Murphy state his own views at the beginning of such a show. And we will consider that. There is a bit of a slippery slope here, though – it stands to reason that every host of every show on every station has a personal opinion on pretty much every topic they cover. Should every host "fess up" their inner beliefs on every topic? That doesn't seem wise, and it doesn't seem like great programming, either. But I understand your point of view. And it's one we'll give consideration.

Thank you again for your letter. I hope this response has reassured you of the integrity of our news service.

Finally, it is my responsibility to inform you that if you are not satisfied with this response, you may wish to submit the matter for review by the CBC Ombudsman, Esther Enkin. The Office of the Ombudsman - an independent and impartial body reporting directly to the President - is responsible for evaluating program compliance with the CBC's journalistic policies. Ms. Enkin may be reached by mail at the address shown below, or by fax at (416) 205-2825, or by e-mail at ombudsman@cbc.ca

Sincerely,

Jack Nagler,

Director of Journalistic Public Accountability and Integrity,

CBC News

Box 500, Station "A",

Toronto, Ontario

M5W 1E6

Fwd: Rex Murphy

1 message

Linda Groen <linda.groen@cbc.ca>
To: Seema Patel <seema.patel@cbc.ca>

Thu, Mar 6, 2014 at 2:41 PM

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

From: Jack Nagler <jack.nagler@cbc.ca>
Date: Sat, Dec 14, 2013 at 11:15 AM
Subject: Re: Rex Murphy
To: jennifer.mcguire@cbc.ca, Linda Groen <linda.groen@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

Hi, Jen:

Thanks for this.

One of the reasons we've moved slowly is that
And Linda needs to speak to him to clarify some details of the event.

We've definitely not forgotten the need to respond....

J

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Jennifer McGuire
Sent: Saturday, December 14, 2013 2:12 PM
To: Jack Nagler; Linda Groen; Gino Apponi
Reply To: Jennifer McGuire
Subject: Fwd: Rex Murphy

Begin forwarded message:

From:
Date: December 14, 2013 at 1:23:08 PM EST
To: <ombudsman@cbc.ca>, "Jennifer McGuire" <jennifer.mcguire@cbc.ca>
Subject: Rex Murphy

Two weeks and still no reply!

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

From:

To: Jennifer McGuire
Cc: ombudsman@cbc.ca
Sent: Monday, December 09, 2013 10:00 AM
Subject: Rex Murphy

Ms. McGuire,
I'm still waiting for your reply.
Regards,

— Original Message —

From: CBC Ombudsman
To:
Cc: Jennifer McGuire
Sent: Tuesday, December 03, 2013 7:46 AM
Subject: Re: Rex Murphy

Dear

I write to acknowledge your email. The first step in the process is to share it with the General Manager and Editor in Chief of CBC News, Jennifer McGuire. She will be able to answer some of your questions. If you are not satisfied with the response, you may ask me to review the matter.

Sincerely,

Esther Enkin
CBC Ombudsman
ombudsman@cbc.ca
www.cbc.ca/ombudsman

CBC  **Radio-Canada**

On Mon, Dec 2, 2013 at 3:53 PM,

wrote:

Attention: Esther Enkin - CBC Ombudsman

I would just like to be clear on the CBC editorial policy regarding news personalities giving speeches. I note that recently in Banff, Mr. Rex Murphy gave a rousing speech to pipeline builders at the Bennett Jones Lake Louise World Cup Business Forum in support of the multibillion-dollar projects they are trying to build. Fine, it is a free country and Rex is free to do so. However, my questions are these:

1. What is the CBC policy on key news personalities within your organization giving partisan speeches for money?
2. How much did he get paid?
3. Is that amount available for public disclosure?
4. Does this contradict CBC editorial policy on objectivity?

The next time the CBC's Cross Country Checkup has a program on the oil sands, pipelines, etc., will Rex be the moderator? If so, how can he maintain his objectivity? Will he be upfront at the beginning of the show and express his bias?

News personalities should maintain the essence of impartiality otherwise people are jaded as to their objectivity and eventually consider them a "shill" for their sponsor.

000465

Sincerely,

Fwd: Rex Murphy's speech

1 message

Seema Patel <seema.patel@cbc.ca>
To: Seema Patel <seema.patel@cbc.ca>

Fri, May 2, 2014 at 12:46 PM

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

From: **Linda Groen** <linda.groen@cbc.ca>
Date: Thu, Mar 6, 2014 at 2:40 PM
Subject: Fwd: Rex Murphy's speech
To: Seema Patel <seema.patel@cbc.ca>

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

From: **Jack Nagler** <jack.nagler@cbc.ca>
Date: Tue, Dec 17, 2013 at 12:55 PM
Subject: Rex Murphy's speech
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, "Groen, Linda" <linda.groen@cbc.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>, "Whitten, Jon cell" <jonathan.whitten@cbc.ca>, "CONWAY, FIONA" <fiona.conway@cbc.ca>, "Harrison, Mark" <mark.harrison@cbc.ca>

Hi, Jennifer:

I've done a fairly extensive review into Rex Murphy's speech out in Alberta. As part of that, Linda Groen spoke to Rex directly.

-jack



—
Seema Patel | CBC Radio | Senior Manager, Network Talk | 416.205.5968 | www.cbc.ca/radio

Fwd: Rex Blog Post revised

1 message

Linda Groen <linda.groen@cbc.ca>
To: Seema Patel <seema.patel@cbc.ca>

Thu, Mar 6, 2014 at 2:33 PM

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

From: **Jack Nagler** <jack.nagler@cbc.ca>

Date: Thu, Feb 6, 2014 at 8:16 AM

Subject: Rex Blog Post revised

To: Chuck Thompson <chuck.thompson@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, "Groen, Linda" <linda.groen@cbc.ca>, Chris Straw <chris.straw@cbc.ca>

Hi....

Here is a revised version of the Rex blog post, incorporating the very helpful feedback.

Thanks, everyone!

 RexBlog0205.docx

Fwd: Poss Blog post on Rex

1 message

Linda Groen <linda.groen@cbc.ca>
To: Seema Patel <seema.patel@cbc.ca>

Thu, Mar 6, 2014 at 2:34 PM

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

From: **Jack Nagler** <jack.nagler@cbc.ca>

Date: Wed, Feb 5, 2014 at 9:27 PM

Subject: Poss Blog post on Rex

To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Chris Straw <chris.straw@cbc.ca>, "Groen, Linda" <linda.groen@cbc.ca>

Hi folks.

I took a crack at a first draft for review. It's late enough at night that I'm not quite sure if I'm on the right track, but have a look and we can discuss in the morning.

 **RexBlog0205.docx**

jack

Fwd: Your concerns about Rex Murphy

1 message

Linda Groen <linda.groen@cbc.ca>
To: Seema Patel <seema.patel@cbc.ca>

Thu, Mar 6, 2014 at 2:29 PM

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

From: **Jack Nagler** <jack.nagler@cbc.ca>
Date: Wed, Feb 26, 2014 at 11:10 AM
Subject: Your concerns about Rex Murphy
To: "Ombudsman, CBC" <ombudsman@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>

Dear

Thank you for your Jan.20th email to the CBC Ombudsman about Rex Murphy. There have been suggestions he is in a conflict of interest because he has given paid speeches to groups supportive of the oil industry, and suggestions that the CBC should have disclosed this fact when he addressed the subject of Neil Young's anti-oilsands initiative on The National last month.

While I don't believe there is a conflict of interest, there is a serious issue about transparency, one that we are reviewing at the moment.

But let me address both concerns, as well as your particular concerns about his role as host of Cross Country Checkup.

On the question of Mr. Murphy and the alleged conflict of interest:

First, Mr. Murphy is not a full-time employee of CBC News He is a self-employed freelance. He does some work for CBC. He also does outside work, including speaking engagements.

Second, – and I want to emphasize this – the very reason Mr. Murphy appears on The National is to do analysis and express his point of view – he is not a regular reporter. We even call his segment on the program “Rex Murphy’s Point of View” to distinguish it from regular reports. His perspective on the oilsands, whether viewers agree with it or not, is an analytical argument based on facts, and is perfectly valid commentary.

He has been utterly consistent in expressing those views for a long time, and he makes the same broad points whether he is talking on The National, in a newspaper, or in a speech at a public event. We have no reason to question the independence and integrity of those views. That is important. Yes, Mr. Murphy holds an opinion that people in the oilpatch may like and agree with. But it is a considerable leap in logic to suggest that he is therefore in the pocket of this industry.

There is much more detail on all this included in a recent blog post by CBC News General Manager and Editor-in-Chief Jennifer McGuire, which I encourage you to read at: <http://www.cbc.ca/newsblogs/community/editorsblog/2014/02/a-question-of-conflict.html>

You might also be interested in what Mr. Murphy himself had to say in response to the critique of his ethics. He wrote an op-ed piece this past weekend in The National Post that you can find at: <http://fullcomment.nationalpost.com/2014/02/22/rex-murphy-speaking-my-mind-no-matter-the-issue/>

Third, the most important consideration for us is whether we are providing our audience with a varied and balanced perspective on an issue as important as oilsands development – and I believe we are. You may note that Mr. Murphy’s “Point of View” segment criticizing Neil Young was a response to a feature interview The National aired with Mr. Young two days earlier. There’s no other national newscast that gave Mr. Young and his views that kind of platform. It’s all part of us fulfilling our mandate as the public broadcaster to reflect diverse opinions and to offer Canadians the opportunity and the information they need to make up their own minds.

On Cross-Country Checkup Rex and his producers are well aware that the mandate of the program is to hear the voices and opinions of Canadians across the country and that it is in no way intended as a platform for Rex's own opinions, even those he may have expressed in other forums. The program operates within the same editorial framework of all information programs at CBC and is held to the same standards and policies that govern all CBC information programs when it comes to accuracy, fairness and balance.

In his role as host of Cross-Country Check up, Rex asks challenging questions to people of all perspectives and strives to keep any personal opinion out of his work.

We stand behind our policies and our editorial procedures when it comes to Cross Country Check Up.

The other question, as I noted at the beginning, is that of disclosure: what information can and should we share with the audience about the outside activities of freelance contributors to on CBC News?

In policy and practice we support the idea of transparency, not just for Rex Murphy but for all of our contributors. But implementing this is not always as simple as it sounds.

There are a set of complicating factors, ranging from how much we can legally demand of our freelancers, to privacy rights of our employees, to what constitutes “full disclosure”. Is it only paid speeches we should disclose? Or do we need to be concerned about journalists who attend charity events, or moderate a public forum? Does the content of a speech matter, or does the mere act of getting in front of a lectern make it a question of public concern? And finally, how do we share the disclosure so the audience can properly judge for themselves what’s appropriate?

All are good questions. In light of your concerns and those of others about Mr. Murphy, our senior editors are reviewing the way we deal with the issue to ensure we are appropriately transparent with our viewers. I expect that review will be completed in the next few weeks. When it is we’ll be sure to post it. In the meantime, we thank you for your patience.

You should also be aware that the CBC Ombudsman has already launched a separate review of this subject. The Office of the Ombudsman, an independent and impartial body reporting directly to the President, is responsible for evaluating program compliance with the CBC's journalistic policies. When that review is complete, it will be posted on the Ombudsman's website at www.cbc.ca/ombudsman.

I hope this response has reassured you of the integrity of our news service, as well as our willingness and desire to serve Canadians properly.

Sincerely,

Jack Nagler

Director of Journalistic Public Accountability and Engagement,

CBC News

Fwd: Dale Goldhawk

1 message

Linda Groen <linda.groen@cbc.ca>
 To: Seema Patel <seema.patel@cbc.ca>

Thu, Mar 6, 2014 at 2:31 PM

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

From: **Jack Nagler** <jack.nagler@cbc.ca>
 Date: Wed, Feb 19, 2014 at 6:35 AM
 Subject: Re: Dale Goldhawk
 To: Jennifer McGuire <jennifer.mcguire@cbc.ca>
 Cc: Chuck Thompson <chuck.thompson@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Linda Groen <linda.groen@cbc.ca>

the article on goldhawk is up on ipolitics.ca; i'll ask someone to get it sent to us. I didn't know the goldhawk backstory. Just been reading the court decision. Can send that link too if anyone has need.

On Wed, Feb 19, 2014 at 9:30 AM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:
 Do we actually know what Goldhawk said?

> On Feb 19, 2014, at 9:29 AM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

>

> I believe we'll know later today

>

> Sent from my BlackBerry 10 smartphone on the Rogers network.

> Original Message

> From: Jennifer McGuire

> Sent: Wednesday, February 19, 2014 9:25 AM

> To: Chuck Thompson

> Reply To: Jennifer McGuire

> Cc: Gino Apponi; Linda Groen; Jack Nagler

> Subject: Re: Dale Goldhawk

>

> Do we know if Rex is writing something?Jen

>

>> On Feb 19, 2014, at 9:21 AM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

>>

>> Linda should. Be rolled in as this is CCCU. Jen

>>

>>> On Feb 19, 2014, at 9:04 AM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

>>>

>>>

>>> Latest from

>>>

>>> Sent from my BlackBerry 10 smartphone on the Rogers network.

>>> Original Message

>>> From:
>>> Sent: Wednesday, February 19, 2014 8:47 AM
>>> To: Chuck Thompson;
>>> Reply To:
>>> Subject: Dale Goldhawk
>>>
>>>
>>> First, I received your response to my questions about your "active
>>> discussions." I note that Ms. McGuire used the same language in her
>>> Feb. 6th post.
>>> Second, I am at a loss to understand why your responses are so
>>> carefully parsed and cryptic. It is, of course, your prerogative to
>>> respond as you see fit, but it is telling that one can't get simple,
>>> clear answers to simple, clear questions from a public broadcaster
>>> and, through you, an "editor-in chief" who should, I suppose, be aware
>>> that "active discussion" is redundant. (Not to belabour the point, but
>>> one wouldn't write about say, "inactive discussions.") This really is
>>> jargon usually employed by political entities.
>>> In any event, I will give it another try, in the hope that you and
>>> Ms McGuire can answer my questions simply and clearly.
>>> In my latest column on this matter, I quote extensively from Dale
>>> Goldhawk, the former host of Cross-Country Check-up. The following
>>> questions flow from comments he made which are reported in the piece.
>>> 1. Mr. Goldhawk states that CBC is guilty of a double-standard in
>>> how it dealt with his perceived conflict of interest, and what he
>>> describes as Mr. Murphy's "direct" conflict of interest given the fact
>>> that they were both "freelancers." What is your response?
>>> 2. Mr Goldhawk believes that CBC and Mr. Murphy should immediately
>>> disclose his financial ties to the oil patch in the interest of
>>> openness and transparency. What is your response?
>>> 3. What do you say to charges that the treatment of Mr. Goldhawk and
>>> Mr. Murphy by CBC management reveals an ethical double-standard?
>>> 4. Mr. Goldhawk says that CBC audiences are "entitled" to know that he
>>> is likely taking "big speaking dollars to speak to the oil industry."
>>> What is your response?
>>> 5. Mr. Goldhawk says the following with regard to the CBC and Mr.
>>> Murphy: "For a journalist, the bottom line has to be about
>>> disclosure... "without the disclosure, you're hiding something that
>>> shouldn't be hidden." What is your response?
>>>
>>>

Fwd: Confidential

1 message

Linda Groen <linda.groen@cbc.ca>
To: Seema Patel <seema.patel@cbc.ca>

Thu, Mar 6, 2014 at 2:42 PM

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

From: **Jack Nagler** <jack.nagler@cbc.ca>
Date: Tue, Dec 3, 2013 at 8:48 AM
Subject: Fwd: Confidential
To: "Groen, Linda" <linda.groen@cbc.ca>

Guess we should talk!

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

From: **Jennifer McGuire** <jennifer.mcguire@cbc.ca>
Date: Tue, Dec 3, 2013 at 11:37 AM
Subject: Confidential
To: FIONA CONWAY <fiona.conway@cbc.ca>, Mark Harrison <mark.harrison@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, Linda Groen <linda.groen@cbc.ca>, DAVID WALMSLEY <david.walmsley@cbc.ca>, Jonathan Whitten <jonathan.whitten@cbc.ca>

Hi there,

Jennifer

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

From: **CBC Ombudsman** <ombudsman@cbc.ca>
Date: Tue, Dec 3, 2013 at 10:46 AM
Subject: Re: Rex Murphy

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

Dear

I write to acknowledge your email. The first step in the process is to share it with the General Manager and Editor in Chief of CBC News, Jennifer McGuire. She will be able to answer some of your questions. If you are not satisfied with the response, you may ask me to review the matter.

Sincerely,

Esther Enkin
CBC Ombudsman
ombudsman@cbc.ca
www.cbc.ca/ombudsman

 Radio-Canada

On Mon, Dec 2, 2013 at 3:53 PM,

wrote:

Attention: Esther Enkin - CBC Ombudsman

I would just like to be clear on the CBC editorial policy regarding news personalities giving speeches. I note that recently in Banff, Mr. Rex Murphy gave a rousing speech to pipeline builders at the Bennett Jones Lake Louise World Cup Business Forum in support of the multibillion-dollar projects they are trying to build. Fine, it is a free country and Rex is free to do so. However, my questions are these:

1. What is the CBC policy on key news personalities within your organization giving partisan speeches for money?
2. How much did he get paid?
3. Is that amount available for public disclosure?
4. Does this contradict CBC editorial policy on objectivity?

The next time the CBC's Cross Country Checkup has a program on the oil sands, pipelines, etc., will Rex be the moderator? If so, how can he maintain his objectivity? Will he be upfront at the beginning of the show and express his bias?

News personalities should maintain the essence of impartiality otherwise people are jaded as to their objectivity and eventually consider them a "shell" for their sponsor.

Sincerely,

—
Jennifer McGuire

2/5/2014

CBC Radio-Canada Mail - Fwd: Confidential

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Fwd: chat

1 message

Linda Groen <linda.groen@cbc.ca>
To: Seema Patel <seema.patel@cbc.ca>

Thu, Mar 6, 2014 at 2:35 PM

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

From: **Jack Nagler** <jack.nagler@cbc.ca>
Date: Mon, Feb 3, 2014 at 12:11 PM
Subject: Re: chat
To: Linda Groen <linda.groen@cbc.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>, Chris Straw <Chris.Straw@cbc.ca>

Hi....

j

On Mon, Feb 3, 2014 at 3:04 PM, Linda Groen <linda.groen@cbc.ca> wrote:

Hi,

linda

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

From: **Charles Shanks** <charles.shanks@cbc.ca>
Date: Mon, Feb 3, 2014 at 2:37 PM
Subject: chat
To: Linda Groen <linda.groen@cbc.ca>

Hi Linda,

Charles

s.19(1)

s.21(1)(a)

s.21(1)(b)

000480

Fw: Speaking engagements

1 message

Chris Straw <chris.straw@cbc.ca>

Thu, Apr 24, 2014 at 2:25 PM

To: Linda Groen <linda.groen@cbc.ca>, Seema Patel <seema.patel@cbc.ca>

Some interesting questions we should discuss.

C

From: Brian Goldman**Sent:** Thursday, April 24, 2014 2:23 PM**To:** Chris Straw**Reply To:** Brian Goldman**Subject:** Re: Speaking engagements

Hi Chris,

Got your email, and I will of course be happy to comply with this laudatory initiative. I have some questions that relate to my individual circumstances:

I may have other questions later on, but these are the main ones that come to mind.

Brian

On Thu, Apr 24, 2014 at 1:12 PM, Chris Straw <chris.straw@cbc.ca> wrote:

Hello,

I am writing this to all on air hosts in Network Talk. I want to make sure that you have seen Jennifer McGuire's latest post on the CBC editor's blog. In it she explains the approach we are taking in the area of outside appearances and speaking engagements.

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/04/review-of-speaking-engagements.html>

As you can see from the blog post, we have identified some gaps in our process that allowed some people to perceive conflicts of interest. Our content is fine. But perception matters. So we're tightening the process, and the way we interpret our policies.

I want to make sure that each of you understands your obligation in this regard. If and when you're invited to make a speech or play a role in an outside event, our policies require that you seek formal approval in advance.

This is a requirement for all on air hosts.

To facilitate this process I ask that you fill out the attached form for each request and forward it to your direct manager. This applies to both paid and unpaid events.

As you will have read in Jennifer's note, we are committing to disclosing the information publicly on a CBC web page and we will rely on accurate information from you.

We will commit to reviewing the requests and letting you know if it is approved or not as quickly as possible.

I want to be clear that the outreach you all do has tremendous value to CBC. Our approach will be to protect your right to be compensated for the work you do outside the office, while doing more to protect the CBC's reputation and credibility with our audience.

If you have any specific questions, please don't hesitate to ask.

Thank you,

Chris

—

Chris Straw
Senior Director, Network Talk
CBC Radio

416 205 8779

—

Brian Goldman
Host, White Coat, Black Art
CBC Radio One
416-205-2375 - phone
416-822-5044 - cellular

Draft note to hosts re speaking engagements.

1 message

Chris Straw <chris.straw@cbc.ca>

Thu, Apr 24, 2014 at 8:21 AM

To: Linda Groen <linda.groen@cbc.ca>, Lynda Shorten <lynda.shorten@cbc.ca>, Seema Patel <seema.patel@cbc.ca>, Jeff Ulster <jeff.ulster@cbc.ca>

Cc: Chris Boyce <chris.boyce@cbc.ca>

Hi, Jennifer McGuire will be releasing her blog post on the subject of speaking engagements today at 11:00. Around that time I will be writing to all of our hosts in Network Talk, asking them to read the post and outlining their expectations. Please look over this draft note and let me know if you have any concerns or suggestions.

Thanks

C

Hello,

I am writing this to all on air hosts in Network Talk. I want to make sure that you have seen Jennifer McGuire's latest post on the CBC editor's blog. In it she explains the approach we are taking in the area of outside appearances and speaking engagements.

(insert link)

As you can see from the blog post, we have identified some gaps in our process that allowed some people to perceive conflicts of interest. Our content is fine. But perception matters. So we're tightening the process, and the way we interpret our policies.

I want to make sure that each of you understands your obligation in this regard. If and when you're invited to make a speech or play a role in an outside event, our policies require that you seek formal approval in advance.

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quickly as possible.

I want to be clear that the outreach you all do has tremendous value to CBC . Our approach will be to protect your right to be compensated for the work you do outside the office, while doing more to protect the CBC's reputation and credibility with our audience.

If you have any specific questions, please don't hesitate to ask.

Thank you

Chris

—

Chris Straw
Senior Director, Network Talk
CBC Radio

416 205 8779

**Pages 485 to / à 490
are withheld pursuant to section
sont retenues en vertu de l'article**

19(1)

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

ON AIR STAFF SPEAKING ENGAGEMENTS PROCESS

s.19(1)
s.21(1)(a)

Fwd: "Active discussions"

1 message

Chuck Thompson <chuck.thompson@cbc.ca> Wed, Feb 19, 2014 at 9:50 AM
To: Chris Straw <chris.straw@cbc.ca>, "Groen, Linda" <linda.groen@cbc.ca>
Cc: Gino Apponi <gino.apponi@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, "Nagler, Jack" <jack.nagler@cbc.ca>, Chris Ball <chris.ball@cbc.ca>

Hi Linda and Chris,

Here's the response I sent to last night and I'll send his reply back to me next.

Chuck

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

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

From: **Chuck Thompson** <chuck.thompson@cbc.ca>
Date: Tue, Feb 18, 2014 at 9:17 PM
Subject: Re: "Active discussions"
To:

Discussions have been underway for a while now and we should know the outcome in the next few weeks. The conversations are inclusive and beyond that, I have no further updates at this time.

Sent from my BlackBerry 10 smartphone on the Rogers network.

Original Message

From:
Sent: Tuesday, February 18, 2014 7:20 PM
To: Chuck Thompson;
Reply To:
Subject: "Active discussions"

Mr. Thompson,

I understand that the CBC is holding "active discussions" to revise its disclosure policy regarding so-called freelancers, including Rex Murphy.

Would you please answer the following questions.

1. When did these discussions begin?
2. Who is involved in these discussions?
3. What role is Mr. Murphy and other CBC "freelancers" playing in these discussions?
4. What prompted the discussions to begin?

5. What changes to the disclosure policy - including, but not limited to speaking fees - are being discussed?
6. When will the CBC announce the results of its discussions?

Thank you for your prompt attention to this matter.

**Fwd: Re: Messages / Q&A for Speaking Engagements
(bill.chambers@cbc.ca)**

1 message

Chris Boyce <chris.boyce@cbc.ca>
To: Chris Straw <chris.straw@cbc.ca>

Fri, Mar 14, 2014 at 6:00 PM

Fyi.

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

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

Date: Mar 14, 2014 5:39 PM

Subject: Re: Messages / Q&A for Speaking Engagements (bill.chambers@cbc.ca)

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

Cc: "bill.chambers@cbc.ca" <bill.chambers@cbc.ca>, "Chris Boyce" <chris.boyce@cbc.ca>, "Whitten, Jonathan" <jonathan.whitten@cbc.ca>, "McGuire, Jennifer" <jennifer.mcguire@cbc.ca>, "Chris Ball" <chris.ball@cbc.ca>, "jack.nagler@cbc.ca" <jack.nagler@cbc.ca>, "fiona.conway@cbc.ca" <fiona.conway@cbc.ca>, "Bonnie Brownlee" <bonnie.brownlee@cbc.ca>

On Mar 14, 2014, at 5:03 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

Sent from my BlackBerry 10 smartphone on the Rogers network.**From:** Bill Chambers**Sent:** Friday, March 14, 2014 4:30 PM**To:** Chuck Thompson (Google Drive)**Reply To:** Bill Chambers**Cc:** Heather Conway; Chris Boyce; Whitten, Jonathan; McGuire, Jennifer; Chris Ball;
jack.nagler@cbc.ca; fiona.conway@cbc.ca; Bonnie Brownlee**Subject:** Re: Messages / Q&A for Speaking Engagements (bill.chambers@cbc.ca)

Hey Chuck (or Chris if Chucks already gone),

But have a good holiday anyway. You'll be happy to know there are things to do when you get back.

Best,
B

On Fri, Mar 14, 2014 at 2:22 PM, Chuck Thompson (Google Drive) <chuck.thompson@cbc.ca> wrote:

I've shared an item with you.

Hi all,

Here's a first draft of messaging and potential Q&A's regarding speaking engagements for Jenniifer (and anyone else who needs them) as we get set for interviews the week of March 24th. Gino is working on a more detailed rollout that will include Jennifer going on AIH, talking to the Globe, updating her blog and someone from her team going on Q's media panel. I believe I've captured the most relevant points we want to make but please feel free to weigh in as you see fit. I'm off next week but will review the document when I'm back.

Thanks,
Chuck

 Messages / Q&A for Speaking Engagements

Google Drive: create, share and keep all of your stuff in one place.



W. B. Chambers

Vice président/Vice-President,

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

CBC/Radio-Canada

tel. 613 288-6181

cell. 416 427-8485

e: bill.chambers@cbc.ca

visit: www.cbc.radio-canada.ca

Fwd: Rex

1 message

Chris Boyce <chris.boyce@cbc.ca>

Wed, Apr 2, 2014 at 11:35 AM

To: MURRAY MACMILLAN <murray.macmillan@cbc.ca>

Amanda is away, so Arelene is handling Jen's calendar. The goal is to find 30 min for me, Jen, Chris and Linda to meet some time on either Thurs or Fri this week. I know it's going to be tough.

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

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

Date: Wed, Apr 2, 2014 at 11:31 AM

Subject: Re: Rex

To: Chris Boyce <chris.boyce@cbc.ca>

Cc: Amanda Pyle <amanda.pyle@cbc.ca>, MURRAY MACMILLAN <murray.macmillan@cbc.ca>

Hi Chris,

I have the SMDs in during the News and Centres time to discuss the business plan rollout so that time is spoken for but I will have Arlene find us another window.

Jen

On Wed, Apr 2, 2014 at 11:28 AM, Chris Boyce <chris.boyce@cbc.ca> wrote:

Hi Jen,

As we get closer to roll out next week, we're working through the possible scenarios around Rex and Checkup. Obviously I want to make sure you are comfortable with the options we're looking at, that we're consistent with how the policy is being applied in News and that because he works on The National and Checkup that we move in tandem.

It would be great if me, Chris, Linda and you were able to get together to discuss. I see that your News & Centres SMT is cancelled tomorrow. Any chance you're free tomorrow at 10?

C.

Chris Boyce

CBC | Executive Director, Radio & Audio

@chrisoboyce | chris.boyce@cbc.ca | 416-205-2462

—
Jennifer McGuire

General Manager and Editor in Chief,

CBC News and Centres

jennifer.mcguire@cbc.ca

Amanda Pyle

Executive Assistant

5/5/2014

CBC Radio-Canada Mail - Fwd: Rex

amanda.pyle@cbc.ca

Goldhawk

1 message

Wed, Mar 5, 2014 at 12:26 PM

To: Chris Straw <Chris.Straw@cbc.ca>

Hey--

I'm no lawyer, but I just read the abstract of the Goldhawk case, about which I had entirely forgotten, but remembered as I read.

I don't think the issues raised in that case are germane to whether or not the CBC can require one of its employees to not take money for speaking engagements—or even to forego those speaking engagements altogether. There may be case law that is relevant, but it would probably be more in the field of employment contracts and exclusivity than in the areas raised by the Goldhawk decision.

Goldhawk's activities, the court ruled, were intrinsic to his position with the union. Further, it was not seized with the question of whether it is permissible for him to take money for outside activities from a third party, as is the case in both the Mansbridge and Murphy questions.

Not to say that Jennifer doesn't have a tough decision to make, but I don't think the Goldhawk decision is of any assistance to her one way or the other.

Cheers,

Fwd: your blog response

1 message

Linda Groen <linda.groen@cbc.ca>
To: Chris Straw <Chris.Straw@cbc.ca>
Cc: Lynda Shorten <lynda.shorten@cbc.ca>

Fri, Feb 7, 2014 at 12:29 PM

fyi
Had a long conversation with Jennifer about this. She is responding to the note. I will talk to Carol at some point.
Rex called as well.

I

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

From: **Jennifer McGuire** <jennifer.mcguire@cbc.ca>
Date: Fri, Feb 7, 2014 at 11:37 AM
Subject: Fwd: your blog response
To: Linda Groen <linda.groen@cbc.ca>

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

From: **Carol Off** <carol.off@cbc.ca>
Date: Fri, Feb 7, 2014 at 11:32 AM
Subject: your blog response
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Robin Smythe <robin.smythe@cbc.ca>, John Perry <john.perry@cbc.ca>, Linda Groen <groenl@toronto.cbc.ca>, "Adam Killick <adam.killick@cbc.ca>" <adam.killick@cbc.ca>

Dear Jennifer

Thank you for our blog posting. As with all provocative subjects concerning ethics, it understandably raises as many questions as it answers.

I think this is an opportunity for CBC to explain and account for its policies to a wider audience and that is what the interview with As It Happens would allow. This is something that BBC does all the time to great effect. People in GB respond in droves, and a lively debate often ensues. It keeps the BBC fresh and accountable.

All the best
Carol

—

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

Fwd: Speaking Engagements Backgrounder (chris.straw@cbc.ca)

1 message

Chris Straw <chris.straw@cbc.ca>
To: Linda Groen <linda.groen@cbc.ca>

Fri, Mar 21, 2014 at 1:49 PM

Hi

This is a confidential draft of where we are going with the Speaking Engagement Issue. We will discuss with CB at 9:00 on Monday.

I am also preparing a list of related questions that the three of us need to discuss in relation to this. I will send that soon.

thanks

C

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

From: **Gino Apponi (Google Drive)** <gino.apponi@cbc.ca>
Date: Wed, Mar 19, 2014 at 11:21 AM
Subject: Speaking Engagements Backgrounder (chris.straw@cbc.ca)
To: chris.straw@cbc.ca
Cc: chris.boyce@cbc.ca

I've shared an item with you.

Hello,
Please treat these as draft. Let me know if you have any questions..

 **Speaking Engagements Backgrounder**

Google Drive: create, share, and keep all your stuff in one place.



—
Chris Straw
Senior Director, Network Talk
CBC Radio

416 205 8779

Re: Follow up story about Rex Murphy

1 message

Chuck Thompson <chuck.thompson@cbc.ca>

Wed, Feb 19, 2014 at 4:56 PM

To: Linda Groen <linda.groen@cbc.ca>

Cc: Chris Straw <chris.straw@cbc.ca>, Chris Boyce <chris.boyce@cbc.ca>, Chris Ball <chris.ball@cbc.ca>

Thanks, just sent a proposed response.

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

On Wed, Feb 19, 2014 at 4:47 PM, Linda Groen <linda.groen@cbc.ca> wrote:

This Saturday.

..... and do you need me to be more specific about the expenses for the trip Chuck? Our business manager is back tomorrow and can go back and look.

linda

On Wed, Feb 19, 2014 at 4:42 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

Thanks and great to hear he's doing the column. Timing for that?

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

On Wed, Feb 19, 2014 at 4:40 PM, Linda Groen <linda.groen@cbc.ca> wrote:

linda

On Wed, Feb 19, 2014 at 4:19 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

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

s.19(1)

s.21(1)(a)

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

From:
Date: Wed, Feb 19, 2014 at 3:02 PM
Subject: Re: Follow up story about Rex Murphy
To: Chuck Thompson <chuck.thompson@cbc.ca>

chuck,
thanks. a few follow ups:
-just to confirm: CBC picked up Murphy's incidental costs (hotel, meals, etc) while convention paid for his flight?
- did CBC ascertain whether murphy was paid for speaking engagement, and did CBC disclosing that was not necessary, or was there no such discussion.
again, thanks,
ss

On Wed, Feb 19, 2014 at 2:30 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

Hi

The internal discussions are focused on disclosure and we should have an update (coming out of those conversations) in the next few weeks. If anything else comes up before then, I'll let you know. With respect to your second question, CCC had been looking to do a remote from the North about northern development for some time. While the show was exploring various options, Rex was asked to speak at the convention and given the logistics of having to get him there twice, a decision was taken to head to Inuvik at the same time. As I understand it, Rex's airfare was paid for by the convention but I'm not aware of any other expenses they may have picked up.

Best,
Chuck

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

On Wed, Feb 19, 2014 at 9:58 AM,
wrote:

Chuck,

We're filing a follow up story on CBC review involving conflict of

000503

interest issue policy, announced following this:

<http://www.pressprogress.ca/en/post/rex-murphy-and-big-oil-friends-benefits>

A have a few questions for our follow up:

1. What is expected timeline for review, eg when we can expect to hear resolution of review, and any policies that flow from it?
2. with respect to this CBC cross country check up (also see poster attached) on June 9, 2013 in Inuvik, which coincided with Murphy speaking engagement:

Murphy was a keynote speaking at the 2013 Inuvik Petroleum Show, an event sponsored by major oil players. This also happened to coincide with a live broadcast of CBC's Cross Country Checkup from Inuvik on the topic of northern development. Talk about good timing. Did CBC incur all costs related to trip to Inuvik to broadcast the show from there? Or were Murphy's expenses (flight, accomodation and related expenses) paid by third party related to his speaking engagement.

My deadline is today.

Thanks,

--

Inline image 1

Re: Draft note to hosts re speaking engagements.

1 message

Linda Groen <linda.groen@cbc.ca> Thu, Apr 24, 2014 at 8:58 AM
To: Chris Straw <chris.straw@cbc.ca>
Cc: Lynda Shorten <lynda.shorten@cbc.ca>, Seema Patel <seema.patel@cbc.ca>, Jeff Ulster <jeff.ulster@cbc.ca>, Chris Boyce <chris.boyce@cbc.ca>

Hi Chris,

See you in a few minutes.

On Thu, Apr 24, 2014 at 8:21 AM, Chris Straw <chris.straw@cbc.ca> wrote:

Hi, Jennifer McGuire will be releasing her blog post on the subject of speaking engagements today at 11:00. Around that time I will be writing to all of our hosts in Network Talk, asking them to read the post and outlining there expectations. Please look over this draft note and let me know if you have any concerns or suggestions.

Thanks

C

Hello,

I am writing this to all on air hosts in Network Talk. I want to make sure that you have seen Jennifer McGuire's latest post on the CBC editor's blog. In it she explains the approach we

are taking in the area of outside appearances and speaking engagements.

(insert link)

As you can see from the blog post, we have identified some gaps in our process that allowed some people to perceive conflicts of interest. Our content is fine. But perception matters. So we're tightening the process, and the way we interpret our policies.

I want to make sure that each of you understands your obligation in this regard. If and when you're invited to make a speech or play a role in an outside event, our policies require that you seek formal approval in advance.

This is a requirement for all on air hosts.

To facilitate this process I ask that you fill out the attached form for each request and forward it to your direct manager. This applies to both paid and unpaid events.

As you will have read in Jennifer's note, we are committing to disclosing the information publicly on a CBC web page and we will rely on accurate information from you.

We will commit to reviewing the requests and letting you know if it is approved or not as quickly as possible.

I want to be clear that the outreach you all do has tremendous value to CBC . Our approach will be to protect your right to be compensated for the work you do outside the office, while doing more to protect the CBC's reputation and credibility with our audience.

If you have any specific questions, please don't hesitate to ask.

Thank you

Chris

—
Chris Straw
Senior Director, Network Talk
CBC Radio

416 205 8779

Re: Disclosure on speaking engagements

1 message

Chris Boyce <chris.boyce@cbc.ca>

Wed, Apr 9, 2014 at 2:24 PM

To: "Mr Chris J Straw, Unit 1" <chris.straw@cbc.ca>

Cc: Seema Patel <seema.patel@cbc.ca>, Linda Groen <linda.groen@cbc.ca>

Yes, I am fine with that.

Chris Boyce

CBC | Executive Director, Radio & Audio

@chrisoboyce | chris.boyce@cbc.ca | 416-205-2462

On Apr 9, 2014 12:58 PM, "Chris Straw" <chris.straw@cbc.ca> wrote:

CB do you agree?

C

On Wed, Apr 9, 2014 at 12:16 PM, Bob McDonald <bob.mcdonald@cbc.ca> wrote:

Hi Chris

Let me know what you think.

Bob

—

Chris Straw

Senior Director, Network Talk

CBC Radio

416 205 8779

Re: Contact for adding a tab/page to CBC.ca?

1 message

Murray MacMillan <murray.macmillan@cbc.ca>

22 April 2014 12:28

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

Hi Arlene,

Chris isn't able to attend at that time, but Jeff Ulster will be his delegate.

Thanks,
-Murray

On 22 April 2014 10:20, Arlene Matthews <arlene.matthews@cbc.ca> wrote:

Hi Everyone: I'm trying to find sometime for you all to meet, here are some options, please let me know what might work for you....

Wednesday April 23rd - 11:00 am or 12:30 pm (30 mins)

Let me know,
Arlene

On Thu, Apr 17, 2014 at 3:16 PM, Chris Straw <chris.straw@cbc.ca> wrote:

Please include Jeff Ulster too

Thanks

X

From: Gino Apponi**Sent:** Thursday, April 17, 2014 3:13 PM**To:** David Oille; Chris Straw**Reply To:** Gino Apponi**Cc:** LESLIE WASSERMAN; Tessa Sproule; HILARY MCCANN; AZADEH CHOBAK; Arlene Matthews**Subject:** Re: Contact for adding a tab/page to CBC.ca?

Ok will do. Everyone on this list? I will add Chris Straw from radio who also has an interest.

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

On Thu, Apr 17, 2014 at 2:41 PM, David Oille <david.oille@cbc.ca> wrote:

Hi Gino,

I've briefed Leslie Wasserman about the possibility of adding this info to the CBC Connects site and we agree that it would be worthwhile meeting to discuss this further, and having Tessa there so we can consider this in relation to cbc.ca. I'd also like to attend to help determine the best way to position this for employees once it goes live.

Could you set up a meeting for sometime next week?

Thanks

David

David Oille

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

On Thu, Apr 17, 2014 at 11:17 AM, Gino Apponi <gino.apponi@cbc.ca> wrote:

Hi there,

Willing talk more/set something up about it if this is the group that needs to be involved.

Please let me know.

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

On Thu, Apr 17, 2014 at 10:16 AM, David Oille <david.oille@cbc.ca> wrote:

Thanks Tessa.

I've copied Gino so that he can provide further context about this request.

Regards,

David

David Oille

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

On Thu, Apr 17, 2014 at 9:22 AM, Tessa Sproule <tessa.sproule@cbc.ca> wrote:

Hi,
I'd suggest
Best,
Tessa

Tessa Sproule | Director, Digital | Content Office | CBC English Services
tessa.sproule@cbc.ca | (416) 205-8572 | @TessaSproule

On Thu, Apr 17, 2014 at 9:17 AM, <hilary.mccann@cbc.ca> wrote:

Hi,
Tessa (cc'd here) would be the place to start with this.

Thanks
H

Hilary McCann
Senior Account Manager
Scripted Programming CMB
P-416-205-3009
C-416-997-6506

From: David Oille
Sent: Thursday, April 17, 2014 9:12 AM
To: AZADEH CHOBAK
Cc: HILARY MCCANN
Subject: Fwd: Contact for adding a tab/page to CBC.ca?

Hi Azadeh,
In Hilary's absence, can you advise?
Thanks

David

----- Forwarded message -----
From: "David Oille" <david.oille@cbc.ca>
Date: Apr 16, 2014 4:57 PM
Subject: Contact for adding a tab/page to CBC.ca?
To: "HILARY MCCANN" <hilary.mccann@cbc.ca>
Cc:

Hi Hilary,

Thanks

David

David Oille

Senior Manager, Public Relations
Communications, Marketing and Brand
CBC English Services

T: (416) 205-3191

C: (416) 561-7537

david.oille@cbc.ca

Murray MacMillan | Executive Assistant | CBC Radio & Audio | Canadian Broadcasting Centre | 2G214 | Toronto | (416) 205-6279 | fax (416) 205-3573



Chris Straw <chris.straw@cbc.ca>

Re: CATEGORIES OF EMPLOYEES (chris.straw@cbc.ca)

1 message

Chris Straw <chris.straw@cbc.ca>

Fri, May 2, 2014 at 9:09 AM

To: "Gino Apponi (Google Docs)" <gino.apponi@cbc.ca>

Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>

Hi Gino, I have made some notes. There are changes I would recommend as regards Network Talk people. Can we have a quick chat to go over them.

C

On Thu, May 1, 2014 at 6:12 PM, Gino Apponi (Google Docs) <gino.apponi@cbc.ca> wrote:

I've shared an item with you.

Hello,

Please take a look at the attached. It is a rough draft that may help us have the conversation moving forward about how the approvals and disclosures will work for all classes of employees.

 CATEGORIES OF EMPLOYEES

Snapshot of the item below:

ON AIR STAFF SPEAKING ENGAGEMENTS PROCESS

Google Docs: Create and edit documents online.



—
Chris Straw
Senior Director, Network Talk
CBC Radio
416 205 8779

Re: a suggestion

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Wed, Apr 2, 2014 at 9:30 AM

To: Carol Off <carol.off@cbc.ca>

Cc: Jack Nagler <jack.nagler@cbc.ca>, Chris Straw <chris.straw@cbc.ca>, Linda Groen <linda.groen@cbc.ca>

Hi Carol,

Thanks for the note. As Chris might mention to you, we are absolutely moving to disclosure as one of the pieces of this review.

Not only of paid activity but all activity. So we are aligned on this. Jen

On Wed, Apr 2, 2014 at 9:26 AM, Carol Off <carol.off@cbc.ca> wrote:

Hi all

I know you are working hard on the new policy for CBC people doing private events. I just have a suggestion.

C.

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

Amanda Pyle

5/5/2014

CBC Radio-Canada Mail - Re: a suggestion

Executive Assistant
amanda.pyle@cbc.ca

Pre-release - Outside Appearances

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>
To: ES SMT Members <es-smt-members-grp@cbc.ca>

Thu, Apr 24, 2014 at 11:11 AM

Hello,

This is a prerelease to you of the blog post we are releasing today about outside appearances. It also includes some of the material that we have been using and communicating internally.

Let me know if you have any questions.

—

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



OUTSIDE APPEARANCES BLOG POST and documents.docx

180K

NOTES - Leaders' Meeting, March 5, 2014

1 message

Donna Hymers <donna.hymers@cbc.ca>

Fri, Mar 7, 2014 at 10:28 AM

To: Leaders Mtg Network Talk <leaders-mtg-network-talk-grp@cbc.ca>

Paddi-Anne Crossin, Manager Moderation and Community Management

When it comes to the Facebook the environment is evolving. PA is working with CBC Legal to better understand the risks, but for now less moderation is probably better. PA is available for consultation.

paddi-anne.crossin@cbc.ca

Chris - Speakers Policy

We've been asking the leaders and hosts about paid for speaking engagements that they've done. There's a process being led by Jennifer McGuire about the work we can and can't do. There's the collective agreement and management agreements both internally and externally. Jennifer will be communicating the outcome when she's reached her conclusions. The requirements now are that paid outside work requires prior authorization. We're tracking information whether it's paid or unpaid for any staffers and want to be advised in advance. e.g. writing for magazines. Take a look at the journalistic policy regarding conflict of interest.

Monday 9:00 Meeting

1 message

Chris Straw <chris.straw@cbc.ca>

Fri, Mar 21, 2014 at 3:20 PM

To: Chris Boyce <chris.boyce@cbc.ca>, Linda Groen <linda.groen@cbc.ca>

Cc: Chris Straw <chris.straw@cbc.ca>

Hi

Here are some further notes and questions for our Monday morning meeting about Talent and Speaking engagements.

C

FREELANCE HOSTS:

Jennifer Recommends:

JSP:

Jennifer recommends that JSP already applies to The Current, AIH, TSE, CCCU (and I would say Day 6 and The 180)

Here's a list of all the hosts for our reference:

AMT

Carol Off

* Jeff Douglas *

Jim Brown

Michael Enright

Jian Gimeshi

Brent Bambury

Rex Murphy

Bob MacDonald

Paul Kennedy

Nora Young

Brian Goldman

Soo Yin Lee

Shelagh Rogers

Eleanor Wachtel

Bernie St Laurent

Mary Hines

Stuart McLean

Terry O'reilly

Steve Patterson

Ali Hassan

2/5/2014

CBC Radio-Canada Mail - Monday 9:00 Meeting

—

Chris Straw
Senior Director, Network Talk
CBC Radio

416 205 8779

JSP

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Wed, Feb 5, 2014 at 3:39 PM

To: Chuck Thompson <chuck.thompson@cbc.ca>, Linda Groen <linda.groen@cbc.ca>, Chris Straw <Chris.Straw@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, FIONA CONWAY <fiona.conway@cbc.ca>

Here is the appropriate section of JSP and the Corporate policy. Jen



Journalistic Standards and Practices

CONFLICT OF INTEREST>Introduction

Introduction

Our credibility is the foundation of our reputation. The credibility of our news, current affairs and public affairs programs rests on the reputation of its journalists who are, and are seen to be, independent and impartial.

The integrity of the organization is ultimately shaped by the individual integrity and conduct of everyone, in their work, and in their outside activities.

To preserve that independence, all employees involved in the creation of content that is subject to *Journalistic Standards and Practices* must carefully consider what organizations they are publicly associated with. They should be mindful that public statements, whether face-to-face or through social media, may create the impression of partisanship or of advocacy for a cause. If we believe there could be a conflict of interest, we inform our supervisor.

In particular, if an employee is asked to participate as a speaker, panelist or moderator for an outside group or professional association, approval is needed from editorial management. This includes unpaid as well as paid participation. Before agreeing to write or contribute to a book, editorial management must be consulted and adherence to Guidelines for Employees Writing Books is required.

Conflict of Interest guidelines are spelled out in Corporate Policy 2.2.03 (Conflict of Interest and Ethics), 2.2.21 (Code of Conduct), and 2.2.17 (Political Activity). All people whose work is governed by our *Journalistic Standards and Practices* policies must read them and comply with their requirements. There may be other situations that create a potential conflict of interest. It is always wise to consult a supervisor if there is any doubt. The links to all Corporate policies that cover conflict of interest are provided in the section called “Links to Corporate Policies.”

-
- Relevant Collective Agreements

PERSON RESPONSIBLE FOR INTERPRETATION AND APPLICATION

Line management is responsible for the implementation of this policy, in consultation with Human Resources. All questions pertaining to the interpretation or application of this policy should be referred to the Vice-President of People and Culture or appointed delegate.

DEPARTMENT RESPONSIBLE TO UPDATE THIS WEBPAGE

Corporate Secretariat

PROCEDURES AND GUIDELINES

Guiding principles and ethics in the daily conduct of CBC/Radio-Canada employees.

1. No conflict should exist or appear to exist between the private interests of CBC/Radio-Canada employees and their official duties.
2. All employees shall place and appear to place the interests of their employer above their own interests.
3. Public funds must be spent with prudence and probity.
4. Employees may not use CBC/Radio-Canada premises, equipment, supplies or the corporate services of other CBC/Radio-Canada employees in furthering their personal interest.
5. Employees must not use their positions to further their personal interests.
6. Confidential information must not be used for employees' personal advantage either during or after their employment with the CBC/Radio-

Canada.

7. Employees should not invest in a company that might have an interest, direct or indirect, in any CBC/Radio-Canada contract, except in the case of a widely held public company whose dealings with the CBC/Radio-Canada do not represent a substantial portion of its total business.
8. Employees should not serve nor have direct or indirect interest in a company engaged with the CBC/Radio-Canada.
9. Employees must not place themselves in a position where they could derive any direct or indirect benefit or interest from any CBC/Radio-Canada contracts.
10. Gifts, benefits, money or other special considerations offered to CBC/Radio-Canada employees to influence, obligate or appear to influence a CBC/Radio-Canada decision must be refused.
11. Employees must ensure that costs associated with duty entertainment, receptions and gifts are authorized by the designated senior officers and kept to a minimum.
12. Employees should accept only gifts or benefits of modest value distributed as advertising or goodwill gestures, or CBC/Radio-Canada employees may accept modest hospitality offered as a general courtesy during the conduct of normal business.
13. Suppliers of goods and services to CBC/Radio-Canada may not be solicited to provide gifts or other financial assistance for employee activities.
14. Employees must not accord preferential treatment to any person.
15. Employees may not engage in activities likely to bring CBC/Radio-Canada into disrepute.
16. Employees may not take a stand on public controversies if CBC's integrity would be compromised.
17. All employees share the responsibility to safeguard, protect and report the loss of, damage, misuse, or misappropriation of CBC/Radio-Canada property, equipment and assets, including those assets and/or paid services off CBC/Radio-Canada premises (refer to Corporate Policy 2.3.2 - *Assets*).
18. Employees shall not engage without permission in outside work which involves services in competition with the CBC/Radio-Canada, exploits their connection with the CBC/Radio-Canada or restricts their availability, efficiency or causes a conflict of interest with their CBC/Radio-Canada duties.
19. The duty to disclose and remove conflicts of interest rests with the employee.
20. All employees who collect, keep and use personal information as part of

their function must ensure that such information is protected as per the policies and procedures. Please refer to *Personal Information and Privacy Protection Policy*.

21. The President (or delegate) may permit exceptions to the application of the provisions of this policy if the interests of CBC/Radio-Canada are clearly better served.

—

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 M Blog Post

1 message

Chris Straw <chris.straw@cbc.ca>
To: Chris Boyce <chris.boyce@cbc.ca>

Tue, Apr 8, 2014 at 2:12 PM

Hi Here is the latest draft for Jenn's blog post. You will note it does not make any specific reference to radio hosts. You okay with that?

VERSION #7 – APRIL 7

REVIEW OF SPEAKING ENGAGEMENTS

—
Chris Straw
Senior Director, Network Talk
CBC Radio

416 205 8779

Re: Speaking engagements doc

1 message

Chris Straw <chris.straw@cbc.ca>

Fri, Mar 14, 2014 at 1:11 PM

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

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

Gino and I just talked, and I am good with the latest version of the doc.

Thanks

C

On Fri, Mar 14, 2014 at 10:01 AM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

Just circling back, are you both ok with the latest version before I circulate to the wider group?

Sent from my BlackBerry 10 smartphone on the Rogers network.

—

Chris Straw
Senior Director, Network Talk
CBC Radio

416 205 8779

Re:

1 message

Chris Straw <chris.straw@cbc.ca>
To: Jennifer Grant <jennifer.grant@cbc.ca>

Mon, Mar 17, 2014 at 12:50 PM

thank you

On Mon, Mar 17, 2014 at 12:30 PM, Jennifer Grant <jennifer.grant@cbc.ca> wrote:

Hi,

Only this clause:

"The Company agrees that **the Host will abide by the regulations, instructions, directions and program policies of CBC**, and conduct the Host's production activities herein so as to conform with the requirements of any collective agreements which CBC may have affecting performers, writers, musicians or employees."

"The Host will not engage in activities outside the terms of this Agreement which will involve services performed in direct competition with CBC or which exploit the Host's connection with CBC or which restrict the Host's availability to, or impair the Host's efficiency with CBC. CBC shall be the sole judge as to whether such activities are deemed to be in conflict with CBC's interests."

J

Chris Straw
Senior Director, Network Talk
CBC Radio

416 205 8779

Re: My questions

1 message

Fiona Conway <fiona.conway@cbc.ca>
To: Chris Straw <chris.straw@cbc.ca>

Wed, Feb 5, 2014 at 8:43 PM

I have no info to support this / I am just projecting.

Sent from my iPhone

On Feb 5, 2014, at 8:38 PM, Chris Straw <chris.straw@cbc.ca> wrote:

I see. Lets have a quick chat tomorrow.

From: Fiona Conway
Sent: Wednesday, February 5, 2014 8:36 PM
To: Chris Straw
Reply To: Fiona Conway
Subject: Re: My questions

I fear what we discussed earlier may be back on the table due to this ...

Sent from my iPhone

On Feb 5, 2014, at 8:24 PM, Chris Straw <chris.straw@cbc.ca> wrote:

Me too

From: Linda Groen
Sent: Wednesday, February 5, 2014 8:24 PM
To: jack.nagler@cbc.ca; Corey Black
Reply To: Linda Groen
Cc: Chuck Thompson; Gino Apponi; FIONA CONWAY; Chris Straw
Subject: Re: My questions

Thanks for this Jack.
For my part, I am good with it.
Linda

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Jack Nagler
Sent: Wednesday, February 5, 2014 8:00 PM
To: Corey Black
Reply To: Jack Nagler
Cc: Chuck Thompson; Gino Apponi; Linda Groen; FIONA CONWAY; Chris Straw
Subject: Re: My questions

6. How much was he paid?

7. Who paid for Mr. Murphy's speaking fee?

8. What other costs, including travel, accommodation were covered for Mr. Murphy in this case?

9. How much did those costs total?

10. Who paid?

11. Given the nature, tone and content of Mr. Murphy's remarks to the business forum, does CBC news management believe that by accepting money by a potential vested interest in a controversial matter, that Mr. Murphy has placed himself in a perceived, if not real, conflict of interest. If not, why not?

12. Given that Mr. Murphy described himself as a journalist in the speech, what ethical and journalistic obligation does CBC management and Mr. Murphy have in disclosing to his viewers and listeners on The National and Cross Country Check-up respectively, that prior to offering his opinion on issues surrounding the oil patch, that he has been previously paid by arguably a vested interest in this ongoing debate?

13. What is the CBC's policy regarding contract or full-time employees in the news and current affairs division accepting outside speaking engagements?

14. As a general rule, what steps, if any, does the CBC take in disclosing to its viewers and listeners that in this, and potentially other cases, that Mr. Murphy has been paid money - via speaking fees -- to offer an opinion on matters that he addresses on the public airwaves?

15. In particular, On Jan. 17, 2014 in his Point of View segment on The National, Mr. Murphy offered some pointed remarks about Canadian musician Neil Young's comments regards the oil sands development. Why did the CBC, nor Mr. Murphy disclose to its viewers before during or after his Jan. 17th appearance on The National that he had been commissioned to speak a business forum in support of that development?

16. If you deem it unnecessary for the CBC or Mr. Murphy to have disclosed this financial relationship before during or after his Jan. 17th appearance on The National, why not?

s.19(1)

17. On the January 30th broadcast of The National, chief correspondent Peter Mansbridge disclosed that one of the panelists on the At Issue panel, Bruce Anderson, had done work for a variety of political parties and that his daughter was currently working for Liberal Party leader, Justin Trudeau.

Why was that disclosure made?

Who decided that that disclosure needed to be publicly made?

18. What is Bruce Anderson's working relationship with the CBC?

19. If this disclosure was made in the interest of openness, transparency and to avoid any perceived or real conflict of interest in Mr. Anderson's case, why wasn't Mr. Murphy's speaking fee at the business forum disclosed to viewers before he made his remarks on Jan. 17th, 2014 regarding Neil Young?

On Wed, Feb 5, 2014 at 11:39 AM, Corey Black <corey.black@cbc.ca> wrote:

Hi there,

Below are answers for In yellow highlights are answers I do not have, which are mostly about Rex's relationship with the CBC, along with details concerning Bruce Anderson and The National. And whom should these answers be attributed to?

Thanks.
Corey

1. What is Mr. Murphy's working relationship with the CBC?

2. In late November 2013, Mr. Murphy delivered an 18 minute speech/address to the Lake Louise World Cup Business Forum. Were you aware that Mr. Murphy spoke at the forum?

3. Are you familiar with the content of Mr. Murphy's remarks at the forum?

4. The following is an excerpt from a press report regarding Mr. Murphy's speech: "The audience reaction showed they were ready for some plain talk from someone clearly on their side."
<http://www.calgaryherald.com/sports/Broadcaster+Murphy+tells+pipeline+builders+ashamed/9229414/story.html> Are you familiar with the audience that Mr. Murphy was reportedly on "the side" of?

5. Was Mr. Murphy paid to deliver his remarks?

6. How much was he paid?

7. Who paid for Mr. Murphy's speaking fee?

8. What other costs, including travel, accommodation were covered for Mr. Murphy in this case?

9. How much did those costs total?

10. Who paid?

11. Given the nature, tone and content of Mr. Murphy's remarks to the business forum, does CBC news management believe that by accepting money by a potential vested interest in a controversial matter, that Mr. Murphy has placed himself in a perceived, if not real, conflict of interest. If not, why not?

12. Given that Mr. Murphy described himself as a journalist in the speech, what ethical and journalistic obligation does CBC management and Mr. Murphy have in disclosing to his viewers and listeners on The National and Cross Country Check-up respectively, that prior to offering his opinion on issues surrounding the oil patch, that he has been previously paid by arguably a vested interest in this ongoing debate?

13. What is the CBC's policy regarding contract or full-time employees in the news and current affairs division accepting outside speaking engagements?

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15. In particular, On Jan. 17, 2014 in his Point of View segment on The National, Mr. Murphy offered some pointed remarks about Canadian musician Neil Young's comments regards the oil sands development. Why did the CBC, nor Mr. Murphy disclose to its viewers before during or after his Jan. 17th appearance on The National that he had been commissioned to speak a business forum in support of that development?

16. If you deem it unnecessary for the CBC or Mr. Murphy to have disclosed this financial relationship before during or after his Jan. 17th appearance on The National, why not?

17. On the January 30th broadcast of The National, chief correspondent Peter Mansbridge disclosed that one of the panelists on the At Issue panel, Bruce Anderson, had done work for a variety of political parties and that his daughter was currently working for Liberal Party leader, Justin Trudeau.

Why was that disclosure made?

Who decided that that disclosure needed to be publicly made?

18. What is Bruce Anderson's working relationship with the CBC?

19. If this disclosure was made in the interest of openness, transparency and to avoid any perceived or real conflict of interest in Mr. Anderson's case, why wasn't Mr. Murphy's speaking fee at the business forum disclosed to viewers before he made his remarks on Jan. 17th, 2014 regarding Neil Young?

On Tue, Feb 4, 2014 at 4:18 PM, Corey Black <corey.black@cbc.ca> wrote:

Hi all,

I'm currently in [redacted] but will be back tomorrow. I'll revise Jack's letter to reflect [redacted] specific questions, and will send it back to this group for final approval.

Thanks,
Corey

From: Chuck Thompson
Sent: Tuesday, February 4, 2014 3:02 PM
To: Gino Apponi
Reply To: Chuck Thompson
Cc: Linda Groen; FIONA CONWAY; Chris Straw; Jack Nagler; Corey Black
Subject: Re: My questions

I recommend Corey responds with a revised version of Jack's letter (see below) customized for [redacted] which speaks to most of his questions:

Thank you for your Dec. 2 letter to the CBC Ombudsman in which you raised some serious questions about Rex Murphy's speech to the Bennett Jones Lake Louise World Cup Business forum. Jennifer McGuire has asked me to respond on her behalf.

You were concerned that Mr. Murphy spoke out vocally in favour of oilsands development and certain pipeline projects. "News personalities," you wrote, "should maintain the essence of impartiality otherwise people are jaded as to their objectivity and eventually consider them a 'shell' for their sponsor."

You asked a series of questions regarding this particular event, and I will deal with each of them in course:

1. What is the CBC policy on key news personalities within your organization

giving partisan speeches for money?

2. Does this contradict CBC editorial policy on objectivity?

CBC journalists work under a well-developed, public set of guidelines we call our Journalistic Standards and Practices. You can see it for yourself at <http://www.cbc.radio-canada.ca/en/reporting-to-canadians/acts-and-policies/programming/journalism/>.

In the section marked **Opinion** we state, among other things, "CBC journalists do not express their own personal opinion because it affects the perception of impartiality and could affect an open and honest exploration of an issue."

There are, however, exceptions to this rule. We do engage with certain commentators in a freelance capacity, and in some instances they retain the right to speak publicly on issues. Among those who fall into this category are people such as David Suzuki, Kevin O'Leary and Rex Murphy.

Mr. Murphy plays two primary roles for the CBC: He is a commentator who does analysis of events – a role you see him in on The National. And he is the host of Cross Country Checkup on CBC Radio One. In that program, Mr. Murphy and his producers are well aware that the voices that need to be heard are those of the audience, not that of the host. Mr. Murphy will ask provocative, challenging questions to people of all stripes, and strives to keep any personal opinion out of his work.

In his outside activities, Mr. Murphy does express opinions on various matters. For instance, he does it in his columns for The National Post. He wrote one this past September in which he criticized Neil Young's stand on the oilsands, a theme he returned to in his speech at the Business Forum.

That's important as you consider the motivations behind Mr. Murphy's speech. He was expressing the same point of view that he did in print, or that he could potentially have expressed on the air. He was not a "paid shill" for an interest group. He was not there as a representative of the CBC, and he did not present himself as such. He was acting on his own, which he is entitled to do.

You ask if there is a contradiction here with our editorial policies. We would be wrong to not acknowledge that a tension exists. But Rex Murphy's status as a commentator is the exception, not the rule. We hire him in part to do analysis and express his views. That is what makes him great. And he has the right to pursue that side of his life when he is not at the CBC. What we ask of him is to ensure that his arguments are rooted in analysis of fact. Whatever you think about his conclusions on the wisdom of development in the energy sector, there's no question his views are rooted in thoughtful discourse, not kneejerk ideology.

3. How much did he get paid?

4. Is that amount available for public disclosure?

As a freelancer, the arrangements that Mr. Murphy made are his own. We are not aware of those arrangements, nor could we disclose them if we were.

5. The next time CBC's Cross Country Checkup has a program on the oil sands, pipelines, etc., will Rex be the moderator? If so, how can he maintain his objectivity? Will he be upfront at the beginning of the show and express his bias?

The short answer is that yes, we would allow Mr. Murphy to host his own program, even if it were covering the oilsands. We would also insist that he conduct himself with integrity, fairness and balance – the personal views of the host should not interfere with the ability of listeners to express whatever opinions they desire.

There is value to your suggestion that Mr. Murphy state his own views at the beginning of such a show. And we will consider that. There is a bit of a slippery slope here, though – it stands to reason that every host of every show on every station has a personal opinion on pretty much every topic they cover. Should every host “fess up” their inner beliefs on every topic? That doesn't seem wise, and it doesn't seem like great programming, either. But I understand your point of view. And it's one we'll give consideration.

Thank you again for your letter. I hope this response has reassured you of the integrity of our news service.

Finally, it is my responsibility to inform you that if you are not satisfied with this response, you may wish to submit the matter for review by the CBC Ombudsman, Esther Enkin. The Office of the Ombudsman - an independent and impartial body reporting directly to the President - is responsible for evaluating program compliance with the CBC's journalistic policies. Ms. Enkin may be reached by mail at the address shown below, or by fax at (416) 205-2825, or by e-mail at ombudsman@cbc.ca

Sincerely,

Jack Nagler,

Director of Journalistic Public Accountability and Integrity,

CBC News

Box 500, Station “A”,

Toronto, Ontario

M5W 1E6

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

On Tue, Feb 4, 2014 at 3:28 PM, Gino Apponi <gino.apponi@cbc.ca> wrote:
rolling Chuck Thompson into this.

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

On Tue, Feb 4, 2014 at 2:54 PM, Linda Groen <linda.groen@cbc.ca> wrote:
Hi Fiona,

This is further to the very rushed conversation we had after the NPCO meeting.

Thanks.

linda

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

From: **Gino Apponi** <gino.apponi@cbc.ca>
Date: Fri, Jan 31, 2014 at 4:11 PM
Subject: Re: My questions
To: Corey Black <corey.black@cbc.ca>
Cc: Alison Fraser <alison.fraser@cbc.ca>, Linda Groen <linda.groen@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>

Folding in Linda and Jack.

On Jan 31, 2014, at 4:09 PM, Corey Black <corey.black@cbc.ca> wrote:

Hi Gino,

Please see the email below from _____ who is writing a column for iPolitics about the views expressed by CBC journalists on air versus what they say in private or during their various speaking obligations.

_____ had emailed me earlier asking for Rex's email address, Rex declined, and _____.

Can you advise on how to proceed? There is a long set of questions for CBC management/editorial at the bottom.

Thanks.
Corey

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

From:

Date: Fri, Jan 31, 2014 at 3:59 PM

Subject: My questions

To: Corey Black <corey.black@cbc.ca>

Mr. Black:

As discussed, please find a list of preliminary questions for Mr. Murphy and his editors at the CBC.

For Mr. Murphy: (Please tell him that I would much prefer to have a direct exchange with him about this important matter.)

1. What is the nature of your working relationship with the CBC?
2. In late November 2013, you delivered an 18 minute speech/address to the Lake Louise World Cup Business Forum. How much were paid to deliver your remarks?
3. What other costs associated with your speech, including travel, airfare and per diem were covered by an outside party?
4. How much did those costs total?
5. Who paid the costs, including your speaking fee and other costs?
6. The following is an excerpt of a press report of your speech: "The audience reaction showed they were ready for some plain talk from someone clearly on their side."
Would you agree with this assessment of your speech? That is to say, that you were on "the side" of the audience largely comprised of oil patch supporters?

<http://www.calgaryherald.com/sports/Broadcaster+Murphy+tells+pipeline+builders+ashamed/9229414/story.html>

7. Given that you describe yourself as a journalist in the

speech, what ethical and journalistic obligation do you believe you have to disclose to CBC viewers and listeners who watch and listen to you on The National and Cross Country Check-up respectively, that when you offer opinion or do reporting on issues surrounding the oil patch, that you have been previously paid by one "side?"

8. Do you believe that by accepting money by a potential vested interest, that you have placed yourself in a perceived, if not real, conflict of interest. If not, why not?

9. In particular, On Jan. 17, 2014 in his Point of View segment on The National, you offered some pointed criticism about Canadian musician Neil Young's comments regarding the oil sands development. Why didn't the CBC, nor you disclose to viewers that you had been commissioned to speak at a business forum in support of that development?

10. If you deem it unnecessary for the CBC or you to have disclosed this financial relationship prior to your Jan. 17, 2014 Point of View segment, why not?

9. As a general rule, what steps, if any, do you believe the CBC should take in disclosing to its viewers and listeners that in this, and potentially other cases, you have been paid money - via speaking fees – to offer an opinion on matters that you address on the public airwaves?

10. On the January 30th broadcast of The National, Peter Mansbridge disclosed that one of the panelists on the At Issue panel, Bruce Anderson, had done work for a variety of political parties and that his daughter was currently working for Liberal Party leader, Justin Trudeau.

Do you believe that in the interests of openness, transparency, and full disclosure that this was the ethical and responsible thing to do from a journalistic point of view for the CBC to have done?

11. If you do, then do you believe that each time you speak on a topic on the public airwaves - either during your regular spot on The National or during your hosting duties on Cross Country Check up – that you have an ethical duty and responsibility to disclose that you have received monies in the form of a speaking fee from an outside party with a vested interest in the topic?

12. If you do not agree that you should be required to disclose such a financial relationship, why not?

For Mr. Murphy's CBC editors:

1. What is Mr. Murphy's working relationship with the CBC?

2. In late November 2013, Mr. Murphy delivered an 18 minute speech/address to the Lake Louise World Cup Business Forum. Were you aware that Mr. Murphy spoke at the forum?

3. Are you familiar with the content of Mr. Murphy's remarks at the forum?

4. The following is an excerpt from a press report regarding Mr. Murphy's speech: "The audience reaction showed they were ready for some plain talk from someone clearly on their side."

<http://www.calgaryherald.com/sports/Broadcaster+Murphy+tells+pipeline+builders+ashamed/9229414/story.html>

Are you familiar with the audience that Mr. Murphy was reportedly on "the side" of?

5. Was Mr. Murphy paid to deliver his remarks?

6. How much was he paid?

7. Who paid for Mr. Murphy's speaking fee?

8. What other costs, including travel, accommodation were covered for Mr. Murphy in this case?

9. How much did those costs total?

10. Who paid?

11. Given the nature, tone and content of Mr. Murphy's remarks to the business forum, does CBC news management believe that by accepting money by a potential vested interest in a controversial matter, that Mr. Murphy has placed himself in a perceived, if not real, conflict of interest. If not, why not?

12. Given that Mr. Murphy described himself as a journalist in the speech, what ethical and journalistic obligation does CBC management and Mr. Murphy have in disclosing to his viewers and listeners on The National and Cross Country Check-up respectively, that prior to offering his opinion on issues surrounding the oil patch, that he has been previously paid by arguably a vested interest in this ongoing debate?

13. What is the CBC's policy regarding contract or full-time employees in the news and current affairs division accepting outside speaking engagements?

14. As a general rule, what steps, if any, does the CBC take in disclosing to its viewers and listeners that in this, and potentially other cases, that Mr. Murphy has been paid money - via speaking fees - to offer an opinion on matters that he addresses on the public airwaves?

15. In particular, On Jan. 17, 2014 in his Point of View segment on The National, Mr. Murphy offered some pointed remarks about Canadian musician Neil Young's comments regards the oil sands development. Why did the CBC, nor Mr. Murphy disclose to its viewers before during or after his Jan. 17th appearance on The National that he had been

commissioned to speak a business forum in support of that development?

16. If you deem it unnecessary for the CBC or Mr. Murphy to have disclosed this financial relationship before during or after his Jan. 17th appearance on The National, why not?

17. On the January 30th broadcast of The National, chief correspondent Peter Mansbridge disclosed that one of the panelists on the At Issue panel, Bruce Anderson, had done work for a variety of political parties and that his daughter was currently working for Liberal Party leader, Justin Trudeau.

Why was that disclosure made?

Who decided that that disclosure needed to be publicly made?

18. What is Bruce Anderson's working relationship with the CBC?

19. If this disclosure was made in the interest of openness, transparency and to avoid any perceived or real conflict of interest in Mr. Anderson's case, why wasn't Mr. Murphy's speaking fee at the business forum disclosed to viewers before he made his remarks on Jan. 17th, 2014 regarding Neil Young?

As I said, these are preliminary questions. I likely will have others based upon the replies I receive to these questions.

Thanks for your help.

—

Corey Black | Publicist, News & Current Affairs, CBC

Communications, Marketing & Brand

205 Wellington Street W.

Toronto, ON | M5V 3G7

office: 416.205.8710 | **mobile:** 647.221.4133

corey.black@cbc.ca

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Corey Black | Publicist, News & Current Affairs, CBC

Communications, Marketing & Brand

205 Wellington Street W.

5/5/2014

CBC Radio-Canada Mail - Re: My questions

Toronto, ON | M5V 3G7

office: 416.205.8710 | **mobile:** 647.221.4133

corey.black@cbc.ca

Re: My questions

1 message

Jack Nagler <jack.nagler@cbc.ca>

Wed, Feb 5, 2014 at 10:16 PM

To: Corey Black <corey.black@cbc.ca>

Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Chuck Thompson <chuck.thompson@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, Linda Groen <linda.groen@cbc.ca>, FIONA CONWAY <fiona.conway@cbc.ca>, Chris Straw <Chris.Straw@cbc.ca>

At this point....let's regroup tomorrow.

On Wed, Feb 5, 2014 at 9:06 PM, Corey Black <corey.black@cbc.ca> wrote:

Thanks everyone for the comments.

If Jennifer is fine with the response, I will respond to before the end of the night.

Corey

On Wed, Feb 5, 2014 at 8:58 PM, Jack Nagler <jack.nagler@cbc.ca> wrote:

Hi...

Just realized Jennifer McGuire was not on this email chain. She should be folded in for sure.

j

On Wed, Feb 5, 2014 at 8:00 PM, Jack Nagler <jack.nagler@cbc.ca> wrote:

Hi, everyone.

On the front,

Thoughts??

jack

1. What is Mr. Murphy's working relationship with the CBC?

2. In late November 2013, Mr. Murphy delivered an 18 minute speech/address to the Lake Louise World Cup Business Forum. Were you aware that Mr. Murphy spoke at the forum?

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6. How much was he paid?

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8. What other costs, including travel, accommodation were covered for Mr. Murphy in this case?

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On Wed, Feb 5, 2014 at 11:39 AM, Corey Black <corey.black@cbc.ca> wrote:

Hi there,

Below are answers for In yellow highlights are answers I do not have, which are mostly about Rex's relationship with the CBC, along with details concerning Bruce Anderson and The National. And whom should these answers be attributed to?

Thanks.
Corey

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Reply To: Chuck Thompson

Cc: Linda Groen; FIONA CONWAY; Chris Straw; Jack Nagler; Corey Black

Subject: Re: My questions

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You were concerned that Mr. Murphy spoke out vocally in favour of oilsands development and certain pipeline projects. "News personalities," you wrote, "should maintain the essence of impartiality otherwise people are jaded as to their objectivity and eventually consider them a 'shill' for their sponsor."

You asked a series of questions regarding this particular event, and I will deal with each of them in course:

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own personal opinion because it affects the perception of impartiality and could affect an open and honest exploration of an issue.”

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That’s important as you consider the motivations behind Mr. Murphy’s speech. He was expressing the same point of view that he did in print, or that he could potentially have expressed on the air. He was not a “paid shill” for an interest group. He was not there as a representative of the CBC, and he did not present himself as such. He was acting on his own, which he is entitled to do.

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Finally, it is my responsibility to inform you that if you are not satisfied with this response, you may wish to submit the matter for review by the CBC Ombudsman, Esther Enkin. The Office of the Ombudsman - an independent and impartial body reporting directly to the President - is responsible for evaluating program compliance with the CBC's journalistic policies. Ms. Enkin may be reached by mail at the address shown below, or by fax at (416) 205-2825, or by e-mail at ombudsman@cbc.ca

Sincerely,

Jack Nagler,

Director of Journalistic Public Accountability and Integrity,

CBC News

Box 500, Station "A",

Toronto, Ontario

M5W 1E6

Chuck Thompson
Head of Media Relations
CBC English Services
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To: Corey Black <corey.black@cbc.ca>

Cc: Alison Fraser <alison.fraser@cbc.ca>, Linda Groen <linda.groen@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>

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Can you advise on how to proceed? There is a long set of questions for CBC management/editorial at the bottom.

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Corey

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Subject: My questions

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Mr. Black:

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<http://www.calgaryherald.com/sports/Broadcaster+Murphy+tells+pipeline+builders+ashamed/9229414/story.html>

7. Given that you describe yourself as a journalist in the speech, what ethical and journalistic obligation do you believe you have to disclose to CBC viewers and listeners who watch and listen to you on The National and Cross Country Check-up respectively, that when you offer opinion or do reporting on issues surrounding the oil patch, that you have been previously paid by one "side?"
8. Do you believe that by accepting money by a potential vested interest, that you have placed yourself in a perceived, if not real, conflict of interest. If not, why not?
9. In particular, On Jan. 17, 2014 in his Point of View segment on The National, you offered some pointed criticism about Canadian musician Neil Young's comments regarding the oil sands development. Why didn't the CBC, nor you disclose to viewers that you had been commissioned to speak at a business forum in support of that development?
10. If you deem it unnecessary for the CBC or you to have disclosed this financial relationship prior to your Jan. 17, 2014 Point of View segment, why not?
9. As a general rule, what steps, if any, do you believe the CBC should take in disclosing to its viewers and listeners that in this, and potentially other cases, you have been paid money - via speaking fees – to offer an opinion on matters that you address on the public airwaves?
10. On the January 30th broadcast of The National, Peter Mansbridge disclosed that one of the panelists on the At Issue panel, Bruce Anderson, had done work for a variety of political parties and that his daughter was currently working for Liberal Party leader, Justin Trudeau.
Do you believe that in the interests of openness, transparency, and full disclosure that this was the ethical and responsible thing to do from a journalistic point of view for the CBC to have done?

11. If you do, then do you believe that each time you speak on a topic on the public airwaves - either during your regular spot on The National or during your hosting duties on Cross Country Check up – that you have an ethical duty and responsibility to disclose that you have received monies in the form of a speaking fee from an outside party with a vested interest in the topic?

12. If you do not agree that you should be required to disclose such a financial relationship, why not?

For Mr. Murphy's CBC editors:

1. What is Mr. Murphy's working relationship with the CBC?

2. In late November 2013, Mr. Murphy delivered an 18 minute speech/address to the Lake Louise World Cup Business Forum. Were you aware that Mr. Murphy spoke at the forum?

3. Are you familiar with the content of Mr. Murphy's remarks at the forum?

4. The following is an excerpt from a press report regarding Mr. Murphy's speech: "The audience reaction showed they were ready for some plain talk from someone clearly on their side."

<http://www.calgaryherald.com/sports/Broadcaster+Murphy+tells+pipeline+builders+ashamed/9229414/story.html>

Are you familiar with the audience that Mr. Murphy was reportedly on "the side" of?

5. Was Mr. Murphy paid to deliver his remarks?

6. How much was he paid?

7. Who paid for Mr. Murphy's speaking fee?

8. What other costs, including travel, accommodation were covered for Mr. Murphy in this case?

9. How much did those costs total?

10. Who paid?

11. Given the nature, tone and content of Mr. Murphy's remarks to the business forum, does CBC news management believe that by accepting money by a potential vested interest in a controversial matter, that Mr. Murphy has placed himself in a perceived, if not real, conflict of interest. If not, why not?

12. Given that Mr. Murphy described himself as a journalist in the speech, what ethical and journalistic obligation does CBC management and Mr. Murphy have in disclosing to his viewers and listeners on The National and Cross Country Check-up respectively, that prior to offering his opinion on issues surrounding the oil patch, that he has been previously paid by arguably a vested interest in this ongoing debate?

13. What is the CBC's policy regarding contract or full-time employees in the news and current affairs division accepting outside speaking engagements?

14. As a general rule, what steps, if any, does the CBC take in disclosing to its viewers and listeners that in this, and potentially other cases, that Mr. Murphy has been paid money - via speaking fees -- to offer an opinion on matters that he addresses on the public airwaves?

15. In particular, On Jan. 17, 2014 in his Point of View segment on The National, Mr. Murphy offered some pointed remarks about Canadian musician Neil Young's comments regards the oil sands development. Why did the CBC, nor Mr. Murphy disclose to its viewers before during or after his Jan. 17th appearance on The National that he had been commissioned to speak a business forum in support of that development?

16. If you deem it unnecessary for the CBC or Mr. Murphy to have disclosed this financial relationship before during or after his Jan. 17th appearance on The National, why not?

17. On the January 30th broadcast of The National, chief correspondent Peter Mansbridge disclosed that one of the panelists on the At Issue panel, Bruce Anderson, had done work for a variety of political parties and that his daughter was currently working for Liberal Party leader, Justin Trudeau.

Why was that disclosure made?

Who decided that that disclosure needed to be publicly made?

18. What is Bruce Anderson's working relationship with the CBC?

19. If this disclosure was made in the interest of openness, transparency and to avoid any perceived or real conflict of interest in Mr. Anderson's case, why wasn't Mr. Murphy's speaking fee at the business forum disclosed to viewers before he made his remarks on Jan. 17th, 2014 regarding Neil Young?

As I said, these are preliminary questions. I likely will have others based upon the replies I receive to these questions.

Thanks for your help.

—

Corey Black | Publicist, News & Current Affairs, CBC

Communications, Marketing & Brand

205 Wellington Street W.

Toronto, ON | M5V 3G7

office: 416.205.8710 | **mobile:** 647.221.4133

corey.black@cbc.ca

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Re: Messages / Q&A for Speaking Engagements (bill.chambers@cbc.ca)

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fri, Mar 14, 2014 at 5:13 PM

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

Cc: "bill.chambers@cbc.ca" <bill.chambers@cbc.ca>, Heather Conway <heather.conway@cbc.ca>, Chris Boyce <chris.boyce@cbc.ca>, "Whitten, Jonathan" <jonathan.whitten@cbc.ca>, Chris Ball <chris.ball@cbc.ca>, "jack.nagler@cbc.ca" <jack.nagler@cbc.ca>, "fiona.conway@cbc.ca" <fiona.conway@cbc.ca>, Bonnie Brownlee <bonnie.brownlee@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>

Hi all,

Gino is the lead on this so I am rolling him in. We are working with existing language in JSP and union agreements

Jen

Sent from my iPhone

On Mar 14, 2014, at 5:03 PM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

Sent from my BlackBerry 10 smartphone on the Rogers network.**From:** Bill Chambers**Sent:** Friday, March 14, 2014 4:30 PM**To:** Chuck Thompson (Google Drive)**Reply To:** Bill Chambers**Cc:** Heather Conway; Chris Boyce; Whitten, Jonathan; McGuire, Jennifer; Chris Ball; jack.nagler@cbc.ca; fiona.conway@cbc.ca; Bonnie Brownlee**Subject:** Re: Messages / Q&A for Speaking Engagements (bill.chambers@cbc.ca)

Hey Chuck (or Chris if Chucks already gone),

But have a good holiday anyway. You'll be happy to know there are things to do when you get back.

Best,
B

On Fri, Mar 14, 2014 at 2:22 PM, Chuck Thompson (Google Drive) <chuck.thompson@cbc.ca> wrote:

I've shared an item with you.

Hi all,

Here's a first draft of messaging and potential Q&A's regarding speaking engagements for Jenniifer (and anyone else who needs them) as we get set for interviews the week of March 24th. Gino is working on a more detailed rollout that will include Jennifer going on AIH, talking to the Globe, updating her blog and someone from her team going on Q's media panel. I believe I've captured the most relevant points we want to make but please feel free to weigh in as you see fit. I'm off next week but will review the document when I'm back.

Thanks,
Chuck

 Messages / Q&A for Speaking Engagements

Google Drive: create, share and keep all of your stuff in one place.



—

W. B. Chambers

Vice président/Vice-President,

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

CBC/Radio-Canada

tel. 613 288-6181

cell. 416 427-8485

e: bill.chambers@cbc.ca

visit: www.cbc.radio-canada.ca

Re: Messages / Q&A for Speaking Engagements (bill.chambers@cbc.ca)

1 message

Gino Apponi <gino.apponi@cbc.ca>

Fri, Mar 14, 2014 at 5:30 PM

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

Cc: Chuck Thompson <chuck.thompson@cbc.ca>, "bill.chambers@cbc.ca" <bill.chambers@cbc.ca>, Heather Conway <heather.conway@cbc.ca>, Chris Boyce <chris.boyce@cbc.ca>, "Whitten, Jonathan" <jonathan.whitten@cbc.ca>, Chris Ball <chris.ball@cbc.ca>, "jack.nagler@cbc.ca" <jack.nagler@cbc.ca>, "fiona.conway@cbc.ca" <fiona.conway@cbc.ca>, Bonnie Brownlee <bonnie.brownlee@cbc.ca>

Hi all,

This is all very much draft and high level. There is more info to add once we discuss it at this end, including criteria, what shows it applies to, which personalities, examples of engagements that will not be approved and exceptions that may, and finally what exactly is changing in the process. I am also working on a fact sheet about the engagements we have approved...kind, % paid, % by host etc.

Stay tuned.

So we are all on the same page, the rollout is scheduled for the week after next and in the meantime we are having discussions to inform the process and to make sure everyone is aligned.

G

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

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Subject: Re: Messages / Q&A for Speaking Engagements (bill.chambers@cbc.ca)

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Thanks,
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Google

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W. B. Chambers

Vice président/Vice-President,

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

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e: bill.chambers@cbc.ca

visit: www.cbc.radio-canada.ca

Re: Messages / Q&A for Speaking Engagements (bill.chambers@cbc.ca)

1 message

Chris Boyce <chris.boyce@cbc.ca>
To: "Mr Chris J Straw, Unit 1" <chris.straw@cbc.ca>

Fri, Mar 14, 2014 at 6:33 PM

Chris Boyce
CBC | Executive Director, Radio & Audio
@chrisboyce | chris.boyce@cbc.ca | 416-205-2462

On Mar 14, 2014 6:07 PM, "Chris Straw" <chris.straw@cbc.ca> wrote:

From: Chris Boyce
Sent: Friday, March 14, 2014 6:00 PM
To: Chris Straw
Reply To: Chris Boyce
Subject: Fwd: Re: Messages / Q&A for Speaking Engagements (bill.chambers@cbc.ca)

Fyi.

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

From: "Heather Conway" <heather.conway@cbc.ca>
Date: Mar 14, 2014 5:39 PM
Subject: Re: Messages / Q&A for Speaking Engagements (bill.chambers@cbc.ca)
To: "Chuck Thompson" <chuck.thompson@cbc.ca>
Cc: "bill.chambers@cbc.ca" <bill.chambers@cbc.ca>, "Chris Boyce" <chris.boyce@cbc.ca>, "Whitten, Jonathan" <jonathan.whitten@cbc.ca>, "McGuire, Jennifer" <jennifer.mcguire@cbc.ca>, "Chris Ball" <chris.ball@cbc.ca>, "jack.nagler@cbc.ca" <jack.nagler@cbc.ca>, "fiona.conway@cbc.ca" <fiona.conway@cbc.ca>, "Bonnie Brownlee" <bonnie.brownlee@cbc.ca>

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To: Chuck Thompson (Google Drive)
Reply To: Bill Chambers
Cc: Heather Conway; Chris Boyce; Whitten, Jonathan; McGuire, Jennifer; Chris Ball; jack.nagler@cbc.ca; fiona.conway@cbc.ca; Bonnie Brownlee
Subject: Re: Messages / Q&A for Speaking Engagements (bill.chambers@cbc.ca)

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W. B. Chambers

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CBC/Radio-Canada

tel. 613 288-6181

cell. 416 427-8485

e: bill.chambers@cbc.ca

visit: www.cbc.radio-canada.ca

Re: Jennifer M Blog Post

1 message

Chris Boyce <chris.boyce@cbc.ca>
To: Chris Straw <chris.straw@cbc.ca>

Tue, Apr 8, 2014 at 3:02 PM

I think it's fine. Ultimately, she sets the policy and dictates how it is applied to her employees. We should be responsible for articulating how it is applied to to our staff.

Chris Boyce
CBC | Executive Director, Radio & Audio
@chrisboyce | chris.boyce@cbc.ca | 416-205-2462

On Tue, Apr 8, 2014 at 2:12 PM, Chris Straw <chris.straw@cbc.ca> wrote:

VERSION #7 – APRIL 7

—
Chris Straw
Senior Director, Network Talk
CBC Radio

416 205 8779

CBC Code of Ethics - PLEASE READ

1 message

JENNIFER MOROZ <jennifer.moroz@cbc.ca>

Mon, Apr 7, 2014 at 6:36 PM

To: Anna Maria Tremonti <anna.maria.tremonti@cbc.ca>, "Ayuso, Lisa" <lisa.ayuso@cbc.ca>, "Berry, Sujata" <sujata.berry@cbc.ca>, "BLOCH, JOSH" <josh.bloch@cbc.ca>, Cathy Simon <cathy.simon@cbc.ca>, Gord Westmacott <gord.westmacott@cbc.ca>, "Higgins, Shannon" <shannon.higgins@cbc.ca>, "Hoath, Elizabeth" <elizabeth.hoath@cbc.ca>, Howard Goldenthal <howard.goldenthal@cbc.ca>, Idella Sturino <idella.sturino@cbc.ca>, "Ito, Carole" <carole.ito@cbc.ca>, Joan Webber <joan.webber@cbc.ca>, Kathleen Goldhar <kathleen.goldhar@cbc.ca>, Kristin Nelson <kristin.nelson@cbc.ca>, Lara O'Brien <lara.obrien@cbc.ca>, "MacQuarrie, David" <david.macquarrie@cbc.ca>, "MATTAR, PACINTHE" <pacinthe.mattar@cbc.ca>, PETER MITTON <peter.mitton@cbc.ca>, Willy Barth <willy.barth@cbc.ca>, "Dingwall, Dawna" <dawna.dingwall@cbc.ca>, "KALBFLEISCH, CATHERINE" <catherine.kalbfleisch@cbc.ca>

Hi all,

Just following up on our chat at assignment the other day ... I'd promised to send along CBC's policies on Conflict of Interest and Ethics...as well as political activity. They're below ... so please take a moment to read through them and be familiar with them.

As I mentioned, if anyone is doing any speaking/moderating engagements (paid or unpaid) outside of work, they should clear them with me before accepting. We're trying to have a consistent set of standards when it comes to such things ...

And with that, I present you:

<http://www.cbc.radio-canada.ca/en/reporting-to-canadians/acts-and-policies/management/human-resources/2-2-3/>

<http://www.cbc.radio-canada.ca/en/reporting-to-canadians/acts-and-policies/management/human-resources/2-2-17/>

Jen

—
Jennifer Moroz
Executive Producer
The Current
CBC Radio One
Tel: 1-416-205-5985
BB: 1-647-239-2671
jennifer.moroz@cbc.ca
www.cbc.ca/thecurrent

Host speaking update

1 message

Jim Handman <jim.handman@cbc.ca>

Thu, Apr 24, 2014 at 3:24 PM

To: Greg Kelly <greg.kelly@cbc.ca>, JENNIFER MOROZ <jennifer.moroz@cbc.ca>, Nick MCCABE LOKOS <nick.mccabe.lokos@cbc.ca>, Robin Smythe <robin.smythe@cbc.ca>, Arif Noorani <arif.noorani@cbc.ca>

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/04/review-of-speaking-engagements.html>

"For CBC News on-air employees, we're tightening our procedures around paid speeches. We'll reject requests from companies, political parties or other groups which make a significant effort to lobby or otherwise influence public policy, even if the speech or event seems innocuous."

**Pages 575 to / à 579
are withheld pursuant to section
sont retenues en vertu de l'article**

21(1)(a)

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

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	QUESTIONS	EXAMPLES	YES / NO	CAVEATS
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	QUESTIONS	EXAMPLES	YES / NO	CAVEATS
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	QUESTIONS	EXAMPLES	YES / NO	CAVEATS

RELATED POLICIES

JOURNALISTIC STANDARDS AND PRACTICES

Conflict of Interest

- Our credibility is the foundation of our reputation. The credibility of our news, current affairs and public affairs programs rests on the reputation of its journalists who are, and are seen to be, independent and impartial.
- The integrity of the organization is ultimately shaped by the individual integrity and conduct of everyone, in their work, and in their outside activities.
- To preserve that independence, all employees involved in the creation of content that is subject to *Journalistic Standards and Practices* must carefully consider what organizations they are publicly associated with. They should be mindful that public statements, whether face-to-face or through social media, may create the impression of partisanship or of advocacy for a cause. If we believe there could be a conflict of interest, we inform our supervisor.
- In particular, if an employee is asked to participate as a speaker, panelist or moderator for an outside group or professional association, approval is needed from editorial management. This includes unpaid as well as paid participation. Before agreeing to write or contribute to a book, editorial management must be consulted and adherence to *Guidelines for Employees Writing Books* is required.
- Conflict of Interest guidelines are spelled out in Corporate Policy 2.2.3 (Conflict of Interest and Ethics), 2.2.21 (Code of Conduct) and 2.2.17 (Political Activity). All people whose work is governed by the *Journalistic Standards and Practices* must read them and comply with their requirements. There may be other situations that create a potential conflict of interest. It is always wise to consult a supervisor if there is any doubt. The links to all Corporate policies that cover conflict of interest are provided in the section called "Links to Corporate Policies."

CBC RADIO CANADA CORPORATE POLICIES

Policy 2.2.3: Conflict of Interest and Ethics

Effective Date: January 1, 2003

Responsibility: Vice-President, People and Culture

STATEMENT

All employees of CBC/Radio-Canada have an obligation to carry out the functions and activities of their position with the highest level of integrity, consistency and transparency, in a professional and ethical manner, ensuring adherence to the principles and ethics, which are enshrined in the Corporate *Code of Conduct Policy* 2.2.21.

APPLICATION

The policy applies to all CBC/Radio-Canada employees regardless of employment status unless excluded by contract or otherwise indicated in a collective agreement.

PROCEDURES AND GUIDELINES

Guiding principles and ethics in the daily conduct of CBC/Radio-Canada employees.

1. No conflict should exist or appear to exist between the private interests of CBC/Radio-Canada employees and their official duties.
2. All employees shall place and appear to place the interests of their employer above their own interests.
3. Public funds must be spent with prudence and probity.
4. Employees may not use CBC/Radio-Canada premises, equipment, supplies or the corporate services of other CBC/Radio-Canada employees in furthering their personal interest.
5. Employees must not use their positions to further their personal interests.
6. Confidential information must not be used for employees' personal advantage either during or after their employment with the CBC/Radio-Canada.
7. Employees should not invest in a company that might have an interest, direct or indirect, in any CBC/Radio-Canada contract, except in the case of a widely held public company whose dealings with the CBC/Radio-Canada do not represent a substantial portion of its total business.
8. Employees should not serve nor have direct or indirect interest in a company engaged with the CBC/Radio-Canada.
9. Employees must not place themselves in a position where they could derive any direct or indirect benefit or interest from any CBC/Radio-Canada contracts.
10. Gifts, benefits, money or other special considerations offered to CBC/Radio-Canada employees to influence, obligate or appear to influence a CBC/Radio-Canada decision must be refused.
11. Employees must ensure that costs associated with duty entertainment, receptions and gifts are authorized by the designated senior officers and kept to a minimum.

12. Employees should accept only gifts or benefits of modest value distributed as advertising or goodwill gestures, or CBC/Radio-Canada employees may accept modest hospitality offered as a general courtesy during the conduct of normal business.
13. Suppliers of goods and services to CBC/Radio-Canada may not be solicited to provide gifts or other financial assistance for employee activities.
14. Employees must not accord preferential treatment to any person.
15. Employees may not engage in activities likely to bring CBC/Radio-Canada into disrepute.
16. Employees may not take a stand on public controversies if CBC's integrity would be compromised.
17. All employees share the responsibility to safeguard, protect and report the loss of, damage, misuse, or misappropriation of CBC/Radio-Canada property, equipment and assets, including those assets and/or paid services off CBC/Radio-Canada premises (refer to Corporate Policy 2.3.2 - *Assets*).
18. Employees shall not engage without permission in outside work which involves services in competition with the CBC/Radio-Canada, exploits their connection with the CBC/Radio-Canada or restricts their availability, efficiency or causes a conflict of interest with their CBC/Radio-Canada duties.
19. The duty to disclose and remove conflicts of interest rests with the employee.
20. All employees who collect, keep and use personal information as part of their function must ensure that such information is protected as per the policies and procedures. Please refer to *Personal Information and Privacy Protection Policy*.
21. The President (or delegate) may permit exceptions to the application of the provisions of this policy if the interests of CBC/Radio-Canada are clearly better served.

OUTSIDE WORK

1. Where the nature of the outside work is not specifically covered by a collective agreement, permission must be obtained.
2. At least two weeks before accepting or commencing outside work, the employee must submit a Request for Authorization of Outside Work (CBC/Radio-Canada Form 810).
3. Applications, if approved, must not disrupt regular assignments or posted schedules.
4. On-Air personnel, who are not seconded to news, who do not have regular newscast assignments or who do not participate as on-air personalities in Information Programming (radio and television) should continue to apply for permission to do outside work and each application will be judged on its merits. However, there must be no personal endorsement of a product or service in the work applied for.

CMG COLLECTIVE AGREEMENT

12 OUTSIDE ACTMTIES

12.1

Employees shall be free to engage in activities such as voluntary and/or paid work outside their hours of work provided:

a) that such activities are not in competition with the media services of the Corporation. This provision does not apply to temporary employees or freelancers;

b) that without permission, no employee may exploit his/her connection with the Corporation in the course of such activities; or

c) that such activity does not adversely affect his/her work for the Corporation.

12.2

Recognized on-air personnel must discuss any outside activities with their supervisor before engaging in outside activities.

12.3

When an employee seeks permission to engage in any outside activity, the Corporation will give its decision in writing, where requested, within ten (10) business days.

BLOG POST

REVIEW OF SPEAKING ENGAGEMENTS

The uproar in recent weeks over paid speeches given by some of our journalists was a bit of a double-edged sword for me.

We were disappointed some people were willing to believe that someone the calibre of Peter Mansbridge would sacrifice his professional integrity, or that Rex Murphy's opinion is for sale. We were even more disappointed when some people hinted -- without evidence -- that our content was compromised. It was not.

At the same time, people were engaged in how CBC News conducts itself. We welcome the scrutiny of Canadians who hold us to account as a public broadcaster. And the main message of the people who wrote, phoned or tweeted, is one we share: the independence, real and perceived, of CBC journalists is critical for our credibility with Canadians.

The CBC Ombudsman weighed in with a review (you can read it [here](#)), and delved into many of the nuances around what journalistic independence really means in this day and age; around the virtues of transparency; and around the challenges distinguishing between real conflict of interest and perceived conflict of interest. It was, she noted, a "conundrum".

"Conundrum" was a good choice of words, because we've had to wrestle with a number of competing ideas while we reviewed our policies. On the one hand, it's important for our journalists to be out speaking to all sorts of different groups in our communities. We know that sometimes, preparing a speech or preparing to emcee an event can take considerable work in advance. And we have a collective agreement with the Canadian Media Guild (the union that represents our journalists) that makes clear our staff not only have the right to do outside work in their free time, they have the same right all of us do to be paid for that work.

On the other hand, there is a constituency of people who say it's effectively impossible for journalists to accept any payment for a speech without tainting their professional ethic. That is hardly a universal view. But in this age of social media, it's a view they have expressed passionately. We've paid attention. So it's important to iterate what we have been doing, and what we will do differently in the future.

In the past few years, we introduced concrete language about conflict of interest into our [Journalistic Standards and Practices](#). In the past few weeks we have completed a more detailed review of our policies, and have decided to amend some of our practices.

So, what's changed?

In the past, when one of our staff reporters or hosts was invited to do a paid speech, we would allow payment as long as the speech was neutral -- thoughts about the state of journalism, or about their career. We would usually turn down requests if the event or its sponsor posed a direct conflict to the journalist's everyday work.

When it came to freelancers such as Rex Murphy, we were of necessity more hands off. They are independent contractors, not employees.

Now, though, we'll approach these requests differently.

For CBC News on-air employees, we're tightening our procedures around paid speeches. We'll reject requests from companies, political parties, or other groups which make a significant effort to lobby or otherwise influence public policy, even if the speech or event seems innocuous.

We're also going to centralize our tracking system for all speeches whether they are paid or not. This will help ensure that we apply our rules thoroughly and consistently. And we'll reinforce with our staff that all are accountable for understanding the rules and sharing this information. This will also apply to our radio current affairs personalities.

And we're making another commitment to all Canadians that CBC News will be more transparent than ever before. Starting in May, we'll post regularly online a list of appearances by our reporters and hosts - both paid AND unpaid. This will allow you to judge for yourselves how well we're living up to our commitments. When it comes to freelance hosts, we will be updating their contracts so that they are compelled to disclose their paid events to us, and we in turn will disclose them to you.

We're confident that these measures will answer the concerns about perceived conflicts of interest. And rest assured that CBC has strong editorial controls already in place to prevent any genuine conflict from seeping into our journalism. If one arises, we'd either say it on the air, recuse the journalist in question, or pull the segment down altogether. We remain as determined as ever to preserve the very highest standards while showing respect for both our employees and our audience.

Link # 1 <http://www.ombudsman.cbc.radio-canada.ca/en/complaint-reviews/2014/conflict-of-interest/>

Link #2 <http://www.cbc.radio-canada.ca/en/reporting-to-canadians/acts-and-policies/programming/journalism/>

SPEAKING ENGAGEMENTS FOR ON AIR STAFF

	PROCESS	CRITERIA	ISSUE

	QUESTIONS	EXAMPLES	YES / NO	CAVEATS
	QUESTIONS	EXAMPLES	YES / NO	CAVEATS



	QUESTIONS	EXAMPLES	YES / NO	CAVEATS

NOTE FROM JENNIFER TO CBC NEWS ON AIR NETWORK STAFF

Hi everyone,

I want to make sure that you have seen the new post on the editor's blog that relates to outside appearances.

(insert link)

You all understand the dilemma we faced. Even though nobody has done anything wrong, there have been gaps in our process that allowed some people to perceive conflicts of interest. Our content is fine. But perception matters. So we're tightening the process, and the way we interpret our policies.

It's really important that each of you understands your obligation in this. When you're invited somewhere, you have to get formal approval. That means filling out the attached permission form each and every time, paid or unpaid. And it means accepting that you may hear "no" more often than you used to.

The process is simple. Bring the form to your immediate supervisor who will connect with Gino Apponi in my office. It is your responsibility to ensure we know about all the requests that come your way. We have committed to disclosing the information publicly and will rely on accurate information from you.

In the end, we think we have reached a pretty good place. The outreach you all do is tremendous for us, and enjoyable for you. We are protecting your right to be compensated for the work you do outside the office, while doing more to protect the CBC's reputation and credibility with the audience.

If you have any specific questions, please ask.

NOTE FROM SMD's TO ON AIR STAFF in their areas

Hi everyone,

I want to make sure that you have seen Jennifer's new post on the editor's blog that relates to outside appearances.

(insert link)

You all understand the dilemma we faced. Even though nobody has done anything wrong, there have been gaps in our process that allowed some people to perceive conflicts of interest. Our content is fine. But perception matters. So we're tightening the process, and the way we interpret our policies.

It's really important that each of you understands your obligation in this. When you're invited somewhere, you have to get formal approval. That means filling out the attached permission form each and every time, paid or unpaid. And it means accepting that you may hear "no" more often than you used to.

The process is simple. Bring the form to your immediate supervisor who will connect with Gino Apponi in Jennifer's office. It is your responsibility to ensure we know about all the requests that come your way. We have committed to disclosing the information publicly and will rely on accurate information from you.

In the end, we think we have reached a pretty good place. The outreach you all do is tremendous for us, and enjoyable for you. We are protecting your right to be compensated for the work you do outside the office, while doing more to protect the CBC's reputation and credibility with the audience.

If you have any specific questions, please ask.

RELATED POLICIES

JOURNALISTIC STANDARDS AND PRACTICES

Conflict of Interest

- Our credibility is the foundation of our reputation. The credibility of our news, current affairs and public affairs programs rests on the reputation of its journalists who are, and are seen to be, independent and impartial.
- The integrity of the organization is ultimately shaped by the individual integrity and conduct of everyone, in their work, and in their outside activities.
- To preserve that independence, all employees involved in the creation of content that is subject to *Journalistic Standards and Practices* must carefully consider what organizations they are publicly associated with. They should be mindful that public statements, whether face-to-face or through social media, may create the impression of partisanship or of advocacy for a cause. If we believe there could be a conflict of interest, we inform our supervisor.
- In particular, if an employee is asked to participate as a speaker, panelist or moderator for an outside group or professional association, approval is needed from editorial management. This includes unpaid as well as paid participation. Before agreeing to write or contribute to a book, editorial management must be consulted and adherence to Guidelines for Employees Writing Books is required.
- Conflict of Interest guidelines are spelled out in Corporate Policy 2.2.3 (Conflict of Interest and Ethics), 2.2.21 (Code of Conduct) and 2.2.17 (Political Activity). All people whose work is governed by the *Journalistic Standards and Practices* must read them and comply with their requirements. There may be other situations that create a potential conflict of interest. It is always wise to consult a supervisor if there is any doubt. The links to all Corporate policies that cover conflict of interest are provided in the section called "Links to Corporate Policies."

CBC RADIO CANADA CORPORATE POLICIES

Policy 2.2.3: Conflict of Interest and Ethics

Effective Date: January 1, 2003

Responsibility: Vice-President, People and Culture

STATEMENT

All employees of CBC/Radio-Canada have an obligation to carry out the functions and activities of their position with the highest level of integrity, consistency and transparency, in a professional and ethical manner, ensuring adherence to the principles and ethics, which are enshrined in the Corporate *Code of Conduct Policy* 2.2.21.

APPLICATION

The policy applies to all CBC/Radio-Canada employees regardless of employment status unless excluded by contract or otherwise indicated in a collective agreement.

PROCEDURES AND GUIDELINES

Guiding principles and ethics in the daily conduct of CBC/Radio-Canada employees.

1. No conflict should exist or appear to exist between the private interests of CBC/Radio-Canada employees and their official duties.
2. All employees shall place and appear to place the interests of their employer above their own interests.
3. Public funds must be spent with prudence and probity.
4. Employees may not use CBC/Radio-Canada premises, equipment, supplies or the corporate services of other CBC/Radio-Canada employees in furthering their personal interest.
5. Employees must not use their positions to further their personal interests.
6. Confidential information must not be used for employees' personal advantage either during or after their employment with the CBC/Radio-Canada.
7. Employees should not invest in a company that might have an interest, direct or indirect, in any CBC/Radio-Canada contract, except in the case of a widely held public company whose dealings with the CBC/Radio-Canada do not represent a substantial portion of its total business.
8. Employees should not serve nor have direct or indirect interest in a company engaged with the CBC/Radio-Canada.
9. Employees must not place themselves in a position where they could derive any direct or indirect benefit or interest from any CBC/Radio-Canada contracts.
10. Gifts, benefits, money or other special considerations offered to CBC/Radio-Canada employees to influence, obligate or appear to influence a CBC/Radio-Canada decision must be refused.
11. Employees must ensure that costs associated with duty entertainment, receptions and gifts are authorized by the designated senior officers and kept to a minimum.
12. Employees should accept only gifts or benefits of modest value distributed as advertising or goodwill gestures, or CBC/Radio-Canada employees may

- accept modest hospitality offered as a general courtesy during the conduct of normal business.
13. Suppliers of goods and services to CBC/Radio-Canada may not be solicited to provide gifts or other financial assistance for employee activities.
 14. Employees must not accord preferential treatment to any person.
 15. Employees may not engage in activities likely to bring CBC/Radio-Canada into disrepute.
 16. Employees may not take a stand on public controversies if CBC's integrity would be compromised.
 17. All employees share the responsibility to safeguard, protect and report the loss of, damage, misuse, or misappropriation of CBC/Radio-Canada property, equipment and assets, including those assets and/or paid services off CBC/Radio-Canada premises (refer to Corporate Policy 2.3.2 - *Assets*).
 18. Employees shall not engage without permission in outside work which involves services in competition with the CBC/Radio-Canada, exploits their connection with the CBC/Radio-Canada or restricts their availability, efficiency or causes a conflict of interest with their CBC/Radio-Canada duties.
 19. The duty to disclose and remove conflicts of interest rests with the employee.
 20. All employees who collect, keep and use personal information as part of their function must ensure that such information is protected as per the policies and procedures. Please refer to *Personal Information and Privacy Protection Policy*.
 21. The President (or delegate) may permit exceptions to the application of the provisions of this policy if the interests of CBC/Radio-Canada are clearly better served.

OUTSIDE WORK

1. Where the nature of the outside work is not specifically covered by a collective agreement, permission must be obtained.
2. At least two weeks before accepting or commencing outside work, the employee must submit a Request for Authorization of Outside Work (CBC/Radio-Canada Form 810).
3. Applications, if approved, must not disrupt regular assignments or posted schedules.
4. On-Air personnel, who are not seconded to news, who do not have regular newscast assignments or who do not participate as on-air personalities in Information Programming (radio and television) should continue to apply for permission to do outside work and each application will be judged on its merits. However, there must be no personal endorsement of a product or service in the work applied for.

CMG COLLECTIVE AGREEMENT

12 OUTSIDE ACTIVITIES

12.1

Employees shall be free to engage in activities such as voluntary and/or paid work outside their hours of work provided:

-
- a) that such activities are not in competition with the media services of the Corporation. This provision does not apply to temporary employees or freelancers;
-
-
- b) that without permission, no employee may exploit his/her connection with the Corporation in the course of such activities; or
-
-
- c) that such activity does not adversely affect his/her work for the Corporation.
-

12.2

Recognized on-air personnel must discuss any outside activities with their supervisor before engaging in outside activities.

12.3

When an employee seeks permission to engage in any outside activity, the Corporation will give its decision in writing, where requested, within ten (10) business days.

Network Talk Group Weekly Meeting Minutes



Friday, 4 April 2014; 13h00

Location:	Boardroom 2G213	Chair:	Chris Straw
Dial-in:	151-6620	Secretary:	Murray MacMillan

#	<i>Speaker(s)</i>	<i>Item</i>
1	Chris Straw	<p>Talent speaking engagements:</p> <p>Chris updated the Group on the policies guiding talent external speaking engagements. The committee has decided to post all approved engagements online, but is determining whether a single site would work for all, or individual lists of engagements on the host pages is better.</p> <p>ACTION ITEMS: None.</p>
2	Henriette Hoekstra	<p>ES Training needs assessment:</p> <p>Yineska gave a brief overview of the corporation's organizational development resources.</p> <p>ACTION ITEMS: Seema to act as point person for Training.</p>

Network Talk Group Weekly Meeting Minutes



#	<i>Speaker(s)</i>	<i>Item</i>
3	Lynda Shorten	Budget roll out schedule:
4	Chris Straw	Other business:

Documents tabled at the meeting

- Draft Roll Out as of Friday, April 4.docx

Network Talk Group Weekly Meeting Minutes



Attendance

Chris Straw, Linda Groen, Lynda Shorten, Jeff Ulster, Seema Patel, Henriette Hoekstra (guest), Phil Dugas (guest), Yineska Saavedra (guest).

Network Talk Group Weekly Meeting Minutes



Friday, 25 April 2014; 10h00

Location:	Boardroom 2G213	Chair:	Chris Straw
Dial-in:	151-6620	Secretary:	Murray MacMillan

#	<i>Speaker(s)</i>	<i>Item</i>
1	Chris Straw	<p>Check in:</p> <p>The Group also discussed the speaking engagement policy.</p>
2	Jeff Ulster	

Network Talk Group Weekly Meeting Minutes



#	Speaker(s)	Item
		ACTION ITEMS:
3	Lynda Shorten	
4	Lynda Shorten	
5	Chris Straw	

Network Talk Group Weekly Meeting Minutes



#	<i>Speaker(s)</i>	<i>Item</i>
		ACTION ITEMS:
6	Chris Straw	
7	Chris Straw	
8	Seema Patel	
9	Seema Patel	

Network Talk Group Weekly Meeting Minutes



Documents tabled at the meeting

- How-to Guide for Network Talk Program Review (LS)

Attendance

Chris Straw, Linda Groen, Lynda Shorten, Jeff Ulster, Seema Patel.

Network Talk Group Weekly Meeting Minutes



Friday, 21 March 2014; 10h00

Location:	Boardroom 2G213	Chair:	Chris Straw
Dial-in:	151-6620	Secretary:	Murray MacMillan

#	<i>Speaker(s)</i>	<i>Item</i>
1	Chris Straw	
2	Seema Patel	
3	Chris Straw	
4	Chris Straw	<p>Speaking engagements:</p> <p>Chris updated the Group on the review of the on-air talent speaking engagement policy.</p>

Network Talk Group Weekly Meeting Minutes



#	Speaker(s)	Item
5	Seema Patel	ACTION ITEMS: None.

Documents tabled at the meeting



Attendance

Chris Straw, Linda Groen (regrets), Lynda Shorten, Jeff Ulster (regrets), Seema Patel.

Network Talk Group Weekly Meeting Minutes



Friday, 21 February 2014; 10h00

Location:	Boardroom 2G213	Chair:	Chris Straw
Dial-in:	151-6620	Secretary:	Murray MacMillan

#	<i>Speaker(s)</i>	<i>Item</i>
1	Jeff Ulster	
2	Chris Straw	
3	Chris Straw	

Network Talk Group Weekly Meeting Minutes



#	Speaker(s)	Item
4	Lynda Shorten	
5	Chris Straw	
6	Chris Straw	
		ACTION ITEMS: None.

Documents tabled at the meeting



Network Talk Group Weekly Meeting Minutes



Attendance

Chris Straw, Linda Groen, Lynda Shorten, Jeff Ulster (regrets), Seema Patel.

Network Talk Group Weekly Meeting Minutes



Friday, 14 February 2014; 10h00

Location:	Boardroom 2G213	Chair:	Chris Straw
Dial-in:	151-6620	Secretary:	Murray MacMillan

#	<i>Speaker(s)</i>	<i>Item</i>
1	Chris Straw	
2	Chris Straw	
3	Chris Straw	

Network Talk Group Weekly Meeting Minutes



#	<i>Speaker(s)</i>	<i>Item</i>
4	Seema Patel	
5	Seema Patel	
6	Chris Straw	
7	Chris Straw	

Network Talk Group Weekly Meeting Minutes



#	Speaker(s)	Item
8	Linda Shorten	

Documents tabled at the meeting

➤

Attendance

Chris Straw, Linda Groen, Lynda Shorten, Jeff Ulster (regrets), Seema Patel.

Network Talk Group Weekly Meeting Minutes



Friday, 11 April 2014; 10h00

Location:	Boardroom 2G213	Chair:	Chris Straw
Dial-in:	151-6620	Secretary:	Murray MacMillan

#	<i>Speaker(s)</i>	<i>Item</i>
1	Chris Straw	
2	Chris Straw	
3	Chris Straw	

Network Talk Group Weekly Meeting Minutes



#	Speaker(s)	Item
4	Chris Straw	
5	Chris Straw	<p>Talent speaking engagements:</p> <p>Chris reported that Jennifer MacGuire will likely publish a statement on talent speaking engagements on Tuesday. He advised that the current affairs shows should adhere to News policies.</p> <p>ACTION ITEMS:</p> <p>Chris to advise on News statement and public postings.</p>
6	Chris Straw	
7	Chris Straw	

Network Talk Group Weekly Meeting Minutes



#	<i>Speaker(s)</i>	<i>Item</i>
8	Chris Straw	

Documents tabled at the meeting



Attendance

Chris Straw, Linda Groen, Lynda Shorten, Jeff Ulster, Seema Patel (telecom).

RADIO Senior Staff Weekly Meeting Minutes

Thursday, 24 April 2014; 09h00

Location:	Radio Management Boardroom, 2G201	Chair:	Chris Boyce
Dial-in:	1.866.440.8930 code 7652898	Secretary:	Murray MacMillan

#	<i>Speaker(s)</i>	<i>Item</i>
1	Amy Shnier	Ad rem and salary planning:
2	Chris Boyce	Updates:

RADIO Senior Staff Weekly Meeting Minutes

#	Speaker(s)	Item
3	Chris Straw	<p>On air talent external engagement policy:</p> <p>Chris notified Staff that Jennifer McGuire will post her blog on talent engagements today to the News website. Talk will send an email to its hosts today as well, asking that they disclose all external engagements and conform to the existing policy. The</p>

Documents tabled at the meeting
➤

Attendance
<p>Chris Straw, Tracey Williams (regrets), Linda Groen, Havoc Franklin, Sharon Gryfe (regrets), Lynda Shorten, Julie McCambley (telecom), Mark Cannon (delegate Debra MacLaughlin), Amy Shnier, Mark Steinmetz, Ann MacKeigan, Carla Palmer, Chris Boyce, Nick Davis (regrets), Jeff Ulster, Iain McIntosh, Leslie Peck (regrets), Stephen Hudovernik, Seema Patel, Steve Pratt (telecom).</p>

Speaking engagements

1 message

Chris Straw <chris.straw@cbc.ca>

24 April 2014 13:12

To: Anna Maria Tremonti <anna.maria.tremonti@cbc.ca>, Carol Off <carol.off@cbc.ca>, Jian Ghomeshi <jian.ghomeshi@cbc.ca>, Michael Enright <michael.enright@cbc.ca>, Brent Bambury <brent.bambury@cbc.ca>, Bob McDonald <bob.mcdonald@cbc.ca>, Raphael Murphy <rmciii@gmail.com>, Sook-Yin Lee <sook-yin.lee@cbc.ca>, Shelagh Rogers <schliggy@gmail.com>, Eleanor Wachtel <eleanor.wachtel@cbc.ca>, Nora Young <nora.young@cbc.ca>, Mary Hynes <mary.hynes@cbc.ca>, Bernard St-Laurent <bernard.st-laurent@cbc.ca>, Jim Brown <jim.brown@cbc.ca>, Jeff Douglas <jeff.douglas@cbc.ca>, PAUL KENNEDY <paul.kennedy@cbc.ca>, Jonathan Goldstein <jonathan.goldstein@radio-canada.ca>, Brian Goldman <brian.goldman@cbc.ca>

Cc: Linda Groen <linda.groen@cbc.ca>, Chris Boyce <chris.boyce@cbc.ca>, Seema Patel <seema.patel@cbc.ca>, Lynda Shorten <lynda.shorten@cbc.ca>

Bcc: murray.macmillan@cbc.ca

Hello,

I am writing this to all on air hosts in Network Talk. I want to make sure that you have seen Jennifer McGuire's latest post on the CBC editor's blog. In it she explains the approach we are taking in the area of outside appearances and speaking engagements.

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/04/review-of-speaking-engagements.html>

As you can see from the blog post, we have identified some gaps in our process that allowed some people to perceive conflicts of interest. Our content is fine. But perception matters. So we're tightening the process, and the way we interpret our policies.

I want to make sure that each of you understands your obligation in this regard. If and when you're invited to make a speech or play a role in an outside event, our policies require that you seek formal approval in advance.

This is a requirement for all on air hosts.

To facilitate this process I ask that you fill out the attached form for each request and forward it to your direct manager. This applies to both paid and unpaid events.

As you will have read in Jennifer's note, we are committing to disclosing the information publicly on a CBC web page and we will rely on accurate information from you.

We will commit to reviewing the requests and letting you know if it is approved or not as quickly as possible.

If you have any specific questions, please don't hesitate to ask.

Thank you,

Chris

—

Chris Straw
Senior Director, Network Talk
CBC Radio

416 205 8779



Final Request_for_Outside_Appearances Form-04-24-14.pdf

109K

**Pages 621 to / à 626
are withheld pursuant to sections
sont retenues en vertu des articles**

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

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

Page 627

**is withheld pursuant to sections
est retenue en vertu des articles**

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

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

**Pages 628 to / à 634
are withheld pursuant to sections
sont retenues en vertu des articles**

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

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

**Pages 635 to / à 636
are withheld pursuant to sections
sont retenues en vertu des articles**

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

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

**Pages 637 to / à 640
are withheld pursuant to sections
sont retenues en vertu des articles**

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

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

**Pages 641 to / à 642
are withheld pursuant to sections
sont retenues en vertu des articles**

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

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

Re: Speaking engagements doc

1 message

Gino Apponi <gino.apponi@cbc.ca>
To: Chuck Thompson <chuck.thompson@cbc.ca>
Cc: Chris Straw <chris.straw@cbc.ca>

Fri, Mar 14, 2014 at 10:07 AM

I made some changes...let me know if they work for you.

Also, I am working on a doc that outlines the changes,
Will circulate that early next week for input. Hopefully it will answer questions about the process that our
own folks will have

Gino Apponi
Chief of Staff
CBC News and Centres
@giappon

On Fri, Mar 14, 2014 at 10:01 AM, Chuck Thompson <chuck.thompson@cbc.ca> wrote:

Just circling back, are you both ok with the latest version before I circulate to the wider group?

Sent from my BlackBerry 10 smartphone on the Rogers network.

Speaking engagements

Key messages:

Q&A:

**Pages 645 to / à 646
are withheld pursuant to section
sont retenues en vertu de l'article**

21(1)(a)

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

Fwd: Friday update

1 message

Serena Thadani-Anthony <serena.thadani-anthony@cbc.ca>

Fri, Apr 25, 2014 at 10:11 AM

To: ESHR_IR_PCToronto <eshr_ir_pctoronto-grp@cbc.ca>

Hi all

Happy Friday

Thanks,
Serena

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

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

Date: Fri, Apr 25, 2014 at 7:31 AM

Subject: Friday update

To: "Agnew, John" <john.agnew@cbc.ca>, Alan Dark <alan.dark@cbc.ca>, Alison Fraser <alison.fraser@cbc.ca>, AMANDA YOUNG <amanda.young@cbc.ca>, ANGUS MCKINNON <angus.mckinnon@cbc.ca>, Annette Kirk <annette.kirk@cbc.ca>, Barbara Boyd <barbara.boyd@cbc.ca>, "Bertrand, John" <john.bertrand@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, BONNIE BROWNLEE <bonnie.brownlee@cbc.ca>, Carolyn Bissett <carolyn.bissett@cbc.ca>, "Catto, Sally" <sally.catto@cbc.ca>, Chantal Carbonneau <chantal.carbonneau@radio-canada.ca>, CHRIS BALL <chris.ball@cbc.ca>, Chris Boyce <chris.boyce@cbc.ca>, Chris Straw <chris.straw@cbc.ca>, David Demchuk <david.demchuk@cbc.ca>, David Jang <david.jang@cbc.ca>, David Masse <david.masse@cbc.ca>, David Oille <David.Oille@cbc.ca>, DEBRA MCLAUGHLIN <debra.mclaughlin@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>, Elizabeth Lea <elizabeth.lea@cbc.ca>, France Belisle <france.belisle@cbc.ca>, France Belisle <france.belisle@radio-canada.ca>, Fred Mattocks <fred.mattocks@cbc.ca>, "GABOURY, JACQUES" <jacques.gaboury@cbc.ca>, Gino Apponi <gino.apponi@cbc.ca>, "Groen, Linda" <linda.groen@cbc.ca>, Heather Conway <heather.conway@cbc.ca>, Jack Nagler <jack.nagler@cbc.ca>, Jane Anido <jane.anido@cbc.ca>, JANE COLLINS <jane.collins@cbc.ca>, JEANNE CHAN <jeanne.chan@cbc.ca>, Jeff Ulster <jeff.ulster@cbc.ca>, JEFFREY ORRIDGE <jeffrey.orrige@cbc.ca>, Jennifer McGuire <jennifer.mcguire@cbc.ca>, Jonathan Whitten <jonathan.whitten@cbc.ca>, Julie McCambley <julie.mccambley@cbc.ca>, "Knapp, Tim" <tim.knapp@cbc.ca>, "Lang, Jennifer" <jennifer.lang@cbc.ca>, Lisa Clarkson <lisa.clarkson@cbc.ca>, Liz Hughes <liz.hughes@cbc.ca>, "Marjetti, Susan" <susan.marjetti@cbc.ca>, Mark Starowicz <mark.starowicz@cbc.ca>, Martine Menard <martine.menard@cbc.ca>, "MCCANN, HILARY" <hilary.mccann@cbc.ca>, MICHAEL SERAFINI <michael.serafini@cbc.ca>, Michel Hachey <michel.hachey@cbc.ca>, "Michel, Johnny" <johnny.michel@cbc.ca>, NADIA FLAIM <nadia.flaim@cbc.ca>, Nancy Boyle <nancy.boyle@cbc.ca>, Neil McEneaney <neil.mceneaney@cbc.ca>, Nicole Durrant <nicole.durrant@cbc.ca>, "OUELLETTE, RON" <ron.ouellette@cbc.ca>, Patricia Pleszczynska <patricia.pleszczynska@radio-canada.ca>, "Payan, Kevin" <kevin.payan@cbc.ca>, PETER HILL <peter.hill@cbc.ca>, "Piercey, Judy" <judy.piercey@cbc.ca>, Roger Belanger <roger.belanger@cbc.ca>, Sarah Carney <sarah.carney@cbc.ca>, Seema Patel <seema.patel@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, Shelagh Kinch <shelagh.kinch@radio-canada.ca>, "Spencer, Todd" <todd.spencer@cbc.ca>, "Stein, Janice" <janice.stein@cbc.ca>, "Steinmetz, Mark" <mark.steinmetz@cbc.ca>, Sue Dando <sue.dando@cbc.ca>, "Thadani-Anthony, Serena" <serena.thadani-anthony@cbc.ca>, TINA TATTO <tina.tatto@cbc.ca>, Trevor Pilling <trevor.pilling@cbc.ca>, "Troyer, Jill" <jill.troyer@cbc.ca>, "Weissent, Trevor" <trevor.weissent@cbc.ca>, "WIMBS, JOHN" <john.wimbs@cbc.ca>

Good morning,

Yesterday, Jen McGuire posted this editor's blog regarding CBC's internal review of our policy on speaking engagements:

<http://www.cbc.ca/newsblogs/community/editorsblog/2014/04/review-of-speaking-engagements.html>

Since posting, there's been a fair bit of (mostly positive) chatter on Twitter and here are a few other stories that have since been filed:

<http://www.theglobeandmail.com/arts/television/cbc-news-changes-policy-on-speeches-given-by-on-air-personalities/article18194702/>

<http://www.canada.com/entertainment/News+chief+announces+more+transparent+tracking+public+speeches+personalities/9771827/story.html>

<http://www.ipolitics.ca/2014/04/24/cbc-tightens-pr-rules-following-murphymansbridge-controversy/>

<http://j-source.ca/article/cbc-makes-changes-paid-speeches-policy>

<http://www.pressprogress.ca/en/post/cbc-paves-way-more-rex-murphy-big-oil-pep-rallies>

By the way, Jen M. will be on As It Happens tonight.

Switching gears, Rick Salutin of the Toronto Star serves up an ultimatum to CBC:

http://www.thestar.com/opinion/commentary/2014/04/24/time_for_cbc_tv_to_produce_or_get_off_the_pot_salutin.html

And the last item has Cam Cole of Canada.com chiming in on the Ron MacLean file:

<https://o.canada.com/sports/cbc-raps-mcleans-fair-critique/>

Have a good weekend,

Chuck

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—
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Re: Speaker' Circuit Gravy Train and CBC Getting it Right1 message

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

Mon, Mar 24, 2014 at 1:55 PM

Yes we will. Thanks. Jen

On Mon, Mar 24, 2014 at 1:47 PM, Heather Conway <heather.conway@cbc.ca> wrote:

Hi Jennifer,

I believe you may be drafting a response to the below, but just confirming.

Thanks,
Nadia on behalf of Heather

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

From:

Date: Sun, Mar 16, 2014 at 2:02 PM

Subject: Speaker' Circuit Gravy Train and CBC Getting it Right

To: hubert.lacroix@cbc.ca, esther.enkin@cbc.ca, heather.conway@cbc.ca, jennifer.mcguire@cbc.ca

I am writing out of serious concern in regard to CBC policy, or lack thereof, which places the journalists of our public broadcaster in potential or real conflicts of interest. This raises troubling questions of propriety, ethics and objectivity. If a journalist is receiving money, above and beyond their fair, or high, compensation provided by taxpayers, from any special public interest group or association, or indeed a specific private interest or company, why is it that you do not preclude this, or disclose such instances, or at least have a more rigorous review or policy that is transparent and accountable? Should full-time journalists be able to accept any money from "outside" speaking engagements?

It is unacceptable that there are such differences in policies when it comes to our various media organizations. I understand that to have lunch with a *Globe and Mail* reporter, they must typically expense the lunch. Global TV, CTV and The Toronto Star have more restrictive and proper policies than the CBC. Indeed, CTV asserts that they have strict policies forbidding the unethical practice of accepting speaking fees.

Why is CBC, our public broadcaster, the outlier and laggard?

As you are no doubt aware, the *Globe and Mail*'s Simon Houpt recently wrote an article headlined: "Among journalists, Mansbridge has plenty of company in taking private speakers' fees".

This story and others should be of great interest to all of you and provoke the CBC to get it right: reconsider your policies in this regard, and become a leading example of upholding the highest standards of journalism and transparency.

As one of the speaker's agents said in the story written by Houpt, (agents who typically have a vested

interest in the share of proceeds) : "For the amount that they're paid, to compromise their career doesn't make a lot of sense to me." It doesn't make a lot of sense to ordinary viewers that a Mansbridge, Hanomansing or Lang would accept money from those that they cover in their stories, or pull in \$10,000, \$15,000 or \$25,000, and possibly make 10%, 20% or even 30% more money moonlighting without, possibly management, much less the viewers, knowing the extent of their potential conflicts. At some point, it should become highly relevant to management, and viewers, to understand the breadth of these potential conflicts and the amounts being paid. Journalists are apt to cover the compensation of politicians or conflicts of interest and ethical matters, but when it comes to their own, there appears to be a double-standard. The subject overall gets short shrift and attention.

As someone who has an abiding interest in public affairs and the standards of journalism within a democracy, and believes in the private enterprise system (i.e., not some left wing nut), along with the need for a public broadcaster in Canada, I urge you to reconsider your policy.

Regarding the *Globe's* on-line commentary about Rex Murphy, I find it acceptable, as the CBC editor-in-chief Jennifer McGuire noted, that given he is a freelance contributor, and as long as viewers know that, his stories and viewpoint are legitimate and should have latitude.

Peter Mansbridge, on the other hand, should not be regarded as having that latitude in light of the fact that he is **CBC's Chief Correspondent**. Surely, there should be a more rigorous standard or policy that governs this especially in light of his healthy, but undisclosed, compensation package (often rumoured to be close to one million dollars). Even private sector executives have their compensation packages disclosed and we all know about public servants who earn more than \$100,000. Mansbridge himself admits to receiving money moonlighting for some 20 speeches given annually. Great but at what point is this comp a sizeable proportion that it needs greater review and not pass a reasonable threshold for more proper disclosure with the sources of those funds? Ditto goes for others who are on the speaking circuit such as **CBC's Senior Business Correspondent Amanda Lang** of *The Lang and O'Leary Exchange*. While the CBC notes that O'Leary's opinions as being his own, they do not alert viewers to Lang's potential conflicts. Is it proper that she, as your chief business reporter, receive money from business interests through moonlighting and speaking engagements? It would be unthinkable that your chief political reporter receive funds from a political party or political interest group. Would you allow your environmental beat reporter to accept money from environmental organizations or interests? Why the double standard?

Who knows how many speeches Lang gives in a year, and to whom for what amount of money, compared to Mansbridge's admitted 20 occasions, but she and others do appear to be on the "gravy train" circuit. And then there is the CBC's Ian Hanomansing, another senior reporter. The higher the profile, the more they appear to be moonlighting.

These are all the kind of "commercial, for-profit and corporate interests" that Global News (and other media organizations) bars its employees accepting. Why is it acceptable for CBC reporters?

CBC management, with the oversight of the Board of Directors and the Ombudsman, should review their policies to ensure that these concerns are met. For example, you should consider:

- Employment contracts with employees that include a review and permission process to accept every speaking engagement with any monetary benefit so a possible conflict can be properly and diligently considered, AND disclosed when approved, so that viewers can take this into account when they are watching these journalists cover stories (such as Mansbridge related to the Canadian Association of Petroleum Producers or others, or Lang related to the myriad of business interests from whom she

receives money). One reader commented in the *Globe* that Lang was "timidly interviewing the CEO of RBC on the National, over the replacement of Canadian IT staff who had to train foreign temporary workers as their replacement." According to him, she subsequently withdrew from a speech commitment either as a result of lack of judgement or lack of oversight by management.

- Amend the CBC's Code of Ethics as necessary to explicitly incorporate a new Conflict of Interest policy.

- Just as *Globe* and *Mail* columnists apparently must disclose in a column that they have received payment from specific organizations when relevant, the CBC should adopt the same standard in cases of their employees' potential conflict.

- Fuller disclosure: If there's nothing unhandled or untoward about receiving money on an extracurricular basis, why not disclose it so your viewers can judge objectivity?

There may well be other organizations that allow their employees to accept fees but CBC should first concern itself with getting its own house in order, and perhaps renew confidence among Canadians that it will forthwith set some foundation for building trust in an unbiased and independent perspective on the news.

Not that I agree with much of John Doyle's rants about the CBC, he is right on this matter by saying CBC is "out of touch, insular and narcissistic."

Please try to get it right...in the interests of basic standards of objective journalism and don't be the laggard. Given the other media organizations have it more right than CBC, you are not about to lose anyone in your stable by restricting speaking fees, and if they argue they could get more money in the US or elsewhere, set them free.

Thank you for your consideration.

—
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