



OPEN LETTER

July 15, 2022

Dear Mr. Tarr,

As you know, ACTRA members came to speak with you this week to end your unlawful lock-out that is hurting performers and the brands you represent. Sadly, you chose to shut down your offices for the day rather than attending and speaking with us.

You say you're committed to fairness and opportunity for diverse people – yet this lock-out of ACTRA performers is anything but fair.

How is it fair to nullify the terms of work of thousands of performers and to lock them out, in order to radically cut their pay, benefits, pensions and use fees?

Your justification for attacking precarious performers is completely without any justifiable foundation. You have been falsely told that signatory agencies like yours were being treated unfairly. Here are the facts:

- 90% of the performer payroll under ACTRA's commercial agreement is contracted by fully-adhered engagers like Leo Burnett. 90%.
- 7% is U.S. advertising agencies shooting commercials in Canada as permitted under the agreement negotiated for decades by the Institute of Canadian Agencies (ICA), the Association of Canadian Advertisers (ACA) and ACTRA.
- Only 3% of the payroll is from non-adhered engagers – what we have all traditionally thought of as “recruits we're working on.” ACTRA made proposals to address this group in bargaining but were ignored by your trade association.

There is no material issue here; no material “unfairness”, nothing to this matter -- other than a pretext for red-faced performances in bargaining intended to justify an act of cruelty and greed aimed at these gig workers -- the most vulnerable people in the advertising industry.

Alliance of Canadian Cinema, Television and Radio Artists

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Affiliated with the Canadian Labour Congress (CLC)
and the International Federation of Actors (FIA)
Branch Offices: Vancouver · Calgary · Regina · Winnipeg
Toronto · Ottawa · Montreal · Halifax · St. John's

Advertisers represented by the ACA and your colleagues in Quebec with the A2C know that the story you have been told is a transparent misrepresentation and repudiated the advice you chose to accept.

The advice of your trade association is costing your brands and your reputation. This conduct doesn't reflect your values as set out so clearly on your website. And it is not the kind of conduct Canada's advertisers want to see from their agencies.

We invite you to join the ACA, A2C and ACTRA and work with us to simplify and modernize the commercial agreement to the benefit and competitiveness of the advertising industry. Show respect for the gig workers who kept your agency's work going through the pandemic, who win awards and get results for Canada's major brands. Respect performers. End the lock-out now. Rejoin the advertising industry at the bargaining table and let's work together collaboratively on real issues.

Please feel free to give me a call if you want to discuss this further or alternatively, please do not hesitate to call Ron Lund at the ACA.

A handwritten signature in black ink that reads "Marie Kelly". The signature is written in a cursive, flowing style.

Marie Kelly
ACTRA, National Executive Director
416.489.1311

cc: Ron Lund, President, Association of Canadian Advertisers, 416.964.3805