



Subject: MPs grill Bell CEO on job cuts  
Date: Fri, 12 Apr 2024 15:51:02 -0400  
From: "Lana Payne, National President

To Unifor Bell Locals:

Yesterday, Bell CEO Mirko Bibic was called to task by Members of Parliament on BCE's job cuts and executive and shareholder rewards during his testimony before the Standing Committee on Canadian Heritage.

MPs roasted Bibic, grilling him repeatedly throughout his testimony as it became clearer and clearer that there was absolutely no justification for slashing thousands of jobs while hiking shareholder dividends and after giving himself a 2.69 million dollar bonus.

You can read Unifor's media release on Bell's Heritage Committee appearance [here](#) and watch the full Committee hearing [here](#).

It's clear that we're making a difference! Unifor's [Shame on Bell](#) campaign shaped the tone of yesterday's hearing and our concerns were raised regularly by MPs. That couldn't have happened without the hard work and solidarity of Unifor telecommunications and media members.

Unifor helped arm MPs with the facts ahead of the hearing by sending a letter to all Committee members that you can read [here](#).

There is no doubt that Bell executives and every member of its Board of Directors are feeling the pressure ahead of their annual general shareholder meeting on May 2, 2024.

This pressure includes the ['Meet the Board' webpage](#) launched earlier this week as part of the Shame on Bell campaign. The site shines a light on the BCE Board Directors responsible for the job cuts that have hurt workers and their families across the country. Visit the 'Meet the Board' webpage [here](#) and use the sharables to spread the word on social media.

Please stay tuned for updates as we prepare for further actions ahead of the shareholders meeting.

In solidarity,

**Lana Payne**  
National President

**Len Poirier**  
National Secretary-Treasurer

**Daniel Cloutier**  
Quebec Director