

BROADCAST Dialogue

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Phone: (416) 782-6482 * E-Mail: broadcastdialogue@rogers.com * Web site: www.broadcastdialogue.com

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TV/FILM: A federal cabinet committee has rejected an appeal by **Stornoway Communications** to overturn the licence renewal of **Cable Public Affairs Channel Inc.** In its November renewal of CPAC's licence, the **CRTC** granted the channel more flexibility in the broadcasting of documentaries and analysis. Stornoway claims the licence grants CPAC an unfair advantage over its digital current affairs service, **iChannel**, and asked cabinet to set aside the Commission's decision. CPAC said the licence renewal will have minimal impact on its programming schedule and will not hurt iChannel... Panelists at a **Canadian Film and Television Producers Association** convention session in Ottawa said a lack of money is the chief problem facing Canadian TV drama and that a surge of creativity may be its only salvation. All expressed concern over declining audiences for Canadian drama and reduced homegrown drama programming. The total hours of distinctive Canadian one-hour drama series dropped from 173 in 1999 to 65 hours last year. **Global Television** VP of Production, **Loren Mawhinney**, was quoted as saying the dip in drama production is less troubling than chronically poor viewership: "I find it totally depressing that so much effort ... is resulting in such dismal numbers"... The **Canadian Association of Broadcasters Task Force on Cultural Diversity** has announced that it will be undertaking a comprehensive study on cultural diversity. The Task Force has contracted the team of **Solutions Research Group/Johnston and Buchan, LLP** to carry out comprehensive research aimed at assisting the industry in measuring the state of portrayal and representation of cultural diversity on private TV. The Task Force is comprised of nine members, five industry and four non-industry representatives. Co-Chair for industry is **Madeline Ziniak**, VP/GM at **Omni Television** in Toronto. The non-industry Co-Chair is **Bev Oda**. Other members are: **Stefany Mathias**, a hereditary Chief of the Squamish Nation; **Marie Anna Murat**, a freelance journalist and on-air personality in Quebec; **Raj Rasalingam**, President of the **Pearson-Shoyama Institute**, a national public policy think tank; **Elaine Ali**, Sr. VP, **CTV Stations Group**; **Sarah Crawford**, VP Public Affairs - **CHUM Television**; **Rita Cugini**, VP, Regulatory Affairs and Business Development for **Alliance Atlantis Communications**; and, **Philippe Lapointe**, VP, Information et Affaires publiques, **TVA**...

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 **BCAB**
BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS
c/o Pacific Northwest Planners
Email: Pnwp@ATTCanada.ca
250, 3651 Moncton Street
Richmond, BC V7E 3A5
FAX: 604 276 9142
Ph: 604 276 7471