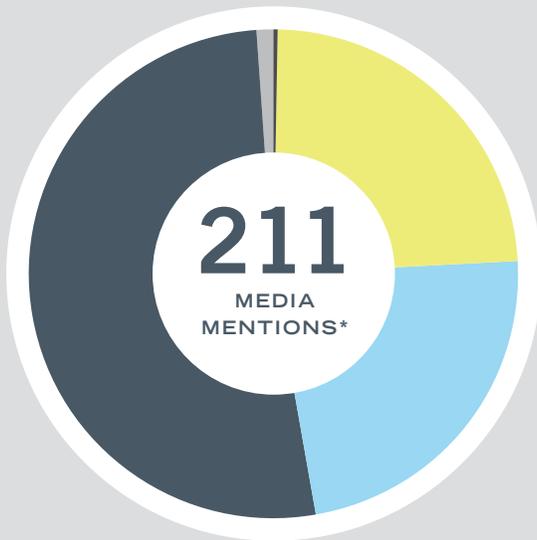


CANADA WEST FOUNDATION MEDIA MENTIONS ↗ JANUARY 1 TO MARCH 31, 2015



\*Excludes social media mentions

	Q1 2014	Q1 2015
Online	45	<b>50</b>
Print/Online	74	<b>49</b>
Radio	4	<b>109</b>
Television	6	<b>2</b>
Wire (News & PR)	12	<b>1</b>
<b>TOTAL</b>	141	211

Total print/online reach: **169,759,549<sup>1</sup>**

MEDIA THAT SPECIFICALLY REFERENCED OUR RESEARCH

RESEARCH FOCUSED  
MEDIA REACH:

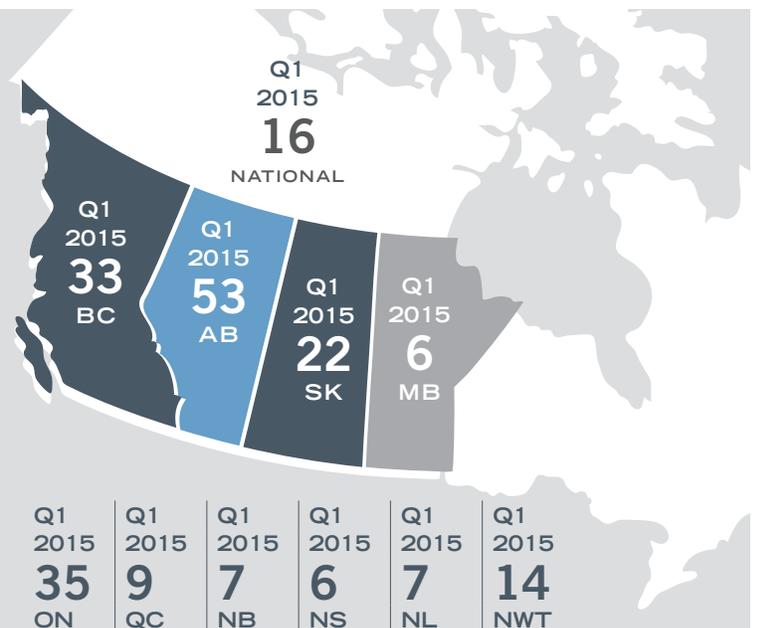
**Work Interrupted:** How federal foreign worker rule changes hurt the West.  
*Released March 9, 2015.*

Reach: **35,613,286**

**Walkin' the Walk:** Five steps toward efficient cities.  
*Released March 24, 2015.*

Reach: **2,757,617**

LOCATION OF MEDIA MENTION



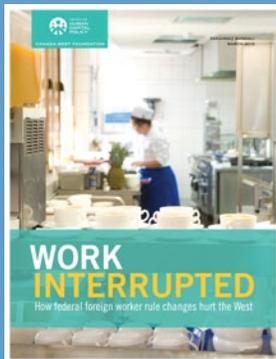
	January	February	March
LINK CLICKS	125	178	259
RETWEETS	48	57	99

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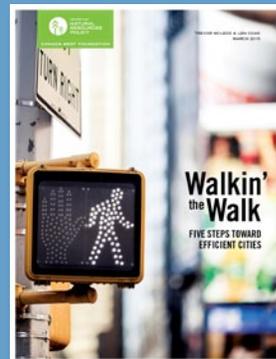
**CanadaWest**  
FOUNDATION

<sup>1</sup> Reach estimates are provided by the Meltwater media monitoring service, based on impressions in print media.

# IN THE NEWS



MARCH 2015



MARCH 2015



From oil prices to carbon prices to the price the West pays for the federal government's overhauled Temporary Foreign Worker Program, the Foundation made its voice heard on issues that matter to western Canada.

Visibility in the first quarter of 2015 soared with senior policy analyst Farahnaz Bandali's policy paper, *Work Interrupted: How federal foreign worker rule changes hurt the West*. In addition to front page stories in the Calgary Herald and Edmonton Journal, the day of the report's release media requests poured in for Farahnaz and Janet Lane, Director of the Centre for Human Capital Policy. Interviews included CTV National News, Global BC's UpFront with Sonia Sunger, Alberta Primetime and multiple CBC outlets. Stories aired across the country and coverage culminated in an Edmonton Journal editorial article and cartoon stemming from the report. An op-ed was also published in the Globe and Mail.

Trevor McLeod, Director of the Centre for Natural Resources policy, had several media opportunities stemming from the Aligning Aspirations event on carbon pricing in Edmonton with Canada's EcoFiscal Commission, including an interview with CBC's Edmonton AM and an op-ed in the Edmonton Journal. He also released *Walkin' the Walk: Five steps toward efficient cities* and wrote op-eds tailored to each of the western cities featured in the report.

The Foundation was busy fielding media requests for expert interviews this quarter. President and CEO Dylan Jones provided comment on the effect of plunging oil prices on Alberta's fiscal situation, including interviews on alberta@noon CBC radio and CTV Power Play. Trevor's knowledge of carbon pricing was called upon several times; his interview on CBC's The 180 national radio program aired in dozens of cities across Canada. Carlo Dade, Director of the Centre for Trade and Investment Policy, set the stage for his upcoming Feeding the Global Middle Class symposium in a feature interview with Bruce Johnstone of the Regina Leader Post. He also provided commentary for a CBC radio story on CSE spying in Mexico.

Spring is budget season and senior economist Janice Plumstead led the Foundation's budget coverage. She provided detailed pre- and post-budget analysis for B.C., Saskatchewan and Alberta and her work led to multiple interview opportunities, including with CBC Saskatchewan's Blue Sky radio program. In Alberta, she attended the stakeholder briefing in Edmonton on Budget Day and provided analysis to CBC and the Calgary Herald. She also had the unique opportunity to write 'An economist digs into Alberta's budget' for CBC the day after the budget was released. Manitoba is coming up in the second quarter.

# COMMENTARY

HIGHLIGHTED OPINION ARTICLES IN MAJOR NEWSPAPERS



## Western Canada should lead on carbon

Trevor McLeod and Shafak Sajid  
[The Globe and Mail](#)  
Feb. 12, 2015

Western Canada loves it when the federal government minds its own business. If provinces are serious about keeping the federal government out of their jurisdiction, however, they need to demonstrate that they can work together on critical files like carbon policy.

Alberta, British Columbia and Quebec have priced carbon to help them meet their GHG emission targets. Ontario will join them shortly. Once Ontario's system is in place, 86 per cent of Canadians will live in a province with a price on carbon. ... The problem is that provinces have made little effort to integrate carbon pricing systems. And fragmented systems are both inefficient and expensive.

The New West Partnership (NWP) has a strong track record of eliminating internal trade barriers – this makes the West a natural place to start harmonizing carbon policy...



## Don't punish the West for creating jobs

Farahnaz Bandali and Janet Lane  
[The Globe and Mail](#)  
Mar. 14, 2015

Employers can hire more temporary foreign workers if they hire more Canadians, but if they could hire more Canadians, employers wouldn't need more foreign workers. This is the Catch-22 created by the federal government's June, 2014, overhaul of the Temporary Foreign Worker Program.

What makes matters worse is that the changes impact the wrong provinces.

Instead of putting Canadians first for jobs, provinces with the lowest unemployment rates are the ones set to lose the lion's share of foreign worker entries. The federal government's figures predict that by 2016, 75 per cent of the reduction in entries of low-wage temporary foreign workers will come from the West. More than 50 per cent of the nation's total reduction will come from Alberta alone. That's compared to 8 per cent in Ontario, which has three times Alberta's labour force and four times as many unemployed people for every job vacancy...



## An economist digs into Alberta's budget

Janice Plumstead  
[CBC News](#)  
Mar. 28, 2015

Our relationship with the provincial government is changing.

Today, when it comes to paying our bills, Alberta looks more like the rest of Canada than it did last week.

The government's budget signaled it wants Alberta's spending to look a lot more like our provincial counterparts. So, it's bringing a history of runaway spending under control.

Instead of depending on energy revenue, or raising corporate taxes, more of the burden of paying for programs and services is being moved to Albertans – a fundamental shift in the province....

# NEWS EXCERPTS

HIGHLIGHTED ARTICLES

## B.C. among hardest hit by caps on temporary foreign workers

Peter O'Neil  
 Vancouver Sun  
 Mar. 9, 2015

B.C. will be one of the hardest-hit provinces as a result of the Harper government's reforms to the controversial temporary foreign workers program, according to a report Monday by the Canada West Foundation.

But the loss of access to low-wage overseas workers will be partly offset for B.C. employers because returning workers from the Alberta oil and gas industry can help fill the void, according to the think-tank.

The release of the report, which lends weight to Premier Christy Clark's argument that the federal reforms are "tragically misdirected," coincided with the political fallout Monday of a provocative comment over the weekend by Conservative MP John Williamson.

The New Brunswick MP, a former media spokesman for Prime Minister Stephen Harper, apologized after telling a gathering of conservatives that it makes no sense for "whities" to be displaced with "brown people" coming in under the foreign workers program....



The Vancouver Sun online

## Tweak our thinking on labour in wake of TFW changes

Editorial  
 Edmonton Journal  
 Mar. 11, 2015

When former employment minister Jason Kenney introduced tweaks to Canada's temporary foreign worker program last summer, Albertans complained about disastrous implications.

A McDonald's franchise owner warned of "irreparable damage" to Alberta's economy, restaurant hours reduced or shuttered from a lack of workers. At their annual meeting, the Alberta Urban Municipalities Association warned about the impact of the "overcorrection" to Alberta's 271 cities, towns and hamlets, where TFWs have been a vital transfusion for flagging businesses. And freshly minted Premier Jim Prentice spoke of problems facing our packing plants, promising to promptly take it up with his old boss, Prime Minister Stephen Harper.

Six months later, Prentice is too busy trying to get Albertans to look in the mirror to fret about who's manning the drive-thru. Oil has dropped to about \$50 per barrel, roughly half the price when Kenney's changes were announced, leaving the province scrambling to find revenues.

But as workers' permits start expiring in coming weeks, Alberta's reliance on TFWs will need renewed attention. In a report released Monday, the Canada West Foundation argues Alberta will bear a disproportionate burden due to the national changes. Ontario may be able to cover 1,369 fewer TFWs, but Alberta will lose six times that, roughly half of the 16,278 entries eliminated nationwide....

READ THE FULL ARTICLES AT  
[www.cwf.ca](http://www.cwf.ca)

# TOP NEWS

## QUOTED IN THE NEWS

EXCERPT FROM

### Advice for Alberta ahead of budget day

Kyle Bakx

CBC News

Mar. 23, 2015



CBC News online

...

Alberta's finance minister Robin Campbell will deliver the budget on Thursday. Not just any budget, but what's described as a game-changing budget and 10-year financial plan. Premier Jim Prentice even promised the budget will fundamentally restructure how the province spends and saves money to insulate it from future swings in oil prices.

Months ago, Prentice and Campbell said all options were on the table to increase revenue. But eventually, they began ruling out increases to corporate taxes or oil royalties. Still under consideration are hikes to income taxes, re-introducing health care premiums and user fees to cover the revenue shortfall.

"We know there has been huge volatility in the Alberta budget over the years and what we want to see is a plan," says Janice Plumstead, economist with the Canada West Foundation, a Calgary-based think-tank.

"Obviously a PST is pretty easy to administer and implement, but if there was going to be a sales tax, the best model is a harmonized sales tax, to harmonize it with the GST."

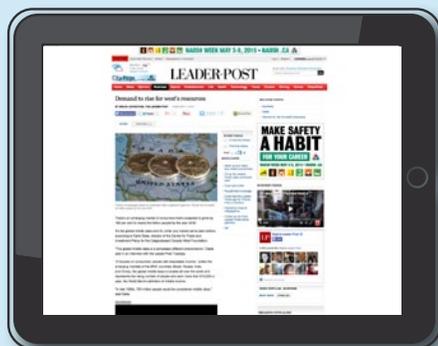
EXCERPT FROM

### Demand to rise for West's resources

Bruce Johnstone

The Leader-Post

Feb. 4, 2015



Leader-Post online

There's an emerging market of consumers that's projected to grow by 160 per cent to nearly five billion people by the year 2030.

It's the global middle class and it's unlike any market we've seen before, according to Carlo Dade, director of the Centre for Trade and Investment Policy for the Calgary-based Canada West Foundation.

"The global middle class is a completely different phenomenon," Dade said in an interview with the Leader-Post Tuesday.

"It focuses on consumers, people with disposable income.' Unlike the emerging markets of the BRIC countries (Brazil, Russia, India and China), the global middle class is located all over the world and represents the rising number of people who earn more than \$10,000 a year, the World Bank's definition of middle income.

# IN THE LOOP

## SELECT MEDIA MENTIONS



TYPE	TITLE	OUTLET	REPORTER	DATE	QUOTED/INTERVIEWED
television	CTV Power Play with Don Martin	<a href="#">CTV TV</a>	Don Martin	Jan. 14	Dylan Jones talks oil prices, Canada's economy and Alberta sales tax
online	Opinion: B.C. should lead western economic strategy	<a href="#">vancouversun.com</a>	Geoff Plant and Dylan Jones	Jan. 26	Geoff Plant and Dylan Jones write op-ed on BC leading Pacific economic strategy in upcoming federal election
print	Cheap oil? Forget the hand-wringing and the doomsday scenarios	<a href="#">Canadian Business</a>	Jessica McDiarmid	Feb. 1	Janice Plumstead quoted in article on the silver lining to the oil price crash
print/online	Demand to rise for west's resources	<a href="#">Leader Post</a>	Bruce Johnstone	Feb. 4	Carlo Dade feature interview on the rise of the global middle class in advance of the Foundation's Feeding the Global Middle Class symposium in Saskatoon.
print/online	West should lead on carbon policy	<a href="#">Globe and Mail</a>	Trevor McLeod and Shafak Sajid	Feb. 15	Trevor McLeod and Shafak Sajid op-ed on what the provinces need to do to take the lead on carbon pricing
television	Canada's energy superpower ambitions	<a href="#">CBC Radio-Canada</a>	Emmanuelle Latraverse	Feb. 26	Dylan Jones interviewed in national Radio-Canada piece on what's become of Canada's energy superpower ambitions
online	Alberta's budget must set a course to less volatility	<a href="#">Globeandmail.com</a>	Janice Plumstead	Mar. 6	Janice Plumstead op-ed on Alberta's homegrown budget crisis
television	UpFront with Sonia Sunger	<a href="#">Global BC1</a>	Sonia Sunger	Mar. 10	Janet Lane live TV interview on <i>Work Interrupted</i> research paper
print/online	Temporary Foreign Worker program changes will hit Sask. hard: Report	<a href="#">Leader Post</a>	Emma Graney	Mar. 9	Farahnaz Bandali interview on <i>Work Interrupted</i> research paper
print/online	Opinion: Boldly reimagining climate policy	<a href="#">Edmonton Journal</a>	Trevor McLeod	Mar. 11	Trevor McLeod op-ed on being bold and wise in crafting climate policy
print/online	Editorial: Tweak our thinking on labour in wake of TFW changes	<a href="#">Edmonton Journal</a>	Editorial board	Mar. 11	Edmonton Journal editorial weighs in on <i>Work Interrupted</i> and how Alberta should tweak its thinking on labour
print/online	Don't punish the West for creating jobs	<a href="#">Globe and Mail</a>	Farahnaz Bandali and Janet Lane	Mar. 14	Farahnaz Bandali and Janet Lane op-ed on <i>Work Interrupted</i> and the effect of federal revisions to the Temporary Foreign Worker Program
radio	Should carbon pricing fall to provinces, regions, or the feds?	<a href="#">CBC the 180</a>	Jim Brown	Mar. 22	Trevor McLeod interviewed on national CBC radio show on carbon pricing
print/online	Manitobans should get out of their cars	<a href="#">Winnipeg Free Press</a>	Trevor McLeod	Mar. 24	Trevor McLeod op-ed on why Manitobans shouldn't feel smug about their own environmental performance
radio	CSE spying in Mexico: Espionage aimed at friends 'never looks good'	<a href="#">CBC national radio</a>	Amber Hildebrandt	Mar. 26	Carlo Dade interview in national story on CSE spying in Mexico