

April 22, 2014


To Whom It May Concern:

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

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

Thank you,




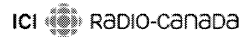
  
Jennifer McGuire  
General Manager and Editor in  
Chief, CBC News and Centres




  
Wendy Freeman  
President CTV News



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



  
Michel Cormier  
Executive Director, News and  
Current Affairs



  
Dave Budge  
General Manager – CityNews