



## **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

**INTRODUTORY 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**

**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