



**Canadian Association
Of Broadcasters**

2005-06

**Report on
Diversity in Broadcasting**

Appendix F
Télédiversité Press Release



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In partnership with:



Press release - For immediate release

TÉLÉDIVERSITÉ 2005 **Premier Conference on Cultural Diversity and** **Private Broadcasting in Montréal**

Montréal, May 5, 2005 — Astral Media, TQS and TVA, in partnership with the CAB are proud to announce **Télédiversité**, the premier conference on the reflection and portrayal of cultural diversity in Québec French-language private television. *This one-day event, which will be held on May 12, 2005, will be an excellent opportunity for members of Québec's ethnocultural and Aboriginal communities and private broadcasters to explore the challenges and opportunities that are current in today's TV media environment.*

The aim of the conference is to create a forum of exchange between Québec's French-language private television broadcasters and journalists, creators, producers and technical personnel from Aboriginal and ethnocultural communities working in Québec. It is also an opportunity for these communities to have direct access to decision-makers in Québec's French-language television industry including private broadcasters, industry associations, producers and government officials.

Panel workshops will focus on the role of cultural diversity in news and public affairs as well as in television drama and will feature top decision-makers from the Québec media industry. Opening remarks will be made by Moses Znaimer, founder of CityTv and lunch speakers are Elsie Lefebvre – Member of the National Assembly of Quebec for Laurier-Dorion, and Yolande James Member of the National Assembly of Quebec for Nelligan.

Télédiversité is an opportunity for both French-language broadcasters and members of ethnocultural and Aboriginal communities who are currently working – or would like to work – in the television media industry to get together to brainstorm ideas, network and explore the challenges and opportunities we all face to ensure a fair and accurate reflection of our cultural diversity (whether that be on camera or behind the scenes). It is also an opportunity to identify and establish innovative ways to advance diversity in the TV media environment and to continue fostering a constructive dialogue. For more information on the conference please visit <http://www.cab-acr.ca/telediversite/default.shtm>.

About Astral Media

Astral Media is a leading Canadian media company, active in specialty, pay and pay-per-view television, radio and outdoor advertising. Astral Media's solid and dynamic presence in the country's major markets rests on its commitment to offer a unique combination of high-quality, targeted media for all its audiences.

About TQS

Owned by COGECO in partnership with Bell Globemedia, TQS inc. is a French-language general-interest television network comprising five of its own stations (Montréal, Québec City, Saguenay, Sherbrooke, Trois-Rivières), a repeater antenna (Rimouski) and three affiliated stations (Gatineau-Ottawa, Val-d'Or- Rouyn-Noranda and Rivière-du-Loup) that, together, cover all of Québec. In addition to endowing the network - both on air and as a company - with a unique personality, TQS's "mouton noir" (black sheep) brand enjoys visibility and power that are equalled only by its originality and popularity among viewers and the general public. TQS also operates its own production company, Les Productions Point-Final inc., as well as Société Radio-Canada's regional stations in the Sherbrooke, Trois-Rivières and Saguenay regions.

About TVA

TVA Group is an integrated communications company involved in television, production and distribution of audiovisual products, and in magazine publishing. TVA Group is North America's largest private producer and distributor of French-language entertainment, information and public affairs programming, and its largest publisher of French-language magazines. TVA Group's Class B shares are listed on the Toronto Stock Exchange under the ticker symbol TVA.B.

About the Canadian Association of Broadcasters

The Canadian Association of Broadcasters is the national voice of Canada's private broadcasters, representing the vast majority of Canadian programming services, including private radio and television stations, networks, specialty, pay and pay-per-view services.

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