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# The Lobby Monitor

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## Mining Lobby Strikes It Rich

A profile of the Keep Mining In Canada lobby shows that there's gold in their lobby successes. *See Mining, page 2.*

## Catching up with Copyright

In the continuing saga of the copyright legislation, the battle continues as interested parties struggle to see which issues will remain on the agenda. *See Copyright, page 3.*

## Also in this issue:

**Lobby Tidbits**, lobbyists respond to the NDP call for an end to the tax break for corporate lobbying, and Ethics Counsellor *Howard Wilson* makes his appearance with the Lobbyist Code of Conduct at a House committee, *page 6*. Also inside: **People and Growth at SAMCI**, *page 7*, **Registrations**, *page 4*, and **Registration Notes**, *page 5*.

### Registrations This Issue

#### Client Firm

Alliance for Sponsorship Freed  
Apotex Inc  
Arakis Energy Corporation  
Assoc of Blue Cross Plans  
AT&T Canada Inc.  
Bristol-Myers Squibb  
CANCOM  
Cdn Community Newspapers Assoc  
Cdn Imperial Bank of Commerce  
Cdn Inst of Chart. Accountants  
Garantie Co d-Assurance d A-N  
Havergal College  
Humber College  
IBM Canada Limited  
Kalyx Biosciences Inc.  
Kennedy Freight Services Ltd.

Leo One  
Merck Frosst Canada Inc  
Microcell Communications Inc.  
Motorola Military & Aerospace  
Nelson Canada  
North American Gateway Inc.  
Omnitrex  
Overture Marketing  
Rockwell Intl Corp  
Shaw Communications Inc.  
SR Telecom Inc.  
Teleglobe Canada Inc.  
Telesysteme National Inc  
Trans Canada Credit Corp  
Tsakos Shipping & Trading SA

#### Lobby Firm

Advocates Ink

Association House  
Durelex Management Inc  
Earncliffe Strategy Gp  
Edelman Public Rltns Worldwide  
Finkelstein and Associates  
Frame, Douglas  
Goodfellow Agricola Con  
Heenan Blaikie  
Hill & Knowlton Canada (Ott)  
Joseph Schmidt & Assoc  
Michael M. Johnson & Associates Inc.  
Morris/Rose/Ledgett  
The Capital Hill Group (Ott)  
Tiendale Ltd.  
WB Holdings Ltd.

# Mining Lobby Strikes Gold

When environmentalists start speaking of the success of the **Keep Mining in Canada** campaign, you know that industry will be happy. It's not that the mining case represents that sought after "win-win" situation — environmentalists still chastise the massive impact the industry has on its surroundings. However, these groups reluctantly acknowledge that the industry's efforts since the campaign began in 1993 have been very effective.

But last week marked something of an end to the campaign. The **Mining Association of Canada** held another of their popular MP lobby days, and there were scheduled meetings with Natural Resources Minister **Anne McLellan** as well as various Deputy Minister level officials. President **George Miller** also presented a dissection of the Keep Mining in Canada campaign to the association's board, with an eye towards implementing a second stage of the approach.

The dissection of the campaign reveals some tried and true techniques, along with a few that caught a wave of feeling within the **Chrétien** government. Themes of jobs and investment were packaged in a comprehensive approach, and as most involved suggest, found resonance among the sectors decision makers.

## What They Did

The association started from a position that included widespread criticism of the industry's environmental practices and economic potential. Environmental impact was seen as less and less justified by an industry that seemed in decline, with ever reducing potential to create jobs. "We used to hear **Michael Wilson's** speeches that said the resources sector was in decline and not believe what we were hearing," says Miller.

They set out with the goal of not necessarily seeking positive measures for the sector, but at least to delay or modify any negative legislation or regulatory regime. The underlying threat of the campaign was that companies would pull up stakes and

head to other countries, notably in South America, that were offering enticements to the industry.

The Association's own breakdown of the campaign's components stresses the importance of "integrated activities." The government relations package coordinated meetings with ministers and senior bureaucrats, lobby days focusing on MPs, caucus relations programs like mine tours for MPs and the "Adopt-An-Urban-MP" program.

Their public relations program ran an ambassadors program to try and improve their image, a poster contest and cross country tour of an exhibit aimed at addressing the industry's critics. The ad campaign — the new faces of mining — promoted women and minorities working within the industry, and sold the job creation angle.

"The sheer size of the campaign is remarkable," says **Mark Winfield** of **The Canadian Institute for Environmental Law and Policy**. For example, mining representatives held meetings with over 120 MPs last week.

## Why it Worked

Miller says that the most important factor in the success of the campaign was the enormous energy that was building within the sector to address what it saw as an incorrect public image. "There was enormous frustration from the industry at being ignored by the urban centres," says Miller.

Briefing notes from the MAC's presentation to its board suggests that the campaign's success was based on a design that solved business problems. Further, the approach tried to link the mining advocates into a united front in order to amplify their message.

But however useful these initiatives were, sector watchers suggest that they were only a complement to the efforts that won the day. "Many things played a role in the campaign, but what won the day was getting McLellan on side," says a lobbyist. "They

also succeeded with the department, who essentially has staked out a territory as a spokesman for the industry."

"Their trump card was the threat that they would pull up and move to South America," says **Kevin McNamee**, of the **Canadian Nature Federation**. McNamee also notes the impact the department's position played in the campaign. Other sources concur that the department's position was pivotal. "NRCan has been extreme, they're further down the road than the industry in many cases," says a lobbyist.

Environmentalists say that their own response to the campaign was poor. "It slipped through the cracks," says Winfield. "There are few groups focused mining, no one takes on the industry directly." Environmentalists concede the effectiveness of the mining industry's message, but say it was made all the more successful because the other side was rarely heard.

"These issues don't get much media attention," says **Elizabeth May** of **The Sierra Club**, noting that most environmental issues face the same communications challenge.

The association ran a special section in the **Report on Business**, and in their senior level meetings pointed out the amount of foreign investment that the mining industry was attracting. "The business angle, linking the industry to jobs and investment was key," says a lobbyist.

Miller says that the ROB supplement served several objectives. "It offers a good looking vehicle for new information to try and dispel the myths," explains Miller. "We also knew the decision makers in industry and government read the Globe more than any other paper."

Investment dollars that began to flow into the country provided a very fertile groundwork for changing mining's image. "There was suddenly a lot of excitement in

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# Copyright Commands Attention

There's rarely an empty chair at meetings of the Standing Committee on Canadian Heritage, as the details of C-32, the government's proposed copyright legislation are hammered into place. While copyright may sound like a snoozer of an issue, it's become more of a sleeper. The bill has turned out to be a three-ring circus of competing interests, complete with protectionism, fractious rivalries, unlikely alliances and thorny legal conundrums.

Of course, people close to the issue knew all along that the bill would have a bumpy ride. The current legislation has spent, literally, years in the policy stage – since the last major copyright reform was passed in 1988, in fact. And what a long, strange trip it's been – not to mention, for some lobbyists at least, a lucrative one.

Sources at Industry Canada, which handles the intellectual property bailiwick, say there are two major bones of contention in the proposed legislation; the exceptions granted to certain users of print media and, of particular concern to broadcasters, the introduction of neighboring rights. Sounds like something only a civil lawyer with too much time on his hands could get hot and bothered about? From small acorns do tall oaks grow.

## Exceptions to the Rule

The exceptions clause gives schools, libraries and archives the right to reproduce otherwise protected material, to allow reproduction and the sharing of media between organizations. While this right is strictly limited to prevent wholesale copyright infringement and has generally been well-received by the user community, creator groups like the **Writers Union of Canada** and other artistic coalitions argue that there is no need for exceptions. They claim the legislation will lead to the loss of control over otherwise protected works. The educational community, meanwhile, thinks the compromise reached in the legislation is adequate as written, and don't want to see the exceptions

weakened by creator-driven amendments at the committee stage.

**Sally Brown** of the **Association of Universities and Colleges of Canada** is watching the committee closely, hoping that the exceptions for universities and schools escape the committee stage unscathed. While she says schools aren't completely satisfied by C-32, "we can live with it. It's a compromise." The AUCC would like to see some changes made, particularly as related to inter-library loans.

Brown says she would like to see a definition put into the bill about exactly what constitutes reprographic reproduction, including scanned images as well as photocopied material. Libraries have by and large stopped sending hard copies through the mail, so as worded "the legislation applies to a method of interlibrary loan that no longer exists." But her main task is to ensure that the exceptions currently in place aren't watered down any further. She says committee members are being submitted to "relentless pressure against even the most limited exceptions," particularly worrying given the David and Goliath nature of the struggle.

"[The Writers Union of Canada] can bring in **Margaret Atwood** to plead their case. The creator's viewpoint on exceptions is increasingly the one being heard."

**Lacy O'Brian** of the **Canadian Library Association** agrees. She laments the loss of the consensus that had seemed to emerge from the drafting process. "We worked with the creative community. This is disappointing."

## Good Fences

The other ongoing debate is over neighboring rights, which extend further protections to television, music, film and other media. The legislation would enshrine the principle of rights-ownership not only to the writer, or creator, of a work but also to the performers, producers or directors.

Broadcasters, predictably, are outraged, saying the change would force Canadian radio stations and television networks to pay millions of dollars in additional royalties. The Canadian film and television production community, not to mention the related artistic lobby, lauds neighboring rights as a way to recognize the value that individual performers and creators bring to a work.

The **Canadian Broadcasters Association** argues that the possibility of additional royalty costs would be especially onerous for the radio industry, made up primarily of small, independent stations. There is also the competitiveness factor: the United States does not have neighboring rights protection, which means Canadian stations would be at a disadvantage when competing with stations south of the border for a prime listening audience. The group organized a strong grassroots lobby with local stations launching pleas at their MPs. Radio broadcasters point to the symbiotic link between radio airplay and record sales. The artistic lobby points to the European trend towards neighboring rights, claiming that this is the direction in which Canada should be heading.

Of concern to television broadcasters in particular is the debate over time-shifting and other ephemeral rights. No, it's not science fiction – time-shifting is an everyday technique networks use to tailor broadcast schedules across Canada's seven time zones, for example running the same made-for-TV movie at 9:00 PM from Victoria to St. John's. Under the new legislation, taping a program for delayed broadcast would be considered infringement. Other ephemeral rights include transfer of format right, which allow radio and television stations to transfer music or video from a CD-ROM onto a station hard drive, allowing its broadcast.

While these two debates occupy the lions' share of the committee's study, there are off-the-beaten track issues that have seized

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# Registration Notes

## Tax Sensitive

**Stuart Bollefer** of **Morris Rose Ledgett** is registered for **Havergal College**, an eminent secondary institution for young women in Ontario. However, the issue is not so much one of higher learning as it is of tax planning. A recent Notice of Ways and Means motion tabled on Oct. 2, 1996 has meant a scramble to find a solution to a taxation problem experienced by the principal of the college. Because the principal is a US citizen, existing rule allows for a five year grace period where assets accumulated while in Canada, such as property, are not subject to taxation if the person returns to the US within that time period. However, since the College wants its principal to remain to complete a project, they sought the advice of Bollefer, who says that under a US-Canada treaty affecting temporary residents, the property can be treated as taxable until it is sold.

This whole applet was upset by the introduction of the Oct. 2 Ways and Means Motion, which undermines the treaty. Bollefer says he hopes to demonstrate the effect of this change on the college to the Department of Finance, and suggest a grandfathering clause. While he says there are discussions under way, the situation is "politically sensitive" because of past incidents over similar problems.

"The government has to close down perceived abuse and catch people," says Bollefer, who adds that whatever happens has to be consistent with policy. "We don't know what Finance will do or where this will go, but there is a possibility of a credit system."

## Home Grown

**Randal Goodfellow** of **Goodfellow Agricola** is registered on behalf of **Kalyx Biosciences Inc.**, a local Ottawa company which has developed a diagnostic detection system for food borne pathogens. Kalyx has achieved good success rates outside of Can-

ada, especially in countries like Japan. However, its kit's popularity at home is somewhat lacklustre, considering the technology was developed in tandem with Carleton University, Agriculture Canada and the National Research Council.

Goodfellow is assisting the company with market development expansion, and is targeting government, universities, researchers and government regulatory bodies. One possible market is DND, says Goodfellow, who suggests that the diagnostic kit could be used to prevent illness while soldiers were in the field. Goodfellow is also working with the province of Ontario and the University of Guelph, which has the diagnostic contract for the province.

## Healthy Interest

**The Association of Blue Cross Plans** has retained the services of **Brian Mersereau** of **Hill and Knowlton** to provide monitoring services on the issue of non-insured health benefits for aboriginal Canadians. Blue Cross was the party contracted to provide these services and the regional Blue Cross offices do the work for Liberty Health. This contract runs until 1998, however, **Gerald Devlin** of Blue Cross says they are interested in knowing where the next contract will be going, which is why they are working with Mersereau.

## Secure Communication

**Michael Johnson** of **Michael Johnson & Associates** is registered for **Motorola Military and Aerospace Electronics Inc.**, which is a specialized branch of Motorola dealing with security cryptology for phones and radios. Johnson says he registered out of caution, but is providing some advance marketing development for the company, which is based in Arizona. He also provides a monitoring service for Motorola on procurement issues, especially in the area of defence, which is where this technology is specifically targeted. Johnson says that while procurement issues are the

biggie, he is assisting with the development of a long range business development plan.

## Eyes Peeled

**Carl Baltare** of **Hill and Knowlton** is keeping his eyes open for client **Merck Frosst Canada** on the issue of the Drug Patent Act review. This is an ongoing file for Baltare, who is assisting in the organization of meetings, and monitoring related issues for Merck.

## Joining the Files

**Scott Reid** of **Earncliffe Strategy Group** has recently started to participate in the firm's government relations work. All of his new files are for existing clients of the firm and include: **AT&T Canada**, monitoring for long-distance issues; **Bristol Myers Squibb** on the Patent Act; the **Canadian Institute of Chartered Accountants** on the Canada Business Corporations Act; the **Canadian Community Newspapers Association** on policies affecting the industry; **Trans Canada Credit Corporation** on the Bank Act; **SHL Canada** on out-sourcing of computer systems; and **MicroCell Telecommunications Inc.** on health and safety in the industry and local area telephone competition.

## Breaking Down the Wall

**Charles Fremes** and **Murray Krantz** of **Edelman Public Relations Worldwide** have registered on behalf of the **Alliance for Sponsorship Freedom**. While Edelman has been providing assistance with the public relations of the group, this is the first indication that they are part of the lobby effort. The Alliance, sensing that they were getting stonewalled on the Tobacco Control legislation, which has yet to be tabled in the House of Commons, felt that the assistance was necessary to help the organization get its message out to legislators. The big concern? Sponsorship dollars from tobacco

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## Registration Notes

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companies to arts groups. Spokesman **Max Beck** says that there is \$60 million at stake – which represents a major loss of revenue for arts groups.

“This government is less consultative, and we felt we were getting stonewalled,” says Beck, who adds that Fremes and Krantz are assisting with the public campaign as well as the organization of the lobby efforts.

### Successful Landing

**Cancom**, a recent licensee for local multi-point communication systems (LMCS), retained the services of **David Angus**, **Herb Metcalfe**, **Jean-Francois Thibeault** and **Nanci Woods** of **The Capital Hill Group**. **Duncan McEwan** of Cancom says that Capital Hill provided strategic advice for their recent bid, and that there are currently no active issues. He expects to continue working with Capital Hill since the outcome was favourable on the recent license application.

### Made in Canada

**Art Silverman** and **Brian Guest** of **Association House** have registered on behalf of **Apotex Inc**, a Canadian generic drug manufacturer. Silverman says that the focus of their efforts will be on the production and sale of generic drugs and general government relations. He adds that he will be monitoring this issue for Apotex, and that they hope to better explain generic drug manufacturing to government, which they hope will mean a reduction in cost of government support to various health plans. For Apotex, this could translate into a healthier bottom line as well.

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## Lobby Tidbits

### NDP Targets Lobbyists

As part of the NDP's Fair Tax campaign in the run up to the expected spring election, NDP leader **Alexa McDonough** has set her sights on corporate lobbying.

The premise is that it is unfair for these people with special access and influence to be able to deduct fees for lobbying government as business expenses.

“There are such a thing as democratic rights,” says one lobbyist. “Lobbying is perfectly legal and legitimate. For a party that prides itself on fairness, I find this attitude offensive.” He adds that no one in the business community is suggesting that union dues not be tax deductible.

“People need a way to get their perspective in front of government, and to an extent, we facilitate that,” says an insider.

These lobbyists are not alone. Some however, joke about it. Finance minister **Paul Martin** does not yet take tax advice from the NDP.

“There is a negative connotation to lobbying,” acknowledges another lobbyist. “Come to the dark side, Luke.”

All joking aside, lobbyists insist that they provide a useful service that people want, and that the NDP are indulging in political opportunism by discriminating against a class of business.

**Doug Frith**, president of the **Canadian Motion Picture Distributors Association**, and one of the former Liberal ministers targeted by the NDP, says the comments by McDonough indicate she doesn't understand the role of corporate and individual lobbyists in Ottawa.

“Lobbyists are not door openers, that's a perception that's 20 years out of date,” says Frith. “There is a beneficial role that lobbyists play in educating decision-makers.”

### Lobby Code at Committee

Ethics Counselor **Howard Wilson** took draft two of the Lobbyists Code of Conduct to the Procedure and House Affairs committee this past week. While most of the questions from Liberal members expressed concern about the extraction of phrases and changes in wording from draft one to two, Wilson was bombarded by the Reform members about the code for public office holders and in particular, ministers.

Wilson was very careful in his response to the question from MP **Chuck Strahl**, acknowledging that the booklet Strahl was brandishing was indeed the only published version. However, Wilson did say that his office has an unpublished briefing note which they use to inform ministers about appropriate relationships with quasi-judicial bodies.

Going further, Reform MP **Ray Speaker** questioned Wilson's ability to do his job when he has a dual reporting requirement – one to Parliament on the Lobbyist Code and one to the PM on the Public Office Holders' Code. Liberal MPs took umbrage at this, with Zed reprimanding Speaker for mud-slinging.

Wilson was also grilled on the process for investigating complaints against lobbyists and the reporting process of an investigation. Wilson explained the powers the Code gives to the Ethics Commissioner to perform these reviews, and emphasized his concerns over confidentiality and fairness while a review is underway.

MPs expressed interest in other codes governing the activities of lobbyists, including the GRIC Code of Conduct and the CSAE Code of Conduct.

In an interesting twist, Liberal MP **Marlene Catterall** wanted to know who had lobbied Wilson, wondering if he had been influenced in his decisions.

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## People

A shakeup has occurred at the **International Association of Fire Fighters**. Former Canadian Director **Doug Coupar** has left the IAFF suddenly after five years, and is now practicing as a consultant in Ottawa and Toronto. In the interim, Ontario VP **Elliot Hastings** is filling in, with help from office staff.

There's a fresh face in the GR department at **Gowlings**. **Steven Gaon** has joins the team as a public policy advisor. He was formerly the executive assistant to **Gilbert Parent**, the Speaker of the House of Commons.

**SAMCI** is experiencing a transformation. **Jim Everson** has been promoted as President of the company, while founder **Susan Murray** continues as the CEO. Also moving up are **Lisa Stilborn**, as Vice-President of the Ottawa office, and **Sue Whitney** as Vice President of the Toronto office.

Murray recently hired **Don Morris**, who was previously with the office of **Doug Peters**, Secretary of State.

Also on the move from SAMCI is **Jill Maase**, a six year veteran who left in early November. If you call her, the answering machine advises you that you have reached **Para Public and Regulatory Affairs**, and to leave a message for Jill Maase, **John Richardson** and **Remi Bartolomi** after the tone.

## Growth Forces Changes at SAMCI

With offices in Ottawa, Toronto, Vancouver and Victoria, **Susan Murray** was beginning to feel the strain. Even with advances in communication, the demands of hands-on management at **SAMCI** were just more than Murray wanted on her plate. To solve part of her problems, Murray has elevated **Jim Everson** to the post of President. Everson, who will remain in the Ottawa office, will assume the role akin to Chief Operating Officer. Murray remains CEO. Murray also said there will be more announcements of promotions and restructuring before the end of the year.

Murray says the changes will leave her time to work on new product development and marketing. Along with globalization in business comes globalization in advocacy. She intends to devote more time working with corporate CEOs in developing the complex GR strategies demanded by the new environment and working with the international **Advocacy Group** to which SAMCI belongs. Various other interested observers suspect that Murray will also now be able to find more time to work for the Tories in the coming federal election.

## Mining

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the exploration sector," says Miller. "We could never have bought all the space in newspapers on the diamonds in the Northwest Territories or the discoveries in Voisey's Bay."

Lobbyists and environmentalists agree that investment spurred by these projects was pivotal in painting the industry as a job creator. "[Investment] was really driving change," says McNamee. "There has been so much coming into Canada."

"We've changed the message slightly. After the 'Keep Mining in Canada,' we have a colon and the words 'our stake in the future,'" explains Miller. We want to be seen as a forward looking industry.

## Tidbits

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Another big item was disciplinary measures for lobbyists found to be in contravention of the code. It was noted that the decision not to have measures other than the report to Parliament was made by MPs, and that this public disclosure was considered to be a significant penalty.

The appearance before the committee is considered to be the final step before the Code is published in the Canada Gazette.

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## Copyright

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the attention – or concern—of smaller lobbies. Often, these are purely technical issues. The **Canadian Motion Pictures Distribution Association**, for example.

The CMPA is, understandably, has a deep interest in preventing the unauthorized distribution of video cassettes and films, or video piracy. The association funds an anti-piracy program which has been quite successful in stopping the scourge of unauthorized Howard the Duck tapes from flooding the market. One of the most effective means of shutting down a piracy operation is to seize not only ill-gotten tapes, but also the guilty machines used to transfer and produce the booty. But under C-32, equipment couldn't be seized unless it had been specifically designed for piracy.

*Susan Peacock* of the CMPA says the association is puzzled by the change. She thinks it's possible that it was driven by fear that one person sitting in their living-room making an illicit copy could see his television and VCR hauled off by the cops. But under the current Copyright Act, a seizure requires permission from a judge, who acts as a watchdog against such abuses. The CMPA has made a submission to the committee, and Peacock says she's hopeful that the bill will be amended.

From the fringes of the artistic lobby comes the **Canadian Creators Coalition**, which represents commercial and portrait photographers. The coalition wants to extend first ownership rights to photographers, currently the only creative group without full protection. Automatic for writers and illustrators, for photographers the commissioner of the work holds first owners rights. *Gordon Quiattini* of **SAMCI**, who has registered on behalf of the coalition, is optimistic that the committee will support the amendments proposed by the coalition. He says there is some concern from the advertising industry and others, but there is no real opposition. Changes within the industry have prompted most photographers to enter into contracts that provide for

first ownership. Quiattini says that CCC has benefited from support from other creators, and its appearance before the committee went well.

After more than a month and a half of hearings, the committee is expected to wind up its hearings in the next few weeks, leaving members to the arduous task of sifting through the dozens of often-contradictory recommendations. According to sources close to the committee, amendments are a certainty, including several backed by Heritage Canada. That may be music to the ears of creators, but it is an alarming prospect for user communities. While it's doubtful that the bill will be passed by the end of this session, as a Red Book Promise an amended Copyright Act is likely to be a pre-election priority for the government.

### Who's on First

The **Capital Hill Group** boasts two giants of the creators lobby on its client list. *Herb Metcalfe*, *David Dyer*, *David Angus* and *Nanci Woods* have registered on behalf of the **Music Copyright Action Group** and the **Canadian Recording Industry Association**. Both groups have a big stake in the neighboring rights debate: between them, they represent the bulk of Canadian music industry. On the opposite side of the fence stands *Stikeman, Elliot*, for the **Canadian Recording Media Association**, an industry coalition formed by the major manufacturers of blank recording cassettes, including Sony, Fuji and Memorex. CRMA are incensed by the proposed levy on blank tapes, and has sent *Randall Hofley*, *Stuart McCormack* and *Donald Kubesh* into the fray to fight against what it claims could mean a 60% increase in the price of tapes. While the artistic community by and large seems to prefer association lobbyists, over at **SAMCI**, *Gilles Verret* and *Kory McDonald* have registered for the **Canadian Creators Coalition**. *James McIlroy* of **McIlroy & McIlroy Ltd.** has also registered on behalf of the **Society of Composers and Authors**.

*Harry Near* and *Michael Robinson* of **Earncliffe Strategy Group** have regis-

tered on behalf of the **Canadian Alliance Against Software Theft**. While the alliance is using most of its energy preparing for the next phase of copyright reform, which will deal specifically with new technology, it wants to ensure the Copyright Act offers sufficient protection for software. Meanwhile, *Timothy Denton* of **TM Denton Consultants** is looking out for his clients, the **Canadian Association of Internet Providers**, who want to ensure that companies that provide connectivity aren't held liable if copyright infringements are committed by customers using their equipment. *John Mann* of **Borden & Elliot** has a low profile during the current round of copyright reform as well. His clients, **DMR Group**, **Sun Microsystems of Canada**, **StorageTek Canada Ltd.**, **Amdahl Canada Limited** and **Comdisco Canada Ltd.**, are computer and hardware companies also eyeing the potential impact of the legislation, as well as gearing up for the next phase. Rounding out the digital brigade is *Edmond Chiasson* of **Government Business Consultant Group**, for the **Canadian Interactive Digital Software Association**.

It's no surprise to find that there are more than a few lawyers that have registered for clients concerned by the myriad of potential legal minefields contained in the legislation. *H. Bernard Mayer* of **Smith, Lyon, Torrance** has registered for the **Canadian Motion Pictures Distributors Association**, while *Howard Knopf* of **Perley-Robertson Panet** hails for the **Algonquin College of A&T** and **Laurier Office Mart**, both of which are concerned with issues related to reprography and academic exceptions.

*Sean Moore* of **Gowling, Strathy and Henderson** registered on behalf of the **Federation of Law Societies of Canada** while *Glen Bloom*, *R. Alan Young*, *Ron Atkey* and *Peter Glossop* of **Osler, Hoskin & Harcourt** are providing muscle for the **Committee of Major Law Publishers**.

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