



October 20, 2007

John Masters  
Travel Media Association of Canada  
55 St. Clair Avenue West, Suite 255  
Toronto, Ontario M4V 2Y7

Dear Mr. Masters:

I am writing in response to your letter of October 1, 2007. Thank you for taking the time to raise the concerns you have with the CanWest freelance agreement.

The new agreement was drafted to incorporate the changes taking place in today's media environment. It is necessary from time to time to redraft these agreements as our readers shift between online and print, necessitating alternate rights arrangements between us and our writers.

While we require our editors to make use of the agreement, it is also expected that freelancers are free to negotiate terms and conditions of their respective engagements depending on usual economics and market factors. We may agree or disagree to proposed changes, but they do need to be negotiated on an individual basis. There have been cases where we have altered our position on perpetual rights, reselling and revenue sharing, but this is done strictly on a case by case basis.

Perpetual and multi-media rights have become standard practice for media companies as they secure their positions in the online world, and generally speaking it is a requirement in our agreements. Additionally, moral rights waivers are required to let our editors edit – without that waiver the editorial process could be compromised.

Finally, like any contract, the fees associated with the assignment are negotiable. While there may be a perceived 'financial penalty', in fact many freelancers have signed this agreement with enthusiasm, happy to end the time consuming and often frustrating exercise of tracking down modest payments from our newspapers. We encourage freelancers to have a discussion of rates with the editors they deal with prior to signing the agreement. Those are local decisions made by the editors with their own budgetary authority.

I appreciate you taking the time to outline your concerns, and hope this goes some distance to putting this behind us.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dennis Skulsky', written over a light blue horizontal line.

Dennis Skulsky  
President and CEO  
CanWest MediaWorks Publishing

DS:ff