
Fwd: Political advertising

1 message

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

Mon, Mar 17, 2014 at 2:32 PM

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

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

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

Dear

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

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

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

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

Jennifer

—

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca

—

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

Amanda Pyle
Executive Assistant
amanda.pyle@cbc.ca