

MEMORANDUM OF AGREEMENT

between

THE JOINT BROADCAST COMMITTEE OF

THE INSTITUTE OF COMMUNICATION AGENCIES (“ICA”)

and

THE ASSOCIATION OF CANADIAN ADVERTISERS (“ACA”)

and

ALLIANCE OF CANADIAN CINEMA, TELEVISION AND RADIO ARTISTS (“ACTRA”)

(COLLECTIVELY REFERRED TO AS THE “PARTIES”)

The Parties will recommend approval of this Memorandum of Agreement to their respective boards/councils. In the case of ACTRA, this Memorandum of Agreement will be submitted to eligible members for approval via referendum vote. The Parties shall notify each other when ratification and approval has been achieved by both parties.

This agreement, when fully executed, shall constitute an amendment to the National Commercial Agreement (NCA) between ACTRA and the ICA/ACA as follows:

1. The parties agree to extend all the terms and conditions of the current NCA (August 5, 2017 – June 30, 2020), which is set to expire on June 30, 2020 for one (1) year to June 30, 2021.
2. All other terms and conditions shall remain in full force and effect unchanged during the (1) year extension period.
3. The Parties agree that this Memorandum of Agreement shall be signed electronically.

Dated at Toronto, Ontario, this 14 of August, 2020.

**The Institute of Communication Agencies**



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**Alliance of Canadian Cinema, Television and Radio Artists**



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**The Association of Canadian Advertisers**



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