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INQUIRY OF MINIS DEMANDE DE RENSEIGNEMENT AU GOUVERNEMENT

2017 - 09 - 19

PREPARE IN ENGLISH AND FRENCH MARKING "ORIGINAL TEXT" OR "TRANSLATION"
PRÉPARER EN ANGLAIS ET EN FRANÇAIS EN INDIQUANT "TEXTE ORIGINAL" OU "TRADUCTION"

QUESTION NO./N° DE LA QUESTION
S-44

BY / DE
Honourable Senator Downe

DATE
March 8, 2017

Reply by the Minister of National Revenue
Réponse de la ministre du Revenu national

Signed by the Honourable Diane Lebouthillier

PRINT NAME OF SIGNATORY
INSCRIRE LE NOM DU SIGNATAIRE

SIGNATURE
MINISTER OR PARLIAMENTARY SECRETARY
MINISTRE OU SECRÉTAIRE PARLEMENTAIRE

QUESTION

Regarding the item "How Canada is cracking down on offshore tax evasion and aggressive tax avoidance," published in the National Post on March 3, 2017: For the period 2015-17: 1. Did the Canada Revenue Agency (CRA) write the item in question? 2. If not, who wrote it, and what was the cost of having it written? 3. If it was prepared by Post Media, how many items of such content have been purchased by the CRA from Post Media? – **See full text of the question attached.**

REPLY / RÉPONSE

ORIGINAL TEXT
TEXTE ORIGINAL

☒

TRANSLATION
TRADUCTION

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With respect to the above-noted question, what follows is the response from the Canada Revenue Agency (CRA).

The Government of Canada defines advertising as any message conveyed in Canada and abroad and paid for by the government for placement in media such as newspapers, television, radio, internet, cinema and out-of home.

As part of the advertising process, departments/agencies work with the Government's Agency of Record (Cossette) to develop media strategies and plans, including, in this case, the planning, negotiation and implementation of a media partnership. This media partnership enabled the CRA to inform and educate Canadians on the federal programs in place as well as the key actions it is taking to combat offshore tax evasion and aggressive avoidance, and promote the recognition and reporting of those who sell illegal tax schemes. This is the only paid advertising media partnership the CRA implemented during the timeframe indicated.

Parts 1 and 2: The CRA provided a detailed story outline to Postmedia, and the article was written by a Postmedia writer in collaboration with the CRA. The costs to write the article were included in the media partnership package. No specific costs were attributed solely to the writing of the articles.

Part 3: The contract with Postmedia included four English articles on this specific topic.

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Parts 4 and 5: In order to provide Canadians with information about the CRA's efforts to crack down on offshore tax evasion and aggressive tax avoidance in French, the CRA purchased sponsored content with La Presse+ which has national coverage in French. La Presse+ developed and featured four different articles. One article was published each week over a 4 week span. Each article in both Postmedia publications and La Presse+ featured an ad.

Part 6: The media partnership with Postmedia included four different articles, each published nationally, on separate weeks, over a 4 week span, in prime placement in print and digital formats. The partnership also included online display and programmatic ads airing from February 6, 2017 to March 31, 2017 for the overarching Compliance ad campaign and the Services ad campaign. The partnership further included social media amplification via Postmedia news social channels. The CRA paid Postmedia \$223,863 for an estimated media value of \$565,000. With this media partnership, the CRA realized savings of 60% on the cost of ad placement.

The total cost for the articles and ads in La Presse+ was \$64,634.36 which included the costs for translation and adaptation of the articles.

Part 7: The English articles were published in the following online and print news channels: *National Post* – Toronto edition, *Vancouver Sun*, *Calgary Herald*, *Montreal Gazette* and *Ottawa Citizen* including their social media channels.

Dates of publication for the digital articles were: February 10, 17, and 24, 2017 and March 3, 2017.

Dates of publication for the print articles in all the newspapers listed above were: February 11, 18, and 25, 2017, and March 4, 2017. The French articles were published on La Presse+ on February 18 and 25, 2017, and March 4 and 11, 2017.

Parts 8 and 9: There have been no other similar purchases of advertising content. As mentioned in Part 6, the media partnership included print and online display and programmatic ads airing from February 6, 2017 to March 31, 2017. The partnership further included social media amplification via Postmedia news social channels.

No. 44.

By the Honourable Senator Downe:

March 8, 2017— Regarding the item "How Canada is cracking down on offshore tax evasion and aggressive tax avoidance," published in the National Post on March 3, 2017:

For the period 2015-17:

1. Did the Canada Revenue Agency (CRA) write the item in question?
 2. If not, who wrote it, and what was the cost of having it written?
 3. If it was prepared by Post Media, how many items of such content have been purchased by the CRA from Post Media?
 4. Have any items of such content been purchased by the CRA from any other firm?
 5. If so, how many and what are the names of those firms?
 6. How much money has the CRA spent on such content?
 7. In what newspapers was this content published? On what dates?
 8. Have similar purchases of content been made in other media (radio, television, internet, etc.)?
 9. If so, what are the details of those purchases (instances, dates, expenditures, firms, etc.)?
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