

23 November 2020

Claude Doucet, Secretary General
CRTC
Ottawa, ON
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Dear Secretary General,

**Re: Procedural request submitted on 13 November 2020 with respect to
BNoC 2019-379**

On 13 November 2020 a number of former CBC employees submitted a Part 1 application to the CRTC concerning the CBC's sale of 'branded content' via its Tandem initiative. Following the requirements of section 22, we asked that the Commission initiate a public proceeding to consider the issue as, in our view, the CBC's sale of branding in its programming is not authorized by the *Broadcasting Act*.

We have not yet received an acknowledgement from the CRTC that it received our application and, while section 23 says that the CRTC shall post all applications it receives which comply with section 22, we also note that the CRTC has not yet posted our application.

As an alternative to considering CBC's sale of branding opportunities in a Part 1 proceeding, we suggested that the CRTC treat our letter as a procedural request that the branding matter be placed on the agenda of the CRTC's still-ongoing 2019-379 proceeding to hear CBC's licensing applications. We note that our letter has not been posted on the CRTC's web page describing the 2019-379 proceeding either.

We respectfully request that the CRTC acknowledge receipt of this letter and of our letter of November 13, 2020, ten calendar days ago.

Further we request that the Commission either post the latter as a Part 1 application or as a procedural request in relation to its 2019-379 proceeding within the next three business days to ensure that other interested parties have an opportunity to respond.

Yours sincerely,

Undersigned former CBC employees

Tony Burman, former Editor-in-Chief, CBC News

Jane Chalmers, former Vice President, CBC Radio

Adrienne Clarkson, former CBC Television Host (*Take Thirty*, *The Fifth Estate*, *Adrienne Clarkson Presents*) and former Governor General of Canada 1999 to 2005

Kelly Crichton, former Executive Producer, *The Fifth Estate* and *The National*

Kelly Crowe, former Medical Sciences Correspondent, CBC News

Jeffrey Dvorkin, former Managing Editor and Chief Journalist, CBC Radio

Mellissa Fung, former National Correspondent, CBC News

Paul Gaffney, former Senior Director, Regulatory Affairs

Elizabeth Gray, former Host, *As It Happens*

Bernie Lucht, former Executive Producer, *Ideas*

Tony Manera, former President 1992 to 1995

Peter Mansbridge, former Host, *The National*

Linden MacIntyre, former Host, *The Fifth Estate*

Tassie Notar, former Executive Producer, *Marketplace*

Robert O'Reilly, former Executive Director, Radio Canada International, and Director, International Relations

Robert Rabinovitch, former President 1999 to 2007

Susan Reisler, former host of Newsworld Business News

Julian Sher, former Senior Producer, *The Fifth Estate*

Ruth-Ellen Soles, former Spokesperson and Head of Media Relations, English Services

Mark Starowicz, former Executive Director, Documentary Programming

Bruce Steele, former Host, *What on Earth?*

Brian Stewart, former Senior Correspondent, *The National*

David Studer, former Director, Journalistic Standards and Policy

Doug Ward, former Director of Radio, National Capital Region

Kealy Wilkinson, former Special Advisor, Planning