



KATHERINE BLACK <katherine.black@cbc.ca>

**Fwd: CMG Response to CT's comments in the Globe & Mail article**

s.16(2)

4 messages

**Martine Menard** <martine.menard@cbc.ca>  
To: KATHERINE BLACK <katherine.black@cbc.ca>

Thu, Apr 27, 2023 at 8:47 AM

00005

**Martine Ménard**  
Chief of Staff,  
Office of the President & CEO  
Chef de cabinet  
Bureau de la Présidente-directrice générale  
CBC/Radio-Canada  
(613) 288-6184  
martine.menard@cbc.ca



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

From: **Martine Menard** <martine.menard@cbc.ca>  
Date: Wed, Feb 8, 2023 at 6:50 PM  
Subject: Fwd: CMG Response to CT's comments in the Globe & Mail article  
To: Catherine Tait [REDACTED]

Fyi  
[Quoted text hidden]

**Martine Menard** <martine.menard@cbc.ca>  
To: KATHERINE BLACK <katherine.black@cbc.ca>

Thu, Apr 27, 2023 at 8:47 AM

ATI request 00005  
[Quoted text hidden]

**Martine Menard** <martine.menard@cbc.ca>  
To: KATHERINE BLACK <katherine.black@cbc.ca>

Thu, Apr 27, 2023 at 8:46 AM

Request 00005  
**Martine Ménard**  
Chief of Staff,  
Office of the President & CEO  
Chef de cabinet  
Bureau de la Présidente-directrice générale  
CBC/Radio-Canada  
(613) 288-6184  
martine.menard@cbc.ca



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

From: **Martine Menard** <martine.menard@cbc.ca>

A0078353\_1-000001

Date: Wed, Feb 8, 2023 at 6:57 PM

Subject: Re: CMG Response to CT's comments in the Globe & Mail article

s.21(1)(b)

To: Monica Parenti <monica.parenti@cbc.ca>

Cc: Marco Dube <marco.dube@radio-canada.ca>, Shaun Poulter <shaun.poulter@cbc.ca>

[Quoted text hidden]

**Martine Menard** <martine.menard@cbc.ca>  
To: KATHERINE BLACK <katherine.black@cbc.ca>

Thu, Apr 27, 2023 at 8:46 AM

Request 00005

**Martine Ménard**

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Bureau de la Présidente-directrice générale  
CBC/Radio-Canada  
(613) 288-6184  
martine.menard@cbc.ca



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

From: **Martine Menard** <martine.menard@cbc.ca>

Date: Thu, Feb 9, 2023 at 9:04 AM

Subject: Fwd: CMG Response to CT's comments in the Globe & Mail article

To: Leon Mar <leon.mar@cbc.ca>, Catherine Lefrancois <catherine.lefrancois@radio-canada.ca>, Marie-Andrée Gélinas <marie-andree.gelinas@radio-canada.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, CLAUDE GALIPEAU <claudio.galipeau@cbc.ca>

**Martine Ménard**

Chief of Staff,  
Office of the President & CEO  
Chef de cabinet  
Bureau de la Présidente-directrice générale  
CBC/Radio-Canada  
(613) 288-6184  
martine.menard@cbc.ca



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

From: **Monica Parenti** <monica.parenti@cbc.ca>

Date: Wed, Feb 8, 2023 at 7:09 PM

Subject: Re: CMG Response to CT's comments in the Globe & Mail article

To: Martine Menard <martine.menard@cbc.ca>

Cc: Marco Dube <marco.dube@radio-canada.ca>, Shaun Poulter <shaun.poulter@cbc.ca>

Hi Martine,

I am not sure to be completely honest. I will know more tomorrow morning.

Have a nice evening,

Monica

From: **Johnny Michel** <johnny.michel@cbc.ca>  
Date: Wed, Feb 8, 2023 at 12:24 PM  
Subject: Globe Story  
To: Johnny Michel <johnny.michel@cbc.ca>

Hello everyone,

I wanted to send a note to you today to address the questions that have been coming up with respect to The Globe and Mail article published yesterday. If you have not read the article, it summarised an interview with Catherine Tait about the future of CBC and the rise in demand for digital.

I know this article may have caused some anxiety and concern, especially for our staff who work in traditional platforms of radio and television. To put this in perspective for you, we have been digital first for quite some time now. It is what the audiences are asking for, and have been asking for. It is why you work on projects like podcasts, programming on the Listen app, video storytelling, social media treatments, streaming the newscast on Gem, etc. But even with our shift in that direction, the work still has to be done, and that is work that our talented teams in the West will continue to do. The demand for content from Canadians is not receding, in fact it is the opposite - it is growing, we're just not seeing the growth on linear platforms.

The content in this article about CBC prioritising streaming is not new. Your managers, my managers, and myself have been talking about this for a long time. Catherine Tait was just here a few weeks ago in BC, and she said these same things at the BC All Staff meeting. But perhaps new to you is the reference to a recent statement by BBC, saying they intend to be fully streaming within the next 10 years. But this is not the reality for us at CBC. Even with a plan to advance and move towards a streaming future, no Canadian will be left behind. We are licensed to do radio and tv and will continue to do radio and tv. There are so many parts of Canada where there is not good access to digital.

Also, some of you have expressed concern about the opinions shared by Catherine around political campaigning and Canadians opposed to funding CBC. I am going to quote an email sent by George Achi yesterday on the JSP issues where he states "that statements made by our corporate leadership (outside of CBC News) are completely separate from CBC News coverage. It goes without saying that we should cover this file with the same fair, accurate, balanced and fact-based approach we use for any other story." If you have questions or have uncertainty about this, or need clarification on something you are working on, please speak to your manager. It is the role of our senior management, not our journalists and staff, to give interviews, and articles like this are part of that process.

For those of you who reached out to ask questions about this recent story, I want to thank you. Open conversation and dialog about what we do, what we deliver to Canadians, and how we work together is so important, so I appreciate the chance to clarify some of this for you.

Cheers,

Johnny

---

**Monica Parenti, CHRL**

She/Her

Executive Director, HR & IR | People & Culture

Directrice Générale, RH et RI | Personnes et Culture

CBC English Services, Corporate Development, Finance and People & Culture

| Tel: (416) 205-2768 | Cell: (647) 535-8991

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**People & Culture** 

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On Wed, Feb 8, 2023 at 6:57 PM Martine Menard <martine.menard@cbc.ca> wrote:

Thanks for sharing Monica ... do we anticipate this note will generate another bounce? I shared with Catherine ....

On Wed, Feb 8, 2023 at 6:46 PM Monica Parenti <monica.parenti@cbc.ca> wrote:

Hi everyone,

please see below for your information and visibility the notice CMG sent today to all their members. Please let me know if you have any questions,

thank you,

Monica

*Version française de ce message ci-dessous*

February 8, 2023

### **Confusion after CBC President's remarks on digital only CBC service**

CMG members have been confused and alarmed by comments made in the press yesterday by CBC President Catherine Tait.

*"The head of the CBC says it is preparing to end traditional TV and radio broadcasts and move completely digital, as audiences shift to streaming, but the move is unlikely to happen over the next decade."*

*Source : The Globe and Mail*

After she initially suggested that CBC would cease to deliver programming on TV and radio within a decade, she later walked back those comments. Union officials have confirmed with other CBC senior managers that there is no imminent plan that would lead to any job loss, but Catherine Tait's comments have caused concern nonetheless.

Arriving five months before the end of her mandate, Catherine Tait's assertions regarding the future of CBC television and radio create unnecessary anxiety and confusion in its workforce, and most likely in the minds of Canadians in general.

It's disheartening that this declaration from the CBC president was shared out of the blue, without a chance for CBC workers who create the programming, and the public who rely on these services, being able to weigh in. With contract negotiations on the horizon, the CBC Branch Executive Council is working hard to improve its relationship with management in order to achieve a mutually acceptable Collective Agreement in the new work context as we emerge from the pandemic.

CBC/Radio-Canada's workforce has always been at the forefront of technological change, delivering reliable services to Canadians, first on radio, then on television, and now on any other medium that becomes relevant. We understand the importance of a digital first strategy to remain relevant, but disagree with a digital only approach.

We have been providing quality services on more and more platforms in communities across the country with shrinking resources. All while our pay has failed to keep up with inflation for over a decade. CBC employees have been limited to a 1.5 % yearly salary increase since 2009.

CBC must continue to deliver on its mandate as stated in the Broadcasting Act.

"...the Canadian Broadcasting Corporation, as the national public broadcaster, should provide **radio and television services** incorporating a wide range of programming that informs, enlightens and entertains; ...the programming provided by the Corporation should: ... be made available **throughout Canada** by the most appropriate and efficient means..."

A recent [Canadian Media Fund study](#) shows a strong majority of Canadians (84% anglophones, 81% francophones) watch live TV, and TV sets remain the primary device to watch television content for 78% of anglophones and 88% of francophones, up from the same time the previous year. As for radio, in survey after survey, Canadians have said how much they appreciate CBC Radio programming.

As we learned while covering post-tropical storm Fiona in Atlantic Canada in September 2022, analogue local radio and TV services can become critical tools to deliver information to Canadians when the infrastructures supporting Internet and Cellular services are down. For many Canadians, analogue radio and TV services are always critical as their Internet and Cellular services are not reliable or sometimes even available.

Regarding CBC funding, the union agrees with Tait on one thing: Canada's national public broadcaster is severely underfunded and adequate resources are needed to sustain the sheer volume of news and programming in English, French and the many Indigenous languages delivered every day by dedicated CBC/Radio-Canada workers. However, as Tait pushes back on Bill C-11, the CMG cautions that advertorials can harm CBC's brand, and in the age of 'fake news', that can be dangerous for CBC.

This is a time to recognize the incredible work CBC workers do, not diminish it; a time to champion a robust national and accessible public broadcaster, not undermine it. CBC/Radio-Canada is a crucial national connector, and any threat to diminish is a threat to our Canadian cultural identity.

CBC Branch Executive Council

National CMG Executive Committee

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Le 8 février 2023

### **Des propos de la présidente de CBC/Radio-Canada voulant que le diffuseur public soit uniquement numérique sèment la confusion**

Des propos tenus par la présidente de CBC/Radio-Canada, Catherine Tait, et rapportés par un quotidien national mardi ont engendré de la confusion et de l'inquiétude chez des membres de la Guilde canadienne des médias.

*« La chef de la direction de CBC déclare que la Société se prépare à mettre fin à la diffusion de ses émissions de télévision et de radio sur les ondes et à passer au tout numérique, à l'heure où les auditoires se tournent vers la diffusion en continu, mais qu'il est peu probable que ce changement se produise au cours des dix prochaines années. (Traduction libre)*

*Source : The Globe and Mail*

Après avoir initialement laissé entendre que CBC cesserait de diffuser des émissions à la télévision et à la radio d'ici dix ans, Catherine Tait est revenue sur ses propos. Les responsables du syndicat ont confirmé auprès d'autres

cadres supérieurs de CBC qu'il n'existe aucun plan imminent qui entraînerait une quelconque perte d'emploi, mais les déclarations de la présidente de CBC ont néanmoins suscité des inquiétudes.

Il faut noter que Mme Tait se prononce sur l'avenir de la télévision et de la radio de CBC à peine cinq mois avant la fin de son mandat, ce qui crée inutilement de l'anxiété et de la confusion au sein du personnel, et très probablement dans l'esprit de l'ensemble des Canadiens.

Il est regrettable que les déclarations de la présidente de CBC/Radio-Canada aient été faites subitement, sans que les travailleurs du diffuseur public qui créent ses émissions, et le public qui dépend de ses services, aient eu la possibilité d'exprimer leur point de vue. Or, les négociations contractuelles à CBC doivent commencer sous peu, et le Conseil exécutif de la sous-section de la Guilde travaille d'arrache-pied pour améliorer ses relations avec la direction afin de parvenir à une convention collective mutuellement acceptable dans le nouveau contexte de travail au sortir de la pandémie.

Le personnel de CBC/Radio-Canada a toujours été à l'avant-garde des changements technologiques, offrant des services fiables aux Canadiens, d'abord à la radio, puis à la télévision, et aujourd'hui sur toute autre plateforme qui devient pertinente. Nous comprenons l'importance d'une stratégie qui accorde la priorité au numérique pour rester pertinents, mais nous sommes en désaccord avec une approche uniquement axée sur le numérique.

Nous offrons des services d'information de qualité sur de plus en plus de plateformes dans des collectivités partout au Canada avec des ressources réduites. Et ce, alors que nos salaires n'ont pas suivi l'inflation depuis plus de dix ans. Les employés de CBC/Radio-Canada ont été limités à une augmentation salariale de 1,5 % par an depuis 2009.

CBC/Radio-Canada doit continuer à remplir son mandat tel qu'il est défini dans la Loi sur la radiodiffusion.

« la Société Radio-Canada, à titre de radiodiffuseur public national, devrait offrir des services **de radio et de télévision** qui comportent une très large programmation qui renseigne, éclaire et divertit; ... la programmation de la Société devrait : .... être offerte **partout au Canada** de la manière la plus adéquate et efficace, au fur et à mesure de la disponibilité des moyens... »

Une récente étude du Fonds des médias du Canada révèle qu'une forte majorité de Canadiens (84 % d'Anglophones, 81 % de Francophones) regardent la télévision en direct, et que le téléviseur demeure le principal appareil pour regarder le contenu télévisuel pour 78 % des Anglophones et 88 % des Francophones, en hausse par rapport à la même période l'année précédente. Pour ce qui est de la radio, sondage après sondage, les Canadiens disent à quel point ils apprécient les émissions de CBC Radio.

Comme nous l'avons appris en couvrant la tempête post-tropicale Fiona dans le Canada atlantique en septembre dernier, les services de radio et de télévision analogiques locaux peuvent devenir des outils essentiels pour transmettre des informations au public lorsque les infrastructures soutenant les services Internet et cellulaires sont en panne. Pour de nombreuses personnes, les services radio et télé analogiques sont toujours essentiels étant donné que leurs services Internet et cellulaires ne sont pas fiables, et dans certains cas, inexistantes.

En ce qui concerne le financement de CBC/Radio-Canada, le syndicat est d'accord avec Mme Tait sur un point : le diffuseur public national du Canada est gravement sous-financé et il faut des ressources adéquates pour soutenir l'énorme volume de nouvelles et d'émissions en français, anglais et dans les nombreuses langues autochtones, diffusées chaque jour par des travailleurs dévoués de CBC/Radio-Canada. Toutefois, alors que Mme Tait s'oppose au projet de loi C-11, la Guilde appelle à la prudence puisque les publi-reportages peuvent nuire à la marque du diffuseur public, ce qui à l'ère des « fausses nouvelles », peut s'avérer dangereux pour CBC/Radio-Canada et miner la confiance envers le diffuseur public.

Ce dont on a besoin en ce moment, c'est de la reconnaissance pour le travail remarquable que font les travailleurs de CBC/Radio-Canada, plutôt que de le saper; et d'un appel à un diffuseur public national robuste et accessible, et non d'une posture qui le mine. CBC/Radio-Canada joue un rôle crucial quand il s'agit de nous connecter à l'échelle du pays, et tout ce qui menace de l'affaiblir constitue une menace pour notre identité culturelle canadienne.

Conseil exécutif de la sous-section CBC/Radio-Canada

Comité exécutif national de la Guilde canadienne des médias

**Canadian Media Guild / La Guilde canadienne des médias**  
CWA Canada, Local 30213 (Communications Workers of America)  
311 rue Adelaide St E, Ste. 101, Toronto, ON M5A 1N2  
**(416) 591-5333 1-800-465-4149**

[www.cmg.ca](http://www.cmg.ca) / [www.laguilde.ca](http://www.laguilde.ca)

@CMGLaGuilde

<https://www.facebook.com/cmglaguilde>

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**Monica Parenti, CHRL**

She/Her

Executive Director, HR & IR | People & Culture

Directrice Générale, RH et RI | Personnes et Culture

CBC English Services, Corporate Development, Finance and People & Culture

| Tel: (416) 205-2768 | Cell: (647) 535-8991

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---

**Martine Ménard**

Chief of Staff,

Office of the President & CEO

Chef de cabinet

Bureau de la Présidente-directrice générale

CBC/Radio-Canada

(613) 288-6184

[martine.menard@cbc.ca](mailto:martine.menard@cbc.ca)



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**Fwd: Globe article: Urgent**

1 message

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**Martine Menard** <martine.menard@cbc.ca>  
To: KATHERINE BLACK <katherine.black@cbc.ca>

Thu, Apr 27, 2023 at 8:48 AM

0005

**Martine Ménard**Chief of Staff,  
Office of the President & CEO  
Chef de cabinet  
Bureau de la Présidente-directrice générale  
CBC/Radio-Canada  
(613) 288-6184  
martine.menard@cbc.ca

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

From: **Chuck Thompson** <chuck.thompson@cbc.ca>  
Date: Tue, Feb 7, 2023 at 6:27 PM  
Subject: Fwd: Globe article: Urgent  
To: Martine Menard <martine.menard@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>

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

From: **Monica Parenti** <monica.parenti@cbc.ca>  
Date: Tue, Feb 7, 2023 at 6:21 PM  
Subject: Re: Globe article: Urgent  
To: Chuck Thompson <chuck.thompson@cbc.ca>  
CC: SANDI TANNER <sandi.tanner@cbc.ca>

Yes, that is absolutely correct

---

**Monica Parenti, CHRL**

She/Her

Executive Director, HR &amp; IR | People &amp; Culture

Directrice Générale, RH et RI | Personnes et Culture

CBC English Services, Corporate Development, Finance and People &amp; Culture

| Tel: (416) 205-2768 | Cell: (647) 535-8991

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On Tue, Feb 7, 2023 at 6:15 PM Chuck Thompson <chuck.thompson@cbc.ca> wrote:  
And just to reiterate the points Catherine Gregory shared earlier are all on point.

On Tue, Feb 7, 2023 at 5:39 PM Monica Parenti <monica.parenti@cbc.ca> wrote:  
Hi Sandi,

Here is what I will do:

1. I will listen to the full interview as I have not yet had a chance,
2. Chuck's counterpart for CT is Shaun Poulter and I will reach out to help us craft a response. He is the best person to speak to CT' message,

Thank you,

On Tue, Feb 7, 2023, 5:23 p.m. SANDI TANNER <sandi.tanner@cbc.ca> wrote:  
Hi Monica and Chuck,

Starting a new thread on this. Please note the urgency and please flag for anyone that you think can assist in getting us the answers that we need. Our actual deadline is tomorrow at noon, which means that I should really have the material by 11:30 am at the latest.

The main issue is around the ten year window : "does this mean I will be out of a job in ten years?" CMG acknowledges that on the balance of the information, the Union was aware. But they feel that we could have done a better job internally of ensuring that CT's public message was transmitted across the organization to our employees directly, particularly locally. They feel that if she was interviewing for a Globe article on this topic, particularly the week of Port Credit, that they should have gotten a heads up. They are particularly troubled by the timing as it falls outside the spirit of "no surprises".

The Union was planning to publish something tonight, without sharing it in advance. I have been able to get that delayed until tomorrow at noon, on the following understanding:

- (1) We will supply the union with a response to the questions below - it doesn't matter what the format is;
- (2) Naomi will consider this information prior to releasing a statement and/or press release and will endeavour to ensure that the facts are integrated (assuming that this is what we want);
- (3) They will give us an advance copy of the material;
- (4) If we intend to share info about this with our employees, we would share at that time as well (if we do not know yet, I think that is okay as long as we say so).

They want to have more clarity around the ten-year issue, as follows. It doesn't have to be a Q&A - I drafted these based on my notes. A paragraph or two will suffice.

- (1) Where did the 10-year window come from and why is it appearing in the Globe material for the first time?
- (2) With a move to digital, will TV and radio be phased out to the point that the workforce serving these components will shrink in ten years? Sooner? Will there be a corresponding increase in digital jobs? If we don't have specifics, what is the general outlook around this?
- (3) How will the shrinking TV and radio market impact on jobs and workload for those who remain?
- (4) Why shouldn't people be worried?
- (5) (My addition:) Can we give them some sort of assurance/heads up for future articles of this importance?

Thanks and sorry about the short notice.

--

Regards,

Sandi Tanner (she/her)  
Senior Director, Industrial Relations | People & Culture  
Première directrice, Relations industrielles | Personnes et culture  
Tel: (416) 819-4439



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---  
Chuck Thompson  
Chief of Staff to the EVP  
Head of Public Affairs - CBC  
416-509-3315 (cell)  
416-205-3747

---  
Chuck Thompson  
Chief of Staff to the EVP  
Head of Public Affairs - CBC  
416-509-3315 (cell)  
416-205-3747

4/27/23, 9:05 AM

CBC/Radio-Canada Mail - Fwd: Globe article: Urgent

✘

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**Fwd: quelques messages - article du G&M**

1 message

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**Martine Menard** <martine.menard@cbc.ca>  
To: KATHERINE BLACK <katherine.black@cbc.ca>

Thu, Apr 27, 2023 at 8:49 AM

00005

**Martine Ménard**

Chief of Staff,  
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(613) 288-6184  
martine.menard@cbc.ca



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

From: **Martine Menard** <martine.menard@cbc.ca>  
Date: Tue, Feb 7, 2023 at 4:58 PM  
Subject: quelques messages - article du G&M  
To: Michel Bissonnette <michel.bissonnette@radio-canada.ca>

L'article du *Globe and Mail* fait suite au [discours de Catherine prononcé le 3 février dernier à la conférence Prime Time](#), dans lequel elle a parlé de la nécessité de défendre la culture canadienne et les organisations qui y contribuent, dont le diffuseur public. Comme elle l'a souligné dans son discours : « En réponse aux appels à "définancer CBC", nous avons besoin d'entendre d'autres voix appeler à "défendre CBC" ».

À titre de présidente-directrice générale, Catherine va continuer d'échanger avec les élus de tous les partis sur l'importance pour le diffuseur public de continuer à servir l'ensemble des Canadiens. L'équipe des relations gouvernementales et la PDG veillent à ce que les élus sachent qu'un investissement dans CBC/Radio-Canada est un investissement dans la vitalité de notre démocratie.

**Martine Ménard**

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Office of the President & CEO  
Chef de cabinet  
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martine.menard@cbc.ca



**Fwd: CMG**

s.21(1)(b)

2 messages

**Martine Menard** <martine.menard@cbc.ca>  
To: KATHERINE BLACK <katherine.black@cbc.ca>

Thu, Apr 27, 2023 at 8:50 AM

[Quoted text hidden]

**Martine Menard** <martine.menard@cbc.ca>  
To: KATHERINE BLACK <katherine.black@cbc.ca>

Thu, Apr 27, 2023 at 8:50 AM

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From: **Martine Menard** <martine.menard@cbc.ca>  
Date: Tue, Feb 7, 2023 at 3:46 PM  
Subject: Re: CMG  
To: Monica Parenti <monica.parenti@cbc.ca>  
Cc: Marco Dube <marco.dube@radio-canada.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, SANDI TANNER <sandi.tanner@cbc.ca>

Catherine's speech to Prime Time <https://cbc.radio-canada.ca/en/media-centre/prime-time-2023-supporting-canadian-culture> - the interview with the Globe and Mail was conducted right after this speech - thanks

**Martine Ménard**  
Chief of Staff,  
Office of the President & CEO  
Chef de cabinet  
Bureau de la Présidente-directrice générale  
CBC/Radio-Canada  
(613) 288-6184  
martine.menard@cbc.ca



On Tue, Feb 7, 2023 at 3:16 PM Monica Parenti <monica.parenti@cbc.ca> wrote:  
Hi everyone,

thank you,

Monica

---

**Monica Parenti, CHRL**

She/Her

Executive Director, HR & IR | People & Culture

Directrice Générale, RH et RI | Personnes et Culture

CBC English Services, Corporate Development, Finance and People & Culture

| Tel: (416) 205-2768 | Cell: (647) 535-8991

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On Tue, Feb 7, 2023 at 1:15 PM Marco Dube <marco.dube@radio-canada.ca> wrote:

Hi Shaun,

If this is the cause, we typically get a heads up. CC'ing Sandi and Monica for info and follow up.

On Tue, Feb 7, 2023 at 12:11 Shaun Poulter <shaun.poulter@cbc.ca> wrote:

Apparently CMG may be working on a release based on today's globe story.

They claim they were "blindsided" by the digital-first language and feel betrayed because they weren't told at Port Credit.

Is there someone you can speak to there and ask them to read the article and not get sucked in by click bait. We are not abandoning TV and Radio ffs.

--



**Shaun Poulter**

Executive Director, Strategy, Public Affairs, and Government Relations

Directeur général, Stratégie, Affaires publiques et relations gouvernementales

CBC/Radio-Canada

Cell: (613) 791-8054

shaun.poulter@cbc.ca

--

Marco Dubé

Vice-président, Personnes et Culture

Vice-President, People and Culture

T: (613) 288-6135 C: (613) 292-0003

marco.dube@radio-canada.ca / marco.dube@cbc.ca

**Personnes et Culture**  
**People & Culture**

4/27/23, 9:07 AM

CBC/Radio-Canada Mail - Fwd: CMG

---

**Fwd: Today's Globe and Mail Article - CBC signals plan to go digital only**

1 message

---

**Martine Ménard** <martine.menard@cbc.ca>  
To: KATHERINE BLACK <katherine.black@cbc.ca>

Thu, Apr 27, 2023 at 8:51 AM

00005

**Martine Ménard**

Chief of Staff,  
Office of the President & CEO  
Chef de cabinet  
Bureau de la Présidente-directrice générale  
CBC/Radio-Canada  
(613) 288-6184  
martine.menard@cbc.ca



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

From: **Martine Ménard** <martine.menard@cbc.ca>  
Date: Tue, Feb 7, 2023 at 1:58 PM  
Subject: Today's Globe and Mail Article - CBC signals plan to go digital only  
To: Jude Welch <Jude.Welch@pch.gc.ca>

Hey Jude --

The headline of today's Globe and Mail article by Marie Woolf is generating interest by media outlets. Marie interviewed Catherine on Friday, after her Prime Time speech.

lyou read the article - what Catherine has said as it relates to digital is:

We are a digital first public broadcaster - we have been for some time - that is how we are increasingly reaching Canadians - BUT - Catherine also made it very clear that we are not abandoning Canadians who depend on TV and Radio - we are here to serve all Canadians. We are not going to abandon any Canadians that rely on TV or Radio.

Catherine will do a short interview for The National - to clarify this matter- thanks

**Martine Ménard**

Chief of Staff,  
Office of the President & CEO  
Chef de cabinet  
Bureau de la Présidente-directrice générale  
CBC/Radio-Canada  
(613) 288-6184  
martine.menard@cbc.ca





---

**Fwd: CMG Response to CT's comments in the Globe & Mail article**

s.21(1)(b)

1 message

**Martine Menard** <martine.menard@cbc.ca>

Thu, Feb 9, 2023 at 9:04 AM

To: Leon Mar <leon.mar@cbc.ca>, Catherine Lefrancois <catherine.lefrancois@radio-canada.ca>, Marie-Andrée Gélinas <marie-andree.gelinas@radio-canada.ca>, Shaun Poulter <shaun.poulter@cbc.ca>, CLAUDE GALIPEAU <claudio.galipeau@cbc.ca>

**Martine Ménard**

Chief of Staff,  
Office of the President & CEO  
Chef de cabinet  
Bureau de la Présidente-directrice générale  
CBC/Radio-Canada  
(613) 288-6184  
martine.menard@cbc.ca



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

From: **Monica Parenti** <monica.parenti@cbc.ca>

Date: Wed, Feb 8, 2023 at 7:09 PM

Subject: Re: CMG Response to CT's comments in the Globe &amp; Mail article

To: Martine Menard &lt;martine.menard@cbc.ca&gt;

Cc: Marco Dube &lt;marco.dube@radio-canada.ca&gt;, Shaun Poulter &lt;shaun.poulter@cbc.ca&gt;

Hi Martine,

I am not sure to be completely honest. I will know more tomorrow morning.

Have a nice evening,

Monica

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

Date: Wed, Feb 8, 2023 at 12:24 PM

Subject: Globe Story

To: Johnny Michel &lt;johnny.michel@cbc.ca&gt;

Hello everyone,

I wanted to send a note to you today to address the questions that have been coming up with respect to The Globe and Mail article published yesterday. If you have not read the article, it summarised an interview with Catherine Tait about the future of CBC and the rise in demand for digital.

I know this article may have caused some anxiety and concern, especially for our staff who work in traditional platforms of radio and television. To put this in perspective for you, we have been digital first for quite some time now. It is what the audiences are asking for, and have been asking for. It is why you work on projects like podcasts, programming on the Listen app, video storytelling, social media treatments, streaming the newscast on Gem, etc. But even with our shift in that direction, the work still has to be done, and that is work that our talented teams in the West will continue to do. The demand for content from Canadians is not receding, in fact it is the opposite - it is growing, we're just not seeing the growth on linear platforms.

The content in this article about CBC prioritising streaming is not new. Your managers, my managers, and myself have been talking about this for a long time. Catherine Tait was just here a few weeks ago in BC, and she said these same things at the BC All Staff meeting. But perhaps new to you is the reference to a recent statement by BBC, saying they intend to be fully streaming within the next 10 years. But this is not the reality for us at CBC. Even with a plan to advance and move towards a streaming future, no Canadian will be left behind. We are licensed to do radio and tv and will continue to do radio and tv. There are so many parts of Canada where there is not good access to digital.

Also, some of you have expressed concern about the opinions shared by Catherine around political campaigning and Canadians opposed to funding CBC. I am going to quote an email sent by George Achi yesterday on the JSP issues where he states "that statements made by our corporate leadership (outside of CBC News) are completely separate from CBC News coverage. It goes without saying that we should cover this file with the same fair, accurate, balanced and fact-based approach we use for any other story." If you have questions or have uncertainty about this, or need clarification on something you are working on, please speak to your manager. It is the role of our senior management, not our journalists and staff, to give interviews, and articles like this are part of that process.

For those of you who reached out to ask questions about this recent story, I want to thank you. Open conversation and dialog about what we do, what we deliver to Canadians, and how we work together is so important, so I appreciate the chance to clarify some of this for you.

Cheers,

Johnny

---

**Monica Parenti**, CHRL

She/Her

Executive Director, HR & IR | People & Culture

Directrice Générale, RH et RI | Personnes et Culture

CBC English Services, Corporate Development, Finance and People & Culture

| Tel: (416) 205-2768 | Cell: (647) 535-8991

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**People & Culture**  
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On Wed, Feb 8, 2023 at 6:57 PM Martine Menard <martine.menard@cbc.ca> wrote:

Thanks for sharing Monica ... do we anticipate this note will generate another bounce? I shared with Catherine ....

On Wed, Feb 8, 2023 at 6:46 PM Monica Parenti <monica.parenti@cbc.ca> wrote:

Hi everyone,

please see below for your information and visibility the notice CMG sent today to all their members. Please let me know if you have any questions,

thank you,

Monica

*Version française de ce message ci-dessous*

February 8, 2023

### **Confusion after CBC President's remarks on digital only CBC service**

CMG members have been confused and alarmed by comments made in the press yesterday by CBC President Catherine Tait.

*"The head of the CBC says it is preparing to end traditional TV and radio broadcasts and move completely digital, as audiences shift to streaming, but the move is unlikely to happen over the next decade."*

*Source : The Globe and Mail*

After she initially suggested that CBC would cease to deliver programming on TV and radio within a decade, she later walked back those comments. Union officials have confirmed with other CBC senior managers that there is no imminent plan that would lead to any job loss, but Catherine Tait's comments have caused concern nonetheless.

Arriving five months before the end of her mandate, Catherine Tait's assertions regarding the future of CBC television and radio create unnecessary anxiety and confusion in its workforce, and most likely in the minds of Canadians in general.

It's disheartening that this declaration from the CBC president was shared out of the blue, without a chance for CBC workers who create the programming, and the public who rely on these services, being able to weigh in. With contract negotiations on the horizon, the CBC Branch Executive Council is working hard to improve its relationship with management in order to achieve a mutually acceptable Collective Agreement in the new work context as we emerge from the pandemic.

CBC/Radio-Canada's workforce has always been at the forefront of technological change, delivering reliable services to Canadians, first on radio, then on television, and now on any other medium that becomes relevant. We understand the importance of a digital first strategy to remain relevant, but disagree with a digital only approach.

We have been providing quality services on more and more platforms in communities across the country with shrinking resources. All while our pay has failed to keep up with inflation for over a decade. CBC employees have been limited to a 1.5 % yearly salary increase since 2009.

CBC must continue to deliver on its mandate as stated in the Broadcasting Act.

"...the Canadian Broadcasting Corporation, as the national public broadcaster, should provide **radio and television services** incorporating a wide range of programming that informs, enlightens and entertains; ...the programming provided by the Corporation should: ... be made available **throughout Canada** by the most appropriate and efficient means..."

A recent [Canadian Media Fund study](#) shows a strong majority of Canadians (84% anglophones, 81% francophones) watch live TV, and TV sets remain the primary device to watch television content for 78% of anglophones and 88% of francophones, up from the same time the previous year. As for radio, in survey after survey, Canadians have said how much they appreciate CBC Radio programming.

As we learned while covering post-tropical storm Fiona in Atlantic Canada in September 2022, analogue local radio and TV services can become critical tools to deliver information to Canadians when the infrastructures supporting Internet and Cellular services are down. For many Canadians, analogue radio and TV services are always critical as their Internet and Cellular services are not reliable or sometimes even available.

Regarding CBC funding, the union agrees with Tait on one thing: Canada's national public broadcaster is severely underfunded and adequate resources are needed to sustain the sheer volume of news and programming in English, French and the many Indigenous languages delivered every day by dedicated CBC/Radio-Canada workers. However, as Tait pushes back on Bill C-11, the CMG cautions that advertorials can harm CBC's brand, and in the age of 'fake news', that can be dangerous for CBC.

This is a time to recognize the incredible work CBC workers do, not diminish it; a time to champion a robust national and accessible public broadcaster, not undermine it. CBC/Radio-Canada is a crucial national connector, and any threat to diminish is a threat to our Canadian cultural identity.

CBC Branch Executive Council

National CMG Executive Committee

Le 8 février 2023

### **Des propos de la présidente de CBC/Radio-Canada voulant que le diffuseur public soit uniquement numérique sèment la confusion**

Des propos tenus par la présidente de CBC/Radio-Canada, Catherine Tait, et rapportés par un quotidien national mardi ont engendré de la confusion et de l'inquiétude chez des membres de la Guilde canadienne des médias.

*« La chef de la direction de CBC déclare que la Société se prépare à mettre fin à la diffusion de ses émissions de télévision et de radio sur les ondes et à passer au tout numérique, à l'heure où les auditoires se tournent vers la diffusion en continu, mais qu'il est peu probable que ce changement se produise au cours des dix prochaines années. (Traduction libre)*

Source : *The Globe and Mail*

Après avoir initialement laissé entendre que CBC cesserait de diffuser des émissions à la télévision et à la radio d'ici dix ans, Catherine Tait est revenue sur ses propos. Les responsables du syndicat ont confirmé auprès d'autres cadres supérieurs de CBC qu'il n'existe aucun plan imminent qui entraînerait une quelconque perte d'emploi, mais les déclarations de la présidente de CBC ont néanmoins suscité des inquiétudes.

Il faut noter que Mme Tait se prononce sur l'avenir de la télévision et de la radio de CBC à peine cinq mois avant la fin de son mandat, ce qui crée inutilement de l'anxiété et de la confusion au sein du personnel, et très probablement dans l'esprit de l'ensemble des Canadiens.

Il est regrettable que les déclarations de la présidente de CBC/Radio-Canada aient été faites subitement, sans que les travailleurs du diffuseur public qui créent ses émissions, et le public qui dépend de ses services, aient eu la possibilité d'exprimer leur point de vue. Or, les négociations contractuelles à CBC doivent commencer sous peu, et le Conseil exécutif de la sous-section de la Guilde travaille d'arrache-pied pour améliorer ses relations avec la direction afin de parvenir à une convention collective mutuellement acceptable dans le nouveau contexte de travail au sortir de la pandémie.

Le personnel de CBC/Radio-Canada a toujours été à l'avant-garde des changements technologiques, offrant des services fiables aux Canadiens, d'abord à la radio, puis à la télévision, et aujourd'hui sur toute autre plateforme qui devient pertinente. Nous comprenons l'importance d'une stratégie qui accorde la priorité au numérique pour rester pertinents, mais nous sommes en désaccord avec une approche uniquement axée sur le numérique.

Nous offrons des services d'information de qualité sur de plus en plus de plateformes dans des collectivités partout au Canada avec des ressources réduites. Et ce, alors que nos salaires n'ont pas suivi l'inflation depuis plus de dix

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ans. Les employés de CBC/Radio-Canada ont été limités à une augmentation salariale de 1,5 % par an depuis 2009.

CBC/Radio-Canada doit continuer à remplir son mandat tel qu'il est défini dans la Loi sur la radiodiffusion.

« la Société Radio-Canada, à titre de radiodiffuseur public national, devrait offrir des services **de radio et de télévision** qui comportent une très large programmation qui renseigne, éclaire et divertit; ... la programmation de la Société devrait : ... être offerte **partout au Canada** de la manière la plus adéquate et efficace, au fur et à mesure de la disponibilité des moyens... »

Une récente étude du **Fonds des médias du Canada** révèle qu'une forte majorité de Canadiens (84 % d'Anglophones, 81 % de Francophones) regardent la télévision en direct, et que le téléviseur demeure le principal appareil pour regarder le contenu télévisuel pour 78 % des Anglophones et 88 % des Francophones, en hausse par rapport à la même période l'année précédente. Pour ce qui est de la radio, sondage après sondage, les Canadiens disent à quel point ils apprécient les émissions de CBC Radio.

Comme nous l'avons appris en couvrant la tempête post-tropicale Fiona dans le Canada atlantique en septembre dernier, les services de radio et de télévision analogiques locaux peuvent devenir des outils essentiels pour transmettre des informations au public lorsque les infrastructures soutenant les services Internet et cellulaires sont en panne. Pour de nombreuses personnes, les services radio et télé analogiques sont toujours essentiels étant donné que leurs services Internet et cellulaires ne sont pas fiables, et dans certains cas, inexistantes.

En ce qui concerne le financement de CBC/Radio-Canada, le syndicat est d'accord avec Mme Tait sur un point : le diffuseur public national du Canada est gravement sous-financé et il faut des ressources adéquates pour soutenir l'énorme volume de nouvelles et d'émissions en français, anglais et dans les nombreuses langues autochtones, diffusées chaque jour par des travailleurs dévoués de CBC/Radio-Canada. Toutefois, alors que Mme Tait s'oppose au projet de loi C-11, la Guilde appelle à la prudence puisque les publi-reportages peuvent nuire à la marque du diffuseur public, ce qui à l'ère des « fausses nouvelles », peut s'avérer dangereux pour CBC/Radio-Canada et miner la confiance envers le diffuseur public.

Ce dont on a besoin en ce moment, c'est de la reconnaissance pour le travail remarquable que font les travailleurs de CBC/Radio-Canada, plutôt que de le saper; et d'un appel à un diffuseur public national robuste et accessible, et non d'une posture qui le mine. CBC/Radio-Canada joue un rôle crucial quand il s'agit de nous connecter à l'échelle du pays, et tout ce qui menace de l'affaiblir constitue une menace pour notre identité culturelle canadienne.

Conseil exécutif de la sous-section CBC/Radio-Canada

Comité exécutif national de la Guilde canadienne des médias

**Canadian Media Guild / La Guilde canadienne des médias**  
CWA Canada, Local 30213 (Communications Workers of America)  
311 rue Adelaide St E, Ste. 101, Toronto, ON M5A 1N2  
(416) 591-5333 1-800-465-4149

[www.cmg.ca](http://www.cmg.ca) / [www.laguilde.ca](http://www.laguilde.ca)

@CMGLaGuilde

<https://www.facebook.com/cmglaguilde>

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**Monica Parenti, CHRL**

She/Her

Executive Director, HR & IR | People & Culture

Directrice Générale, RH et RI | Personnes et Culture

CBC English Services, Corporate Development, Finance and People & Culture

| Tel: (416) 205-2768 | Cell: (647) 535-8991

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Ressources humaines et Relations industrielles

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---

**Martine Ménard**

Chief of Staff,  
Office of the President & CEO  
Chef de cabinet  
Bureau de la Présidente-directrice générale  
CBC/Radio-Canada  
(613) 288-6184  
martine.menard@cbc.ca



**Fwd: Document shared with you: ' [REDACTED] - February 2023'**

s.19(1)

1 message

**Martine Menard** <martine.menard@cbc.ca>  
To: KATHERINE BLACK <katherine.black@cbc.ca>

Thu, Apr 27, 2023 at 8:44 AM

I will start sending you documents in support of an ATI request - including these documents - can you compile all together and we will send to ATI Secretariat - request is 00005

**Martine Ménard**

Chief of Staff,  
Office of the President & CEO  
Chef de cabinet  
Bureau de la Présidente-directrice générale  
CBC/Radio-Canada  
(613) 288-6184  
martine.menard@cbc.ca



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

From: **Kelly Broadfoot** <kelly.broadfoot@cbc.ca>  
Date: Mon, Feb 13, 2023 at 3:52 PM  
Subject: Re: Document shared with you: [REDACTED] - February 2023"  
To: Martine Menard <martine.menard@cbc.ca>

Hi,

As requested, here is the doc with the responses re: Globe & Mail article. The one to [REDACTED] drafted by Shaun, has been sent. I've added the other 2 emails below (you can find proposed responses highlighted). The proposed responses are based on the messaging from Shaun and Leon.

Thanks,  
Kelly

**Kelly Broadfoot (she/her/elle)**  
Communications Coordinator | Corporate Communications  
Coordonnatrice des communications | Communications d'entreprise  
181, Queen Street, Ottawa (Ontario) K1P 1K9  
613-878-6758

**Corporate Development**   
**Développement d'entreprise**

On Thu, Feb 9, 2023 at 11:29 AM Martine Menard (via Google Docs) <drive-shares-dm-noreply@google.com> wrote:

# Martine Menard shared a document



Martine Menard (martine.menard@cbc.ca) has invited you to **edit** the following document:

Kelly - can you prepare a google doc - and prepare a response to all incoming e-mails re: globe and mail article - see attached draft from Shaun - please include in google doc in coming e-mail and proposed response - thanks



Open

Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA  
You have received this email because martine.menard@cbc.ca shared a document with you from Google Docs.

Google Workspace



Dear [REDACTED]

Thank you for your letter.

Please let me assure you, we value loyal TV and radio viewers and listeners like you and we will not abandon you.

Unfortunately the newspaper article you saw was a bit misleading. It is true that the core audience for television, for all networks today, is older. I also said, "We are the only broadcaster ... that has the obligation to serve all Canadians. So ... audiences that may only have their television — we are not going to abandon them."

CBC/Radio-Canada has no intention of leaving TV or radio behind. I reiterated this in a subsequent interview with CBC News: [CBC won't abandon TV, radio audiences as it charts digital path over next decades, says president](#). I am sorry for any unease this article caused you.

We do know that more and more Canadians are moving to digital. We have to be there, too, if we are going to be able to fulfil our mandate to serve all Canadians. That is our commitment —whether it's through a computer, a television, a radio, or some future technology — to continue to serve all Canadians.

I hope this information reassures you of our commitment to you and all Canadians. Again, thank you for writing and for your support of the public broadcaster.

Sincerely,

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

From: **Martine Menard** <martine.menard@cbc.ca>

Date: Wed, Feb 8, 2023 at 4:06 PM

Subject: Fwd: CBC gives up on aged Canadians

To: CLAUDE GALIPEAU <claudio.galipeau@cbc.ca>, Shaun Poulter <shaun.poulter@cbc.ca>

Can we quickly get a response prepared ? Tx

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

From: **Catherine Tait** <catherine.tait@cbc.ca>

Date: Wed, Feb 8, 2023 at 4:01 PM

Subject: Fwd: CBC gives up on aged Canadians

To: Martine Menard <martine.menard@cbc.ca>



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

From: [REDACTED]  
Date: Tue, Feb 7, 2023 at 11:48 AM  
Subject: CBC gives up on aged Canadians  
To: <catherine.tait@radio-canada.ca>  
Cc: <Pablo.Rodriguez@parl.gc.ca>

**To Ms. Tait:**

According to the G&M (hard copy) article, the CBC is ending its traditional radio and TV broadcasts. So, as an aged – well beyond the 65 yr. plus - Canadian (whose life-long taxes has supported CBC) I infer from that, that I and a host of older Canadians don't matter...or in your words, 'aren't relevant'. I'm neither interested in having to buy additional internet services to 'stream' the news nor hassle with all that 'streaming' entails.

What is the point? Saving money – you still need people reading news and reporting, you still need studios and all the other stuff that's required to produce a programme. What's the viewing audience? As the article states, more people of age dial in to CBC than the younger cadre...and I'll venture that's because of programme content and not the delivery medium. And then there are those vast regions of the country where broadband service is weak.

**To Minister Rodriguez:**

As a Liberal, I would take great exception to having my tax dollars used to provide services I don't want. So, policy to go on-line only might well cause me to join the 'defund the CBC crowd'; not smart politics.

Seems to me that both types of services are possible with little, if any, additional cost. And speaking of (bemoaning) budgets, surely, the CBC has used 'cost-saving technology' to reduce its costs so why shouldn't there be a budgetary advantage which translates into less cost to taxpayers.

Caution: Don't throw the baby out with the bathwater. Caveat to the caution: Old babies can cry like hell!



Virus-free. [www.avast.com](http://www.avast.com)

--

**Martine Ménard**

Chief of Staff,

Office of the President & CEO  
Chef de cabinet  
Bureau de la Présidente-directrice générale  
CBC/Radio-Canada  
(613) 288-6184  
martine.menard@cbc.ca



--



**Shaun Poulter**

Executive Director, Strategy, Public Affairs, and Government Relations  
Directeur général, Stratégie, Affaires publiques et relations gouvernementales  
CBC/Radio-Canada  
Cell: (613) 791-8054  
shaun.poulter@cbc.ca



KATHERINE BLACK <katherine.black@cbc.ca>

**Fwd: Context - Globe article**

1 message

**Martine Menard** <martine.menard@cbc.ca>  
To: KATHERINE BLACK <katherine.black@cbc.ca>

Thu, Apr 27, 2023 at 8:49 AM

00005

**Martine Ménard**  
Chief of Staff,  
Office of the President & CEO  
Chef de cabinet  
Bureau de la Présidente-directrice générale  
CBC/Radio-Canada  
(613) 288-6184  
martine.menard@cbc.ca



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

From: **Martine Menard** <martine.menard@cbc.ca>  
Date: Tue, Feb 7, 2023 at 4:56 PM  
Subject: Re: Context - Globe article  
To: Leon Mar <leon.mar@cbc.ca>  
Cc: EMMA IANNETTA <emma.iannetta@radio-canada.ca>, Julien Faille-Lefrançois <julien.faille-lefrancois@radio-canada.ca>, Shaun Poulter <shaun.poulter@cbc.ca>

I will share with Michel .... Thanks

On Tue, Feb 7, 2023 at 4:53 PM Leon Mar <leon.mar@cbc.ca> wrote:  
Hi Martine,

Here is what we have drafted:



Thanks,



**Leon Mar**  
Director, Media Relations | Corporate Spokesperson  
Strategy, Public Affairs and Government Relations  
CBC/Radio-Canada | +1 647 616-5768  
Directeur, Relations avec les médias | Porte-parole institutionnel  
Stratégie, Affaires publiques et Relations gouvernementales

**Martine Ménard**  
Chief of Staff,  
Office of the President & CEO  
Chef de cabinet

4/27/23, 9:06 AM

CBC/Radio-Canada Mail - Fwd: Context - Globe article

Bureau de la Présidente-directrice générale  
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L'article du *Globe and Mail* fait suite au [discours de Catherine prononcé le 3 février dernier à la conférence Prime Time](#), dans lequel elle a parlé de la nécessité de défendre la culture canadienne et les organisations qui y contribuent, dont le diffuseur public. Comme elle l'a souligné dans son discours : « En réponse aux appels à "définancer CBC", nous avons besoin d'entendre d'autres voix appeler à "défendre CBC" ».

À titre de présidente-directrice générale, Catherine va continuer d'échanger avec les élus de tous les partis sur l'importance pour le diffuseur public de continuer à servir l'ensemble des Canadiens. L'équipe des relations gouvernementales et la PDG veillent à ce que les élus sachent qu'un investissement dans CBC/Radio-Canada est un investissement dans la vitalité de notre démocratie.