



February 13 - 15, 2003

Omni Mont-Royal Hotel, 1050 Sherbrooke Street West, Montreal
www.misc-iecmmcgill.ca

Preliminary Programme

Simultaneous interpretation will be provided during the plenary sessions

Thursday, February 13, 2003

- 4:00 pm **Registration desk opens**
6:00 pm **Opening reception**
6:15 pm **Welcome:** Heather Munroe-Blum, Principal and Vice-Chancellor, McGill University
Inaugural remarks: Diane Lemieux, Minister of Culture and Communications,
Government of Quebec

Friday, February 14, 2003

- 8:00 am **Registration desk opens**
- 8:45 am **Introduction**
Antonia Maioni, Director, McGill Institute for the Study of Canada
The Honourable Charles Bronfman, Co-Chair, Board of Trustees, McGill Institute for
the Study of Canada
- 9:00 am **Keynote Address:** Her Excellency the Right Honourable Adrienne Clarkson,
Governor General of Canada
Word of Appreciation: Michael Goldbloom, Visiting Scholar, McGill Institute for the
Study of Canada
- 9:30 am **Plenary I: *The Proprietors: Do Too Few Control Too Much?***
Has the concentration of media ownership given a few proprietors an unacceptable degree of control of
Canada's media? If yes, what are the issues and possible responses? How will the success or failure of
the convergence model affect ownership patterns and choices? Is lessening or removing foreign
ownership restrictions desirable?
Chair: Donna Logan, Professor and Founding Director, School of Journalism, University of British
Columbia
- § Arnold Amber, President, Canadian Journalists for Free Expression
§ Ken Goldstein, President, Communications Management Inc.
§ Alain Gourd, Group Executive Vice-President, Corporate, Bell Globemedia Inc.
§ André Préfontaine, President, Médias Transcontinental Inc.
§ Robert Prichard, President and Chief Executive Officer, Torstar Corporation

§ Yves Rabeau, Professor, Department of Business Strategy, Université du Québec à Montréal

11:00 am **Break**

11:15 am **Plenary II: *Have the Journalists Lost Control?***

Chair: Michel C. Auger, Columnist, *Le Journal de Montréal*

a) Does the “need for speed” in broadcast journalism create unmanageable pressures on the quality and depth of journalism?

- Paul Larocque, Host, *En direct*, TVA
- Roger Smith, Political Reporter, CTV News

b) To what extent can or should media owners intervene in their own commercial or ideological interests with respect to content?

- Gordon Fisher, President, News and Information, CanWest Global Communications Corp.
- Russell Mills, Neiman Fellow, Harvard University
- Lawrence Surtees, Director, Telecom and Internet Research, IDC Canada Ltd.

c) Can a professional code of ethics protect against the negative effects of concentration?

- Michel Roy, President, Quebec Press Council
- Armande Saint-Jean, Professor, Département des lettres et communications, Université de Sherbrooke

12:45 pm **Lunch**

1:45 pm ***A Conversation with ...***

- Peter Mansbridge, Chief Correspondent, *The National*, CBC
- Alex Jones, Director, Joan Shorenstein Center on the Press, Politics and Public Policy, John F. Kennedy School of Government, Harvard University

Moderator: Royal Orr, Writer and Broadcaster, United Church Television and Senior Communications Consultant, Columbia Communications Inc.

2:30 pm **Plenary III: *What Are the Limits of Government Control?***

By means of taxation, regulation, ownership limitations and funding, governments have played a major role in controlling media in Canada. What are the pressures on their roles and instruments? What has worked? What has failed? What are the implications of trade agreements for Canadian policies?

Chair: Glenn O'Farrell, President and Chief Executive Officer, Canadian Association of Broadcasters

§ Terence Corcoran, Editor-in-Chief, *The Financial Post* (*The National Post*)

§ Michael Hennessy, Senior Vice-President, Policy and Regulatory Affairs, Canadian Cable Television Association

§ Clifford Lincoln, Member of Parliament, Lac-Saint-Louis and Chair, Standing Committee on Canadian Heritage

§ Marc Raboy, Professor, Department of Communications, Université de Montréal

§ Richard Stursberg, Executive Director, Telefilm Canada

4:15 pm **Break**

4:30 pm **Plenary IV: *Special Markets, Special Interests: Is the Audience in Control?***

How are media audiences changing? What do these changes mean for media content and influence? Is there a long-term future for mass media? Are social divisions breaking apart the mass audience? Are audiences harder to find? Are advertisers slicing it too thinly? Do special interest groups wield too much power over media producers?

Chair: Donna Dasko, Senior Vice-President, Environics Research Group

§ Wayne Grigsby, Writer and Producer, Big Motion Pictures Limited

§ Grant McCracken, Visiting Scholar, Art History and Communications, McGill University

§ Mireille Silcoff, Senior Editor, *Saturday Post*, *National Post*

§ Phyllis Yaffe, Chief Executive Officer, Broadcast Group, Alliance Atlantis

6:00 pm **Cocktail**

Saturday, February 15, 2003

8:00 am **Registration desk opens**

8:45 am **Roundtable discussion: *Are the Cartoonists Out of Control?***

A look at the past and present of political cartooning in Canada.

Chair: Anthony Wilson-Smith, Editor, *Maclean's Magazine*

- Serge Chapleau, Editorial Cartoonist, *La Presse*
- Susan Dewar, Editorial Cartoonist, *Sun Newspapers*
- Brian Gable, Editorial Cartoonist, *The Globe and Mail*
- Terry Mosher, "Aislin," Editorial Cartoonist, *The Gazette* and Cartoon Editor, *Maclean's*

9:45 am **Plenary V: *Who Controls the Future of Public Broadcasting?***

Taxpayers and their elected representatives control the funding for public broadcasting. In an era of extensive consumer choice and competing specialty channels, what should be the role of public broadcasting?

Chair: Florian Sauvageau, Professor, Department of Information and Communications, and Director, Centre for Media Studies, Université Laval

§ Paule Beaugrand-Champagne, President and Chief Executive Officer, Télé-Québec

§ Andrew Coyne, Columnist, *The National Post*

§ Noreen Golfman, Professor, Department of English, Memorial University of Newfoundland

§ Peter Humphreys, Professor, Department of Government, University of Manchester

§ Robert Rabinovitch, President and Chief Executive Officer, Canadian Broadcasting Corporation

11:15 am **Break**

11:30 am **Plenary VI: *Technology: Will Everyone Be in Control?***

Has technology changed the rules? Do new technologies empower media audiences -- or simply give

them more to play with? Can media owners control the growth of new media? Can governments? Is technology really the issue?

Chair: Sheryl Hamilton, Professor, Department of Art History and Communication Studies, McGill University

\$ Candis Callison, Doctoral Candidate, Program in Science, Technology and Society, Massachusetts Institute of Technology

\$ Bruno Guglielminetti, Producer, Radio-Canada

\$ Sunny Handa, Professor, Faculty of Law, McGill University

\$ Raja Khanna, President and Chief Creative Officer, Snap Media Corp.

\$ Ian MacLean, Vice-President, Media Experts iTV Lab

1:00 pm **Lunch**

2:00 pm **Plenary VII: *Do the Media Have Undue Influence on Civic Life?***

Are the media responsible for the decline in voter participation? Have politicians' use of the media turned off voters? Are today's young adults less politically interested and informed, or have they found alternative ways of expressing political opinion? Do media set the agenda in terms of what attitudes and issues get addressed?

Chair: L. Ian MacDonald, Editor *Policy Options*, (IRPP), Columnist, *The Gazette*

\$ Elisabeth Gidengil, Professor, Department of Political Science, McGill University

\$ Edward Greenspon, Editor-in-Chief, *The Globe and Mail*

\$ Richard Nadeau, Professor, Department of Political Science, Université de Montréal

3:30 pm **Break**

3:45 pm **Plenary VIII: *What Have We Learned?***

Chair: The Honourable Francis Fox, President, Eastern Canada, Rogers AT&T Wireless and Chairman, Rogers Telecommunications Quebec Inc.

\$ Chris Dornan, Director, School of Journalism and Communication, Carleton University

\$ Alain Dubuc, President and Publisher, *Le Soleil*

\$ Donna Logan, Professor and Founding Director, School of Journalism, University of British Columbia

\$ Trina McQueen, Broadcaster and President, Hutton Belleville Inc.

4:45 pm **Closing reception**

Co-chairs: Francis Fox, Michael Goldbloom, Trina McQueen

Steering Committee: Gretta Chambers, Antonia Maioni, Rick Schultz, Will Straw