FUTURE OF THE PUBLIC INTEREST IN COMMUNICATIONS

International Institute of Communications, Canadian Chapter
FIRST ANNUAL CONFERENCE
National Arts Centre, Ottawa, Ontario
April 11, 2001

Program

8:00 a.m.  Continental Breakfast

8:45 a.m.  WELCOME REMARKS:
Bernard Courtois, President, IIC Canadian Chapter

INTRODUCTORY REMARKS:
The Honourable Marie-P. Poulin, Senator
Honourary Conference Chair

9:00 a.m.  PANEL DISCUSSION: Promoting Canadian Content and Culture: what will be the
formula for success in the world of advanced internet capabilities, hundreds of
broadcast channels, interactive TV and further liberalization of international trade
rules?

Moderator: Sandra Macdonald, Commissioner – National Film Board of Canada

- Helga Stephenson – Helga Stephenson Productions
- Robert Pilon – Coalition for Cultural Diversity
- Paul Hoffert, Research Professor – Sheridan College
- Michael Hennessy, Senior Vice-President, Policy and Planning – Canadian Cable
  Television Association

11:00 a.m.  PANEL DISCUSSION: The Internet and the Future of the Communications Industry:
where are evolving technology, business plans and industry structure taking the
relationship of the internet to media and telecoms? What are the public policy
implications?

Moderator: Pierre Gagnon, V-P, Public & Regulatory Affairs – Videotron

- Ian Hembery, V-P, Government Relations and Communication – AOL Canada
- John Lewis, Executive Director, New Media – CBC
- Sheridan Scott, Chief Regulatory Officer – Bell Canada
- Stephen Zolf, Partner – Heenan Blaikie

12:30 p.m.  Reception

IIC Canadian Chapter - First Annual Conference - April 11, 2001
1:00 p.m. Lunch

**KEYNOTE SPEAKER:** David Colville, Chairman – Canadian Radio-television and Telecommunications Commission

2:30 p.m. **PANEL DISCUSSION:** Telecom and Broadcast Carriage in the Advanced Internet Age: where are we headed in the mix of advanced capabilities, competition, regulation and universality?

**Moderator:** Bernard Courtois, Chief Strategy Officer – Bell Canada

- Ken Engelhart, Vice-President, Regulatory – Rogers Communications Inc.
- Willie Grieve, Vice-President, Government & Regulatory Affairs – TELUS
- Philippa Lawson – Public Interest Advocacy Center
- Chris Peirce, V-P, Regulatory & Governmental Affairs – AT&T Canada

4:00 p.m. **CLOSING REMARKS:**
The Honourable Marie-P. Poulin, Senator