

MEDIA

Broadcast lobby calls for profit-friendly reform

Public policies governing private broadcasters must be reformed to boost profits, Glenn O'Farrell, president and chief executive officer of the Canadian Association of Broadcasters, told a Toronto audience yesterday. Mr. O'Farrell, appointed association head in January, signalled he has an ambitious mandate for the industry lobby group. Among his proposals, he wants the federal government to back a new Canadian television financing model that supports commercial success, limit tariffs through the reform of the Copyright Act and allow more liberal advertising of prescription drugs. B4