

## **Activities Report: January 1, 2007 – May 31, 2008**

In December, 2000, the Canadian Radio-Television and Telecommunications Commission approved a Public Benefits Package as part of its approval of the BCE purchase of CTV. Among the benefits was a commitment to contribute \$500,000 per annum for a period of seven years (or a total of \$3.5 million) to create the CMRC/CCRM, a partnership of The School of Journalism at the University of British Columbia, the Joint Graduate Program in Communication and Culture, a partnership of York University and Ryerson University, and the Centre d'études sur les médias (a non-profit corporation registered in Québec, associated with Laval University and H.E.C., Montréal).

Because 2007 was the last year of the granting period, this report to CTV and the CRTC includes all activities for 2007 and 2008 to the end of May. However, the CMRC Board members believe the Consortium's work must continue and it is their intention to do so, using the remaining funds from the original grant and seeking new resources from the original donor and other sources.

The membership of the Consortium's Board of Directors and Advisory Council is listed in Appendix I.

The Consortium has a mandate to:

1. Undertake research that focuses on important economic, social, and cultural issues related to technological change in the media.
2. Promote collaborative research by funding research projects, scholarships, and related activities.
3. Disseminate research findings to the public by way of conferences, seminars, and publications.

In order to fulfill these objectives, the Consortium undertook the following activities from January 1, 2007 to May 31, 2008:

## **Scholarships**

Since the beginning of the Consortium, over 60 graduate students have been awarded scholarships to undertake thesis-related or independent research on media and communication in Canada. These students pursue degrees at The School of Journalism at the University of British Columbia, the Joint Graduate Programme in Communication and Culture (York/Ryerson), or at universities in Québec, with support from the Centre d'études sur les médias. The 2007 scholarship holders and their projects are listed in Appendix III.

## **Conferences, Seminars and Workshops**

### **The Invitational Future of News Summit**

The Consortium, together with its creation, The Network for Journalism Excellence, held an invitational summit for key industry and academic leaders to explore the future of news media. It aimed to consider the sweeping changes being brought about in every aspect of media by technological developments and to come up with solutions to some of the challenges these rapidly-paced changes have brought. It took place in Toronto on May 29, 2008, but research and planning for this complex event mostly took place in 2007.

The Summit's planning began by conducting an extensive literature search on research being conducted around the world on the future of the news media in order to determine what was happening and who the leading experts were in this field. An advisory committee of leading journalists and editors was also convened to determine the level of knowledge that already existed among senior media executives and to find out what these people were most interested in learning more about.

New revenue models, emerging technologies and alternative news gathering approaches were all discussed at the Summit, but, above all, the event's speakers and delegates repeated that change was necessary to ensure a strong and profitable Canadian news industry. The discussion then revolved around how to change without losing the principles of high-quality, responsible and fair journalism.

Moreover, one of the suggestions of the Summit was to conduct workshops on The Future of News for journalists across the country. Because the CMRC had already been considering a series of public discussions in major cities on this topic, it was decided that special sessions for journalists might be scheduled as well.

Both the public discussions and the workshops for journalists will begin in fall, 2008. The first one will take place in Vancouver in late September or early October. Another conference will take place in the fall in Montréal. It will be organized jointly by the CMRC and the Centre d'études sur les médias.

The Consortium also used the Summit as a platform to release two of its studies, *The Credibility Gap* and *Online Canadians and News*.

A complete listing of the conference's agenda, speakers, attendees, and organizers may be found in Appendix IV. And for more details about the Summit, please visit the CMRC website: <http://mediaresearch.ca/en/newsEvent/FutureofNewsSummit.htm>.

## **Current Major Research Projects**

### **The Canadian Internet Project**

The Canadian Internet Project (CIP), a partner in the World Internet Project (WIP), is an initiative of the Consortium. It is a representational survey of Canadians that provides data and analysis for ongoing research in the area of Internet use and non-use patterns. The study explores the behaviour and attitudes of both users and non-users and the economic, cultural, and social implications of the Internet in Canada, in comparative perspective. The WIP is a collaborative project with research teams in nearly 30 countries.

In 2007, funded by the CMRC and nine other partners – including Canadian Heritage, Treasury Board Canada, Telefilm Canada, the CRTC, Ontario Media Development Corporation, the CBC, Bell Laboratories and IAB, the CIP conducted its second national survey in 2007, including a panel of respondents interviewed for its 2004 benchmark survey (N = 400), a new national sample (N=2400) and a youth sample, ages 12 to 17 (N = 400). The survey is an in-depth study of Internet use patterns and attitudes, including detailed analysis of the effects of Internet use on traditional patterns of media use, with special attention to news and cultural consumption.

The principal researchers (Charles Zamaria, Project Director, and Fred Fletcher) presented preliminary results to the funders in 2007 and will publish a full report in the second half of 2008.

More details can be found by viewing the CIP's website, [cipic.ca](http://cipic.ca).

### **The Credibility Gap: Canadians and Their News**

In the Consortium's first survey on audience attitudes toward the media, which was released in 2004 and was the first independent study of its kind in the country, the relationship between Canadians and their news media was not as bad as anticipated. Canadians wanted Canadian news and they were slightly more positive in general than Americans around key measures of media credibility.

Four years later, the Consortium once again contacted Canadians to find out if their attitudes toward the media have changed. Its data came from two surveys, *Canada Online*

*Revisited* (N = 3037), conducted in July 2007 on behalf of the Canadian Internet Project by Research House, and *Trust in the Canadian News Media* (N = 2011), conducted in February 2008 on behalf of the CMRC by the Mustel Group.

A number of key findings are:

- Traditional media have to be concerned, not only about the impact of technology on their audiences, but also by the impact that a lack of credibility and trust are having. People clearly care about accuracy, about discipline, and about the commitment to quality, and if traditional players tamper with those principles, clearly the audience is prepared to make them pay a quick price. After all, there are choices as never before and the audience is more sophisticated than ever.
- The audience cares enough to shop around. The Internet offers more choice and thus allows the news consumer to deal with some of their concerns about credibility and trust by finding sources they will support. What is not clear in any survey so far is whether the older trusted brands have significant security in the digital sphere. They may just have the pole position in the race.
- The real key to success for traditional media could involve learning a new language – the language of interactivity, of conversation, of engagement and involvement of the audience. It may also mean shedding the notion of reporting without opinions. If traditional media develop websites that offer more than their print or broadcast product by building larger packages of content that include user-generated material, then the future may well be much brighter than many of us thought.

The Consortium released the results during its Future of News Summit on May 29, 2008.

For more details on this survey, please visit the CMRC website:  
<http://mediaresearch.ca/documents/TheCredibilityGapMay08.pdf>

### **Network for Journalism Excellence (NEJ)**

This project, an outgrowth of the Consortium's first Credibility study in 2003, is an attempt to develop an inventory of journalistic best practices and public expectations through surveys of journalists, focus groups, and public forums, with a view to promoting discussion of excellence in the industry and to developing mid-career training opportunities for journalists. The project is under the direction of Donna Logan (UBC) and involves colleagues there and at other universities. In 2007, Professor Logan conducted more than 30 interviews with key industry leaders to seek their input and advice.

On May 29, 2008, the NEJ jointly sponsored the afore-mentioned Invitational Future of News Summit with the Consortium.

### **Online Canadians and News Study**

This study attempted to understand the interplay of the Internet and traditional media in Canada among those who have access to both. For this, the Consortium partnered with Solutions Research Group to present its study, “Online Canadians and News.” It consisted of 1,000 interviews exploring daily media use and news consumption. The survey period was April 29 to May 5, 2008.

A number of key findings are:

- A typical online Canadian (18+) spends some 2.3 hours in an average day consuming news and information using a minimum of six sources.
- The current news/information diet of an average online Canadian is quite varied – of the 2.3 hours of news/information intake daily, an estimated 24 per cent comes from TV, followed by 22 per cent for each of Internet and newspapers. Magazines, radio and wireless devices account for the balance.
- The research confirms the importance of the Internet as a news/information source for younger generations (No. 1 source for 18-29 overall), accounting for 32 per cent of total time with news/information yesterday, higher than newspapers and radio combined. But even among this group, there is significant exposure to a variety of other sources.

The results were first released at the Consortium’s Future of News Summit on May 29, 2008.

For more details on this survey, please visit the CMRC website:

<http://mediaresearch.ca/documents/OnlineCanadiansandNewsStudy-CMRC.pdf>

### **Fairness in Journalism**

The Fairness in Journalism study undertook a survey of the perceptions of journalists and newsmakers on the question of what constitutes fairness in news coverage. The project, directed by André Turcotte (Carleton University) with the participation of Fred Fletcher (York), involved interviews with members of the Parliamentary Press Gallery and Members of Parliament (representative samples of 60 in each group). The interviews were conducted by Pollara in March-April, 2007. A report on the research was released in November and was distributed to the Press Gallery and Members of Parliament. It received news coverage in *Le Devoir*, on CTV and in various specialist publications.

A number of key findings are:

- Members of Parliament and parliamentary journalists agree on many elements of fairness in journalism. They tended to agree on the importance of accuracy, balance and impartiality in fair reporting, but tended to disagree when it came to the rules of engagement between journalists and sources: respecting privacy of public figures, using hidden cameras or tape recorders, reporting off-the-record conversations,

quoting unnamed sources. This difference emerged also in opinions about how political leaders should be treated in news reports, with MPs much more likely than journalists to regard media criticism as excessive.

- Only half of the journalists and fewer than one in four MPs were aware of the existence of journalistic codes; fewer than 20% of journalist reported referring to such a code, though most news organizations have them.
- Although more than two-thirds of MPs believe that Canadian news media live up to their role in the democratic process, only 16% believe that most stories present the news in a fair way.
- In their assessment of journalistic practices, MPs tended to be more in tune with public opinion than journalists.

For more details on this survey, please visit the CMRC website:

<http://mediaresearch.ca/en/projects/FairnessintheMedia.htm>

### **Quality in Journalism**

This project, under the supervision of Florian Sauvageau at the Centre d'études sur les médias, aims to define what Québec journalists mean today by quality in journalism. Semi-structured interviews of about 60 minutes were initially conducted in 2006, with a sample of 66 journalists, news managers and executives, in the Montréal news media (French and English television stations and newspapers). The sample breaks down as follows:

French-language media (La Presse, Le Journal de Montréal, Le Devoir, Radio-Canada, TVA and TQS): 49 interviews (36 journalists and 13 managers);  
English-language media (The Gazette, CBC television and CTV): 17 interviews (12 journalists and 5 managers).

In 2007, researchers conducted an analysis of the interviews and prepared a report of approximately 100 pages. The analysis makes a distinction between journalists who are "innovators" and those who are "traditionalists".

According to the "innovators", quality journalism must pay attention to the public's interests and needs. It must also consist just as much of practical advice related to daily life as it does of political news. They have a relativistic concept of quality. It depends on the context in which journalism is received, the type of media, etc. Their definition of quality is therefore anything but universal or absolute. In brief they are pragmatists.

The "traditionalists", in contrast, are idealists: they understand and judge journalism as a function of standards and ideals to strive for. They often adopt a nostalgic attitude, believing journalism was better in the "old days". Their quality criteria are stricter and they are less flexible than "innovators" when it comes to the constraints of the various media or the particularities of the different publics.

The "innovators" and "traditionalists" positions constitute two extremes. Of course journalists cannot be divided into two distinct and opposed camps, since most of them reflect neither extreme. Their comments can be found between the two, but with a clear bias for the innovator end of the range, so that the moderate innovator position is dominant.

The report, prepared by Philippe Marcotte of the Centre d'études sur les médias, will be published jointly by the CMRC and the Centre d'études sur les médias later this summer.

### **Public Financing of Television Program Production in Canada**

Various sources estimate the public financing of independent productions to be of the order of up to 50 per cent to 60 per cent of production costs, depending on the level of aggregation and the type of program considered. In spite of this important involvement of public authorities in the financing of television productions, we do not know the distribution of public funds according to the broadcaster, the type of television program, the producer and in the end, how the overall amounts link to the share of audience or how effective the programs are in achieving public policy goals.

This project, sponsored by the Consortium and the Centre d'études sur les médias, aims to draw as complete as possible a picture of the situation of public financing of television programs in Canada from existing public data and the analysis of previous research reports, from the academic as well as the private sectors, and government reports.

The research team consists of four senior researchers:

- Jean-Pierre Le Goff, HEC Montréal, Project Co-ordinator
- Charles Davis, Ryerson University
- Florian Sauvageau, Centre d'études sur les médias, Université Laval
- Daniel Giroux, Centre d'études sur les médias, Université Laval.

The following activities were completed in 2007:

- The first chapter was written, describing the various forms of aid available, their objectives, and their modes of operation.
- Researchers recorded episodes from 22 various specialty networks – nine French-language episodes and 13 English-language episodes – over a three-week period. The weeks spread across the year: one week in spring; one week in summer; one week in autumn.
- Researchers created a database for the information regarding those episodes that received support and were broadcasted by the above-mentioned specialty networks during the three-week periods.

- Researchers analyzed the databases of the Canadian Television Fund, the CRTC, the SODEC, and the CAVCO
- Researchers contacted broadcasters and producers to find out the costs of French-language television productions and reached an agreement with the BBM to have access to their audience metrics.

## **Projects in Development**

### **News, Information and the Public**

It is undoubtedly commonplace to say it, but it is the backdrop of this research: We live in an era of overabundance of information products and media. In this world glutted with information, the time devoted to informing oneself is not increasing, at least according to U.S. data. It is likely then that overall, the resort to new media is reducing the use of conventional media. To what extent? At what pace? Which media end up losing and winning? Which part of the public is particularly espousing new trends? What factors most influence changes in practices? Do the most decisive factors lie in the offer of services or in the evolution of people's preferences?

The media market, as important culturally as commercially, is being measured regularly and there are a great many statistics produced either by survey firms, the media themselves or varied sources like governments or universities. Some studies like censuses or government surveys on culture enable us to take stock of the overall media consumption as a component of cultural life. Others, on the contrary, paint a very specialized picture of consumption by product and by media, think of BBM or Nielsen for radio and television, NadBank for daily newspapers or comScore Media Metrix Canada for the Internet. As far as we know, none specifically addresses the issue of multi-source information consumption that characterizes more and more the current dynamics of the public and makes possible to study its evolution in time. It is therefore difficult to know the diversity of patterns in relation to a specific object, in this case to find out about current news and public affairs consumption through the various available media sources.

Over the next five years, The Centre d'études sur les médias hopes to conduct surveys to better find out how the public's news consumption habits are changing and, furthermore, to proceed with in-dept interviews to identify the factors that influences these behaviours.

The Consortium also funds smaller projects conducted by scholars and graduate students. Please see Appendix V.

## **Publications and Presentations**

### **Publications**

The Confrontation of Old and New Media. Proceedings of the seminar, Broadcasting and New Media: Business Models and Regulation. Edited by Daniel Giroux and Florian Sauvageau. Monograph.

Le rencontre des anciens et des nouveaux médias. Proceedings of the seminar on business models and regulation. Edited by Daniel Giroux and Florian Sauvageau. Monograph.

The Future of News in the Digital Era. Australian Policy Online. July, 2007. Fred Fletcher. This paper draws on both the Credibility in News and Canadian Internet Project surveys.

### **Presentations**

Accessing News and Information Online: Research Directions. World Internet Project annual meeting, Melbourne Australia. July, 2007.

The Future of News in the Digital Era. Research Seminar Series. Institute for Social Research. Swinburne University, Melbourne Australia. July, 2007.

### **Administration**

In 2007, Donna Logan assumed the title of chair of CMRC. She took over from Fred Fletcher, who retired as chair on December 31, 2006, after serving in that voluntary position since the formation of the Consortium in 2000. He remains on the Board as past chair and non-voting member of the Board.

In late 2007, Pierre Juneau stepped down as president of the Advisory Council, a position he had held since the Consortium began in 2000. The Board is currently searching for a replacement. Mr. Juneau will continue to be a member of the Advisory Council.

Also in 2007, Gene Allen joined the Board. He is an associate professor in the School of Journalism at Ryerson University, a faculty member in the York/Ryerson Joint Graduate Programme in Communication and Culture and the founding director of Ryerson's Master of Journalism program. He is also the voting representative for York/Ryerson Joint Graduate Programme in Communication and Culture.

Darryl Korell joined the Consortium as research co-ordinator in October, 2007. He holds a Master of Journalism degree from UBC's School of Journalism.

The Board of Directors met on four occasions in 2007 and three times so far in 2008.

**Donna Logan**  
**Florian Sauvageau**  
**Fred Fletcher**  
**Gene Allen**

(July, 2008)

## **Appendices**

- I Consortium Organization and Procedures
- II Consortium Presentations and Publications, 2002-06
- III CTVglobemedia Scholarships and Small Grants, 2007
- IV Future of News Summit

## **Appendix I          Consortium Organization and Procedures and Organization, 2007**

The central elements of the operational structure of the Consortium are the Board of Directors, the Advisory Council, and the Officers. The decision-making body is the Board of Directors. The Consortium Board is as follows:

### **Voting Members**

Chair and Secretary: Donna Logan, Founding Director, The School of Journalism, University of British Columbia

Vice-Chair: Florian Sauvageau, President, le Centre d'études sur les médias

Chair of the Advisory Council : Pierre Juneau, former CRTC Chair and former CBC President (resigned late 2007)

Gene Allen: associate professor in the School of Journalism at Ryerson University, a faculty member in the York/Ryerson Joint Graduate Programme in Communication and Culture and the founding director of Ryerson's Master of Journalism program.

### **Non-Voting Members**

Past Chair: Fred Fletcher, Ph.D., Director of the York/Ryerson Joint Programme in Communication and Culture

### **Advisory Council**

The Advisory Council has been very active in assisting the Board to establish the priorities of the Consortium. Its members are:

Christopher Dornan, Professor, School of Journalism and Communication, Carleton University

Alain Dubuc, Columnist, La Presse

Renaud Gilbert, Former Ombudsman, Radio-Canada

Peter Grant, Senior Partner, McCarthy Tetrault

Linda Hughes, Former Publisher, Edmonton Journal

Kirk LaPointe, Managing Editor, Vancouver Sun

Trina McQueen, President, Hutton Belleville Inc.

## **Appendix II          Consortium Presentations and Publications, 2002-06**

### **CTVglobemedia Lectures**

2002

The Future of Journalism: Two Perspectives, Toronto

*Speakers: David Frum and Mark Starowicz, with comments from William Thorsell and Trina McQueen.*

2003

The Conflict between Journalism and Patriotism: should journalists take sides?  
Vancouver

*Speakers: Arthur Kent (former war correspondent and award-winning documentary filmmaker and Jeffrey Dvorkin (long-time news director at CBC radio, currently Ombudsman at National Public Radio in the U.S.)*

2004

Media, Freedom and Public Interest / Les médias, libertés et intérêt public, Québec City

*Speakers: Julius Grey: "Freedom of Expression and Journalism: How to Determine the Limits?" Laurent Laplante: "The Media and the Notion of the Public Interest."*

Please note: in 2005 and 2006, it was decided to shift resources to conferences, seminars and other public events.

### **Conferences, Seminars and Colloquia**

2002

Convergence: Foolish Expectations and Dashed Hopes / La convergence: des promesses folles aux espoirs déçus, Montréal

*Speakers from Europe, the United States and Canada. Attended by some 60 participants from the media industry and universities.*

2003

Educating Journalists in the 21st Century, Toronto

*Speakers from Canada and the United States. Attended by some 60 journalism educators.*

2004

Liberties and Public Interest in Broadcasting / Libertés et intérêt public en radiodiffusion, Québec City

*Five speakers from Europe, Canada and the United States.*

6th World Media Economics Conference. Montréal

*The Consortium was a co-sponsor of this prestigious conference, organized by the Centre d'études sur les médias and the Journal of Media Economics. The conference was attended by about 100 researchers from Europe, the United States and Canada.*

2005

The Role of the State in Broadcasting Governance / Le rôle de l'Etat dans la gouvernance de la radiodiffusion, Montréal

*Co-sponsors: The Centre d'études sur les médias, the Beaverbrook Chair in Ethics, Media and Communications of McGill University and the Canadian Media Research Consortium, with additional support from the Social Sciences and Humanities Research Council of Canada. The seminar featured seven papers and 14 commentaries. Among those attending were specialists in broadcasting policy from media organizations and the university sector.*

Building New Media Credibility in Turbulent Times, Vancouver

*The conference, sponsored by CMRC under the direction of Donna Logan, was designed to generate a discussion about what needs to be done to improve credibility, what has been done in other countries, notably the U.S. and Europe, and to consider what part ethics plays in determining credibility. The conference featured reports from members of Consortium's Credibility in Canadian Journalism Project and related research in the United States. The conference was attended by some 50 researchers and industry representatives.*

Journalism in Canada Conference: Bridging Gaps and Generating Research, Montréal

*A conference of Canada's leading journalism researchers, from university-based journalism schools and related disciplines, under the direction of Mary-Lynn Young and David Pritchard. The conference was the first gathering of its kind and brought together approximately 50 academics to discuss the state of journalism research in Canada and to suggest future directions.*

Canada Online: Public Launch of the Canadian Internet Project Report, Toronto

*Public presentation of some of the major findings of the research – by André H. Caron, Co-Director, CIP -- and a press conference, as well as a presentation on world trends by and Jeffrey Cole, Director of the World Internet Project.*

#### Seminar on the Internet and Traditional Media, Toronto

*An invitation-only seminar on the implications of the findings of the CIP national survey on Internet use in Canada for traditional media. This event was attended by representatives of a number of national media organizations. Moderated by Fred Fletcher, the seminar featured presentations by André H. Caron, Co-Director, CIP, and Jeffrey Cole, Director of the World Internet Project.*

#### Public Launch of the Final Report of the Youth and the News Project, Montréal

*The public launch of the report by Claire Boily, Les 18-24 et l'information, under the direction of Madeleine Gauthier (INRS) took place in Montréal on December 6, in French (with a conference in English to follow). The seminar also featured comments by André H. Caron, based on the Canadian Internet Project data and his path-breaking research on mobile communication. Other speakers were Pierre Delagrave, président, Média, Recherche et Services interactifs, Groupe Cossette; Henry Milner, auteur de Civic Literacy: How Informed Citizens Make Democracy Work publié en 2001 et professeur de science politique au Collège Vanier. The Consortium also provided support for a conference on Al-Jazeera sponsored by the Institut québécois des hautes études internationales at Laval University, October 14, 2005.*

### **2006**

#### Youth and the News, April 3-4, Vancouver

*An invitation-only conference attended by 36 participants, including news managers, working journalists, journalism educators and researchers.*

#### Broadcasting and New Media: Business Models and Regulation, November 24, Montréal

*An invitation-only conference with presentations from experts from Europe, the United States, and Canada. The conference was attended by 40 participants from media organizations, governments and the CRTC.*

### **Presentations and Publications of Research Findings**

#### 2003

Convergence: Foolish Expectations and Dashed Hopes / La convergence: des promesses folles aux espoirs déçus. Proceedings of the Conference. Edited by Daniel Giroux and Florian Sauvageau. Monograph.

Media Coverage of the 2003 Toronto SARS Outbreak. Daniel Drache, Seth Feldman and David Clifton. Research Paper.

## 2004

A Report Card on the Canadian Media. Donna Logan (UBC), Fred Fletcher (York), Angus Reid (UBC), Colette Brin (Laval), Mary Lynn Young (UBC). Presented in June at the Banff Television Festival.

Media Credibility and Linguistic Duality. Colette Brin and Fred Fletcher. Presented at the Annual Conference of the Canadian Communication Association, Winnipeg, June. Research Paper.

Public Perceptions of Ownership Concentration in the Mainstream News Media: The Canadian Case. Presented at the annual Scientific Congress of the International Association for Media and Communication Research, Porto Alegre, Brazil, July. Fred Fletcher. Research Paper.

Canada Online: Preliminary Findings. Charles Zamaria. Presentation to World Internet Project Annual Conference. Tokyo. July.

Perceptions of the News Media in Canada and the United States. Presented at the annual Conference of the Association for Education in Journalism and Mass Communication, Toronto, August  
Donna Logan, Fred Fletcher, and Mary Lynn Young

Journalism Ethics from the Public's Point of View. Presented at the annual Conference of the Association for Education in Journalism and Mass Communication, Toronto, August. Research Paper.

## 2005

Publication: Canada Online! A comparative analysis of Internet users and non-users in Canada and the world: Behaviour, attitudes and trends, 2004. Charles Zamaria, André H. Caron, Fred Fletcher. Research monograph.

Publication: Canada En-Ligne! Une analyse comparative des usagers et des non-usagers de l'Internet au Canada et dans le monde: Comportements, attitudes et tendances, 2004. Charles Zamaria, André H. Caron, Fred Fletcher. Research monograph.

Publication: Liberties and Public Interest in Broadcasting / Libertés et intérêt public en radiodiffusion. Proceedings of the Conference. Edited by Daniel Giroux and Florian Sauvageau. Monograph.

Publication: Journalism Ethics from the Public's Point of View. By Stephen Ward. Journalism Studies,

Canada Online: Overview. May. André H. Caron, Fred Fletcher, Charles Zamaria. Presentation to Partners. Ottawa.

Canada Online: Industry Perspective. May. André H. Caron, Fred Fletcher, Charles Zamaria. Presentation to Industry Canada. Ottawa.

Canada Online: Cultural Perspective. May. André H. Caron, Fred Fletcher, Charles Zamaria. Presentation to Canadian Heritage. Ottawa.

Cultural New Media Days World Summit. World Expo 2005. Introduction and opening remarks. Charles Zamaria (conference co-chair). June. Aichi, Japan

Context: Surveying the environment and public technology adoption; behaviour, attitudes and trends. Presentation and panel moderator at Cultural New Media Days World Summit. World Expo 2005. Introduction and opening remarks. Charles Zamaria (conference co-chair). 2005. Aichi, Japan

Citizens and Information: Analysis of Data from Canada Online! July. Fred Fletcher. Presentation to World Internet Project Annual Conference. Santiago.

The Americas (North and South America): A Comparison. July. André H. Caron. Presentation to World Internet Project Annual Conference. Santiago.

Paradigm Shifts: Cultural integration of new technologies and interactive and engaging content within the new media sector. Report of the Cultural New Media Days Summit. World Expo 2005, Aichi Japan. Charles Zamaria. September. Canadian Heritage, Ottawa.

Québec-Canada: Internet Use and Non-Use, 2004. November. André H. Caron. Presentation at the conference of CITE (Centre de recherche interdisciplinaire sur les technologies émergentes) Conference. Montréal.

## 2006

Les 18-24 et L'Information. Claire Boily et Madeleine Gauthier. Research monograph.

The 18-24 Age Group and the News. Claire Boily et Madeleine Gauthier. Research monograph.

The Role of the State in Broadcasting Governance / Le rôle de l'État dans la gouvernance de la radiodiffusion. Proceedings of the Conference. Edited by Marc Raboy and Florian Sauvageau. Monograph.

Internet Use, Other Media and New Technologies: Canadian Perspective and International Comparisons. Charles Zamaria and Fred Fletcher. February. Presentation to Bell Canada. Ottawa.

Canadian Internet Usage: International Comparisons and Impact on Other Media and the Cultural Industries. February. Charles Zamaria and Fred Fletcher. Keynote Presentation to the OMDC Six Degrees of Integration Conference. Toronto.

Canadian Internet Behaviour and Attitudes: Overview of Findings and Trends from the Canadian Internet Project. March. Charles Zamaria. Presentation to E-Bay / Spoke Club. Toronto.

E-Government and E-Politics: Transforming the lives of Canadians? March. Fred Fletcher and Charles Zamaria. Presentation to the Information Highways Conference. Toronto.

Consumer Market Trends: The idiosyncrasies of the Canadian marketplace. March. Charles Zamaria. Keynote panel presentation at i-Summit Conference, Toronto.

Newer media technologies and content: trends and challenges. March. Charles Zamaria. Co-producing Conference and mission. Sao Paulo, Brazil.

Animation and newer media technologies and content: trends and challenges. March. Charles Zamaria. Animating with Canada International Symposium. Sao Paulo, Brazil  
Newer media and television: Convergence or Divergence? Trends and Challenges in content development. Keynote address at MITV Conference. June. Sao Paulo Brazil.

Canada Online: Building on the Benchmark Survey. July. Fred Fletcher. Presentation to World Internet Project Annual Conference. Beijing.

Canadian Behaviour and Attitudes Towards the Internet and New Technologies: Profiles and Trends. November. Charles Zamaria. IAB Conference. Toronto.

Canada Online: Broadband in Canada. December. Fred Fletcher. Ontario Government Broadband Workshop.

## Appendix III CTVglobemedia Scholarships, 2007

### Graduate School of Journalism, University of British Columbia

Name	Project Domain of Interest	Amount Awarded
Anna Olejarczyk	Immigration/Political Science	\$12,500
Emily Bodenbergl	Feminism & Popular Canadian Culture	\$12,500
Ana Maria Campos	Political Science	\$12,500

### Faculty Small Project Funding

Peter Klein, Comparative Analysis of Torture in Canadian Media \$5,000

### The Joint Graduate Program in Communication and Culture, York University / Ryerson University

Name	Project Title	Amount Awarded
Tania Alvarez	Venezuelan TeleSUR Network and Political Communication in Venezuela	\$5,000
Sarah Kornik	Commodification of Food: Ideology and the Food Network	\$5,000
Joanna Redden	Coverage of Poverty in the Toronto Star and the Globe and Mail	\$5,000

### 2007 CMRC Awards

#### Graduate Student Travel Awards (York/Ryerson)

James Cairns \$500

2007 Canadian Political Science Association Annual Conference, Saskatoon, SK  
Paper: Bringing Parliament to the People: A Mediated Politics Approach to the Speech from the Throne

Sabrina Siu \$500

International Conference on Interdisciplinary Social Sciences, Granada, Spain

Paper: The Beauty and Health Paradigm in Magazine Advertising: Where does the disabled body fit?

Helen Papagiannis \$500

International HASTAC Conference: Electronic Techtonics: Thinking at the Interface, Durham, NC

Paper: Augmenting Digital and Analog Memory

Florin Vladica \$500

Canadian Communication Association Annual Conference, Saskatoon, SK

Paper: New Media Practices for Canadian Independent Documentary Film

Julie Nagam \$500

Trans, Pan, Intra: Cultures in Contact, Puebla, Mexico

Paper: The Collective Narrative: Performing Stories for Aboriginal Women Writers

Susan Ashley \$400

University Art Association Annual Conference, Halifax, NS

Paper: Crystal Dreams: the Museum, the Media and the World Class City

Nancy Patterson \$500

Creativity and Cognition Conference, Washington, D.C.

Paper: Multi: Multiple User Interactive Template Installation

Timothy MacNeill \$500

International Symposium of Arts in Society, New York, NY

Paper: Audiences Authoring Authors: Audience Production of Value, Culture Industry and Copyright

Yee-Man Janice Leung \$500

Archive of the Future/Future of the Archive, Rochester, NY

Paper: From Crowdsurfing to Crowdsourcing: User-generated Concert Videos, YouTube.com and the Archives of Everyday Music Fandom

Jaigris Phillips \$500

Society for the Study of Symbolic Interaction Couchstone Symposium, Urbana, IL

Paper: Making Room for Papa: An Autoethnography

Naveen Joshi \$500

2007 National PCA/ACA Conference, Boston MA

Paper: Arranged Identities: South Asian Authenticity and Online Endogamy

P. Megan Andrew \$500

2007 National PCA/ACA Conference, Boston MA

Paper: Dance, Media, Community: In Search of a Critical Public for Dance in Canada

Alla Gadassik \$500

2007 National PCA/ACA Conference, Boston MA

Paper: Faking It, Making It, Liking It: Mediating Performance and Authenticity in Group Challenge Reality TV Shows

Peter Ryan \$500

Canadian Communication Association Annual Conference, Saskatoon, SK

Paper: Network Aesthetics: Evaluating the Rhetoric of Distributed Structures

June-Yuan Liu \$500

Harvard Project of Asian and International Relations, Beijing, China

Paper: Chinese Diaspora and Ethnic Media in Toronto

Brenda McDermott \$500

Traditions and Technologies in Canada, Durham, UK

Paper: Screening the War: *The Battle of the Somme's* Reception in Toronto, Canada

David Clifton \$500

Media, War and Conflict Conference, Milwaukee, WI

Paper: Weapons of Mass Destruction, Terrorism and the Regime of Saddam Hussein

Christian Oquendo \$400

International Conference on Interdisciplinary Social Sciences, Granada, Spain

Paper: Exploring the Frontiers among Communication and Non-communication: Exclusion, Conflict and Discursive Interactions about Maize within Mexican Society

### **Graduate Student Project Funding**

Jennifer Ball \$608.26

Thesis research

### **Faculty Small Project Funding**

Patricia Mazepa \$4,950

Necessary Agents of the Public Sphere? Press Galleries and the Political Economy of News

### **Le Centre d'études sur les médias**

<b>Name</b>	<b>Project Title</b>	<b>Amount Awarded</b>
Christelle Paré, Université Laval	Observer le débat public entourant l'immigration dans les médias en utilisant la voie de la fiction sérielle ( <i>Little Mosque On The Prairie</i> et <i>Pure Laine</i> ) comme relais de ce débat.	\$10,000
Nicolas Marin,	Évaluer de quelle manière une réduction	\$5,000

HEC à Montréal	ou une augmentation de l'encombrement publicitaire à la télévision influencerait l'efficacité et l'impact des messages publicitaires	
Karima Aoudia, Université du Québec à Montréal	Mener une étude sur la réception des médias transnationaux au sein de la communauté maghrébine de Montréal	\$5,000
Evan Light, Université du Québec à Montréal	Étudier la gestion du spectre électromagnétique sous l'angle des besoins des médias citoyens	\$5,000

## Appendix IV Future of News Summit

### Agenda

#### Future of News Invitational Summit

Park Hyatt Hotel, Toronto

Thursday, May 29, 2008

Summit: 8:30am – 5:00pm

Reception: 5:00pm – 7:00pm

**8:30 – 8:45** **Welcome** – Donna Logan, Chair CMRC, Founding Director, School of Journalism, UBC

**8:45 – 9:15** **Changing Audiences**

News audiences are changing rapidly and radically, but what is it audiences want?

The session will unveil the results of two new studies conducted by the Canadian Media Research Consortium on the changing habits of Canadian news consumers and the effect of new media on news and audience trust.

Presenters:

- **Donna Logan**, Chair, Canadian Media Research Consortium and Founding Director, Graduate School of Journalism, University of British Columbia
- **Kaan Yigit**, President, Solutions Research Group

**9:15 – 9:40** **Research Discussion** with researchers, Colette Brin, Fred Fletcher, Mary Lynn Young

**9:40 – 10:00** **Coffee Break**

**10:00 – 11:00** **Featured Speaker: Michael Rogers**, Futurist-in-Residence for The New York Times and “Practical Futurist” columnist for MSNBC

**11:05 – 12:15** **Dinosaurs vs. Avatars - When old and new media collide**

There is no question the journalism landscape is changing. Audiences are no longer passive and editors are no longer the gatekeepers of what becomes news. There is an explosion of online news websites relying on ‘citizen’ journalists. What does this mean for the people who want to be paid for news stories, and what is the impact of ‘free’ journalists on news that serves the public good?

Presenters:

- **Leonard Brody**, Co-Founder and CEO, NowPublic, a pioneer in citizen generated news with over 130,000 contributing reporters in 140 countries & 4,500 cities
- **Eric Alterman**, Professor of Journalism, CUNY Graduate School of Journalism and renown media critic writing in The Nation, The New Yorker among other publications

**12:15 – 1:15 Lunch**

**1:15 – 2:00 What are the new business models to fund news?**

Are there ways to monetize the web? Are there alternative revenue streams in niche services or on multi-platforms? Where is this shift in news going?

Presenter:

- **Dr. Robert G. Picard, Director**, Media Management and Transformation Centre, Jonkoping University, Sweden and editor of the Journal of Media Business Studies

**2:05 – 3:15 Impact of changing environment on news**

What does news mean in this changing news environment? What needs to be conserved or adapted? Are there ways for classic news values to survive and in what form? What is essential?

Presenters:

- **Jan Schaffer**, A leader in journalism reform who is a Pulitzer Prize winner and Executive Director of J-Lab: The Institute for Interactive Journalism
- **Neil McIntosh**, Head of Editorial Development for The Guardian website: Guardian.co.uk, considered one of the top news websites in the world

**Coffee Break 3:15 – 3:30**

**3:30 – 4:45 Roundtable on How Canadian News Organizations are meeting the New Challenges**

Moderator:

- **Trina McQueen**, CTV Professor of Broadcast Management, Schulich School of Business, York University. Formerly, Head of CBC

Television News, Current Affairs and Newsworld; President and COO of CTV Inc.

Participants:

- **David Asper**, Executive-Vice-President, CanWest Global Communications Corporation
- **Philippe Cantin**, Deputy Publisher and Vice-President of Information at La Presse
- **John Cruickshank**, Publisher, CBC News
- **Phil Lind**, Vice-Chairman of Rogers Communications Inc.

**4:45 – 5:00** Closing Remarks: Donna Logan

**5:00 – 7:00** Reception

**Attendees**

Gene	Allen
Colette	Brin
Thomas	Carmichael
Pat	Carney
Lou	Clancy
Ron	Cohen
Peter	Desbarats
Chris	Dornan
Jeffrey	Dvorkin
Kathy	English
Fred	Fletcher
Glenn	Garnett
Michael	Goldbloom
Peter	Grant
Darlene	Haber
Beth	Haddon
John	Honderich
Pierre	Juneau
Kim	Kierans
Paul	Knox
Robert	Lewis
Russell	Mills
Eric	Morrison
Florian	Sauvageau
Philip	Savage

David Skinner  
Ron Waksman  
Scott White  
Kaan Yigit  
Mary  
Lynn Young

## Speakers

**Eric Alterman**, termed "the most honest and incisive media critic writing today", is a distinguished professor of English, Brooklyn College, City University of New York, and professor of journalism at the CUNY Graduate School of Journalism. He is also author of "the smartest and funniest political journal out there", in the San Francisco Chronicle and a frequent lecturer and contributor to numerous publications in the U.S., Europe and Latin America. His latest article from The New Yorker, *Out of Print: The death and life of the American newspaper*, has attracted widespread attention for its honest portrait of the newspaper industry and the future of journalism.

**Colette Brin** is associate professor at the Département d'information et de communication, Université Laval. A former journalist with experience in radio, TV and print media, Dr. Brin's research focuses on the sociology of journalism and media institutions. Her current projects include studies of economic journalism; the influence of convergence on news content; media credibility; and a history of television news in Québec.

**Leonard Brody** is co-founder and CEO of NowPublic, one of the pioneers in citizen generated news that is rapidly becoming one of the largest news agencies in the world with over 130,000 contributing reporters in 140 countries and 4,500 cities. In the last year, The Guardian in London ranked NowPublic as one of top five news sites in the world, and Time Magazine named it as one of the top 50 Web sites of the year.

**Peter Desbarats** is a Montréal, Québec-born Canadian author, playwright and journalist. He is the former dean of journalism at the University of Western Ontario (1981-1997), a former commissioner in the Somalia Inquiry and a former Maclean-Hunter chair of communications ethics at Ryerson University.

**Fred Fletcher** is university professor emeritus, communication studies and political science, York University, the author of many studies of the news media in Canada, including *The Newspaper and Public Affairs*, and one of the founding researchers of the Canadian Internet Project (a partner in the World Internet Project). He is past president of the Canadian Media Research Consortium.

**Donna Logan** is president of the Canadian Media Research Consortium and founding director of the Graduate School of Journalism at UBC. She is also a professor emerita of UBC. Prior to joining UBC, she worked as a print and broadcast journalist, holding

several senior executive positions at CBC, among them vice-president of CBC Radio networks.

**Neil McIntosh** is head of editorial development for The Guardian website: Guardian.co.uk. A former print journalist, he joined the site in 2004 and has been responsible for the rollout of the site's blogs and award-winning range of audio and video services. He speaks regularly on innovation in journalism in Europe and the U.S. and blogs at completetosh.com.

**Robert G. Picard**, professor of media economics and director of the Media Management and Transformation Centre at Jönköping International Business School, Jönköping University, Sweden, is author and editor of 22 books, including *The Economics and Financing of Media Companies*, *The Internet and the Mass Media*, and *Media Firms: Structure, Operations, and Performance*. He is editor of the *Journal of Media Business Studies* and was previously editor of *The Journal of Media Economics*.

**Michael Rogers** is a leading international expert on the impact of technology on business and society, he is futurist-in-residence for the New York Times Company, as well as an interactive media pioneer, novelist and journalist. He also writes the popular *Practical Futurist* column for MSNBC. Previously he was vice president of The Washington Post's new media division, as well as editor and general manager of Newsweek.com.

**Jan Schaffer** is former business editor and a Pulitzer Prize winner for The Philadelphia Inquirer. She is now executive director of J-Lab: The Institute for Interactive Journalism and one of the nation's leading thinkers in the journalism reform movement. She left daily journalism in 1994 to lead pioneering journalism initiatives in the areas of civic journalism, interactive and participatory journalism and citizen media ventures.

**Mary Lynn Young**, director at the UBC School of Journalism, is an award-winning academic, university educator and newspaper columnist. She has worked as an editor, national business columnist and senior crime reporter at major daily newspapers in Canada and the United States.

#### **Senior Executive Panel:**

**Phil Lind**, Vice-Chairman, Rogers Communication Incorporated

**David Asper**, Executive-Vice-President, CanWest Global Communications Corporation

**John Cruickshank**, Publisher, CBC News

#### **Organizing and Advisory Committee**

(In alphabetical order:)

**Gene Allen**, Board Member, CMRC-CCRM and Director, Master of Journalism Program, Ryerson University

**Colette Brin**, Professor, Département d'information et de communication, Université Laval

**Leonard Brody**, Co-founder and CEO, NowPublic

**Jeffrey Dvorkin**, Executive Director of Journalism, The Real News Network

**Pierre Delagrave**, President, Cossette Media and Fjord Interactive Marketing and Technology

**Peter Desbarats**, Former Dean, Graduate Program in Journalism, University of Western Ontario

**Fred Fletcher**, Former Chair, CMRC-CCRM, and University Professor Emeritus, Communication Studies and Political Science, York University

**Glenn Garnett**, Executive Editor-in-Chief, Sun Media Corp.

**Darlene Haber**, President and Executive Producer, MediaVision

**Alfred Hermida**, Associate Professor, UBC Graduate School of Journalism

**Pierre Juneau**, Former CRTC Chair and Former CBC President

**Darryl Korell**, Research Co-ordinator, Canadian Media Research Consortium

**Paul Knox**, Chair, School of Journalism, Ryerson University

**Kirk LaPointe**, Managing Editor, The Vancouver Sun and Member, Advisory Council, CMRC-CCRM

**Robert Lewis**, Vice-President, Content Development, Rogers Communications Inc.

**Donna Logan**, Chair, CMRC-CCRM, Founding Director, School of Journalism and Professor Emerita, University of British Columbia

**Trina McQueen**, CTV Professor of Broadcast Management, Schulich School of Business, York University

**Eric Morrison**, President, Canadian Press

**André Préfontaine**, Publisher, Canadian Geographic

**Philip Savage**, Assistant Professor, Communications Studies, McMaster University

**Florian Sauvageau**, Vice Chair, CMRC-CCRM and Director, Centre d'études sur les médias

**Scott White**, Editor-in-Chief, Canadian Press

**Kaan Yigit**, Founder and President, Solutions Research Group Consultants

**Mary Lynn Young**, Associate Professor, Graduate School of Journalism, University of  
British Columbia