

Forwarded message -----

From:
Date: Wed, Oct 22, 2014 at 2:35 PM
Subject: FW: CBC reassuring Canadians
To: heather.conway@cbc.ca

From:
Sent: Wednesday, October 22, 2014 10:34 AM
To: Hubert T Lacroix; Rémi Racine
Cc: 'h.conway@cbc.ca'
Subject: CBC reassuring Canadians

Peter Mansbridge and team are doing an excellent job of staying cool, calm and collected and being factual during the tragic events of today. This is why our national broadcaster is important. Let's hope for quick and peaceful end to this tragedy/travesty.

Re: **U.S. TV website praising CBC News coverage

1 message

Shaun Poulter <shaun.poulter@cbc.ca>

Wed, Oct 22, 2014 at 2:35 PM

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

Cc: Hubert T Lacroix <ht.lacroix@cbc.ca>, Heather Conway <heather.conway@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, Sally Catto <sally.catto@cbc.ca>, BONNIE BROWNLEE <bonnie.brownlee@cbc.ca>

Well said. Thank you for sending this.

On Wed, Oct 22, 2014 at 2:24 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

I thought I would pass this along. Jennifer

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

From: **Alan Habbick** <alan.habbick@cbc.ca>

Date: Wed, Oct 22, 2014 at 2:21 PM

Subject: **U.S. TV website praising CBC News coverage

To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <Gino.Apponi@cbc.ca>, Susan Marjetti <susan.marjetti@cbc.ca>

From the TV Newser (in the U.S.) this afternoon under the headline:

Canada's CBC News shows what thoughtful Breaking News coverage really looks like.

By Mark Joyella on October 22, 2014 1:55 PM

For hours this afternoon, Canada's CBC News covered the breaking news of at least three shooting incidents in Ottawa. Led by veteran anchor **Peter Mansbridge**, the rolling coverage was smart, careful, and absolutely un-American.

As NPR's **Andy Carvin** noted, Mansbridge set a respectful, careful tone, calling out interview subjects who had unconfirmed or contradictory information. "So much we could learn from his delivery today," Carvin told me on Twitter.

On screen, CBC News kept a ticker scrolling, a "Breaking News" bug in the corner, a "LIVE" bug at the top right, and three boxes showing video and live pictures. Mansbridge rarely appeared on camera, even as he took pains to ensure information was correct before reporting anything—particularly the news a soldier shot at Ottawa's War Memorial had died of his injuries.



As I watched via the network's live stream in New York, I never heard a second of dramatic music, never saw a full-screen wipe with a catchy graphic like TERROR ON PARLIAMENT HILL, and never, ever heard Mansbridge or any of the CBC's reporters dip even a toe into the waters of self-promotion.

Compared that to the American cable news networks, where we've come to expect that everyprime time newscast will begin with urgent music and BREAKING NEWS—complete with multiple on-screen reminders that this is BREAKING NEWS of great importance. CBC's coverage was, well, very Canadian. And to the nervous system of an American observer of TV news, it was decidedly strange to experience.

Mansbridge, in sharp contrast to the frenetic, breathless delivery we've come to expect from American news anchors in times of breaking news (including stories of far less significance than the attacks in Canada), was thoughtful, took his time, and seemed at times to pause, and to consider his words before speaking. *Just. Imagine. That.*

Around 1:30 ET, three-and-a-half hours into his coverage, Mansbridge paused to update viewers. "What do we know *with certainty* right now?" There was no place for exaggeration, rumor, or mistakes. It was like watching grown-up news. And suddenly, seeing it, I was struck by how often we *don't* see it here in the U.S. It's been a long time since American anchors like Frank Reynolds said "let's nail it down...let's get it right."

Even if it means letting someone else report it first.

CBC News was soundly beaten by various journalists on Twitter with word the War Memorial soldier had died, but when time came for Mansbridge to bring this sad fact into his coverage, he warned he had "bad news" to report, and then very carefully explained how CBC came to believe this information was correct. It wasn't loud and urgent. It was quiet and somber. And as such, it felt very, very important. It felt *proper*.

On a very frightening and horrific day for Canada, Mansbridge and his CBC colleagues did their jobs with dignity and respect. Andy Carvin is right. We could learn from their example.

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

Amanda Pyle

13/11/2014

CBC Radio-Canada Mail - Re: **U.S. TV website praising CBC News coverage

Executive Assistant
amanda.pyle@cbc.ca

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

13/11/2014

CBC Radio-Canada Mail - Re: **U.S. TV website praising CBC News coverage

CBC  Radio-Canada

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Re: **U.S. TV website praising CBC News coverage

1 message

Bill Chambers <bill.chambers@cbc.ca>

Wed, Oct 22, 2014 at 3:10 PM

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

Cc: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Hubert T Lacroix <ht.lacroix@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, BONNIE BROWNLEE <bonnie.brownlee@cbc.ca>

Sitting here watching on the mobile app. He's absolutely right.

Amazing job.

B

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Heather Conway**Sent:** Wednesday, October 22, 2014 9:00 PM**To:** Sally Catto CBC**Reply To:** Heather Conway**Cc:** Jennifer McGuire; Hubert T Lacroix; Bill Chambers; Shaun Poulter; BONNIE BROWNLEE**Subject:** Re: **U.S. TV website praising CBC News coverage

Very proud of our coverage thanks for sharing that others are impressed too.

On Oct 22, 2014, at 2:47 PM, Sally Catto CBC <sally.catto@cbc.ca> wrote:

Well put and thanks for sharing.

Sent from my iPhone

On Oct 22, 2014, at 2:24 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

I thought I would pass this along. Jennifer

——— Forwarded message ———

From: **Alan Habbick** <alan.habbick@cbc.ca>

Date: Wed, Oct 22, 2014 at 2:21 PM

Subject: **U.S. TV website praising CBC News coverage

To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Gino Apponi <Gino.Apponi@cbc.ca>, Susan Marjetti <susan.marjetti@cbc.ca>

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By Mark Joyella on October 22, 2014 1:55 PM

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13/11/2014

CBC Radio-Canada Mail - Re: **U.S. TV website praising CBC News coverage

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Even if it means letting someone else report it first.

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On a very frightening and horrific day for Canada, Mansbridge and his CBC colleagues did their jobs with dignity and respect. Andy Carvin is right. We could learn from their example.

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

13/11/2014

CBC Radio-Canada Mail - Fw: And more praise

CBC  Radio-Canada

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fw: And more praise

1 message

Hubert T Lacroix <ht.lacroix@cbc.ca>
To: Rémi Racine
Bcc: jennifer.mcguire@cbc.ca

Wed, Oct 22, 2014 at 7:03 PM

Last one. I promise. Maybe.

From: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Sent: Wednesday, October 22, 2014 18:56
To: Hubert T Lacroix; Heather Conway; Bill Chambers; BONNIE BROWNLEE; Sally Catto
Reply To: Jennifer McGuire
Subject: Fwd: And more praise

Another US article to share.

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

From: **Brenda Murray** <brenda.murray@cbc.ca>
Date: Wed, Oct 22, 2014 at 6:54 PM
Subject: And more praise
To: Jennifer McGuire <jennifer.mcguire@cbc.ca>, Jonathan Whitten <jonathan.whitten@cbc.ca>, Greg REAUME <greg.reaume@cbc.ca><http://mic.com/articles/102116/canada-just-schooled-the-u-s-media-in-how-to-cover-a-shooting>—
Brenda Murray
Senior Producer
CBC National News
Toronto

(416) 205 6301

—
Jennifer McGuire
General Manager and Editor in Chief,
CBC News and Centres
jennifer.mcguire@cbc.caAmanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

13/11/2014

CBC Radio-Canada Mail - Fw: More...

CBC  Radio-Canada

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fw: More....

1 message

Hubert T Lacroix <ht.lacroix@cbc.ca>
To: Rémi Racine ·
Bcc: jennifer.mcguire@cbc.ca

Wed, Oct 22, 2014 at 11:08 PM

From: Jennifer McGuire <jennifer.mcguire@cbc.ca>
Sent: Wednesday, October 22, 2014 22:56
To: Shaun Poulter
Reply To: Jennifer McGuire
Cc: Hubert T Lacroix; Heather Conway; BONNIE BROWNLEE; Bill Chambers
Subject: Re: More....

Thanks Shaun.

On Oct 22, 2014, at 10:33 PM, Shaun Poulter <shaun.poulter@cbc.ca> wrote:

Well-deserved recognition for really fantastic job by your team today Jennifer. A perfect example of the value of public broadcasting.

On Oct 22, 2014, at 5:56 PM, Jennifer McGuire <jennifer.mcguire@cbc.ca> wrote:

Another article with accolades from the US media. Jen

<http://www.motherjones.com/mixed-media/2014/10/cbc-ottawa-shootings-cable-news>

13/11/2014

CBC Radio-Canada Mail - Esquire too

CBC  Radio-Canada

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Esquire too

1 message

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Thu, Oct 23, 2014 at 11:19 AM

To: Hubert T Lacroix <ht.lacroix@cbc.ca>, Heather Conway <heather.conway@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, BONNIE BROWNLEE <bonnie.brownlee@cbc.ca>, Sally Catto <sally.catto@cbc.ca>

Hi there,

Here is another. Esquire this time. Jen

Sent from my BlackBerry 10 smartphone on the Rogers network.**From:** Raphael Murphy**Sent:** Thursday, October 23, 2014 10:43**To:** Peter Mansbridge**Reply To:** Raphael Murphy**Subject:** Last one

I'm going to stop bombarding you, but this Esquire one - you should frame.

That's it for now.

rex

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

13/11/2014

CBC Radio-Canada Mail - Re: Esquire too



Jennifer McGuire <jennifer.mcguire@cbc.ca>

Re: Esquire too

1 message

Shaun Poulter <shaun.poulter@cbc.ca>

Thu, Oct 23, 2014 at 11:40 AM

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

Cc: Hubert T Lacroix <ht.lacroix@cbc.ca>, Heather Conway <heather.conway@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, BONNIE BROWNLEE <bonnie.brownlee@cbc.ca>, Sally Catto <sally.catto@cbc.ca>

Thank you Jennifer.

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CBC Radio-Canada Mail - Re: Esquire too

shaun.poulter@cbc.ca

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13/11/2014

CBC Radio-Canada Mail - Fwd: More...

CBC  **Radio-Canada**

Jennifer McGuire <jennifer.mcguire@cbc.ca>

Fwd: More....

1 message

Hubert T Lacroix <ht.lacroix@cbc.ca>
To: Rémi Racine <remi.racine@bhvr.com>
Bcc: jennifer.mcguire@cbc.ca

Wed, Oct 22, 2014 at 6:03 PM

More... Again, please send to the board.

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

Date: Wed, Oct 22, 2014 at 5:56 PM

Subject: More....

To: Hubert T Lacroix <ht.lacroix@cbc.ca>, Heather Conway <heather.conway@cbc.ca>, BONNIE BROWNLEE <bonnie.brownlee@cbc.ca>, Bill Chambers <bill.chambers@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>

Another article with accolades from the US media. Jen

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-

Hubert T. Lacroix
Président-directeur général/President & CEO
CBC - Radio- Canada
tel: (514) 597-5101
fax: (514) 597-5439
e-mail: ht.lacroix@cbc.ca