



THE COMMUNICATION OF POLITICS, AND THE POLITICS OF COMMUNICATION

International Institute of Communications, Canadian Chapter
TWELFTH ANNUAL CONFERENCE
Ottawa Convention Centre
November 18 and 19, 2013

Program

MONDAY NOVEMBER 18

Pre-Conference: The State of Competition in Canada's Telecommunications Sector

08:45 **OPENING REMARKS**

Bernard Lord, President and CEO, Canadian Wireless Telecommunications Association and IIC Canada Board Chair

09:00 **PANEL 1: Facts versus Myths in Canada's Telecom Sector**

Financial analysts and industry observers debate the facts and myths of Canada's telecom industry.

Moderator: **Deirdre McMurdy**, Business Writer and Broadcaster

Panelists:

- **Jeff Fan**, Research Analyst, Scotiabank
- **Dvai Ghose**, Managing Director, Head of Research, Canaccord Genuity
- **Peter Nowak**, Journalist
- **Gerry Wall**, President, Wall Communications

10:00 Break

10:30 **PANEL 2: How Competitive is Canada's Telecom Sector?**

How do we know if Canada's telecom sector is 'competitive'? What measures and metrics should we use to measure competitiveness and concentration, and how much weight should they be given in telecom policy?

Moderator: **Mark Sutcliffe**, CEO, Great River Media

Panelists:

- **Jeffrey Church**, Professor, University of Calgary
- **Martin Masse**, Senior Writer and Editor, Montreal Economic Institute
- **Dwayne Winseck**, Professor, School of Journalism and Communication, Carleton University

11:30 Break

12:00 **LUNCH AND KEYNOTE PRESENTATION**

Kevin W. Crull, President, Bell Media

Main Conference: The Communication of Politics, and the Politics of Communication

13:30 KEYNOTE PRESENTATION

Paul Wells, Political Editor, *Maclean's*, and Author of *The Longer I'm Prime Minister Stephen Harper and Canada, 2006-*

14:15 PANEL 3: Covering Government (the Communication of Politics)

Parliament Hill journalists and pollsters discuss how technology is changing how the media covers politics, how pollsters predict political outcomes, and what the resulting lessons for government should be, in terms of reaching the public with targeted communications.

Moderator: **Ian Capstick**, President, MediaStyle

Panelists:

- **Hugo de Grandpré**, Journalist, La Presse
- **Greg MacEachern**, Vice President, Government Relations, Environics Communications
- **Kady O'Malley**, Reporter, CBC
- **Althia Raj**, Ottawa Bureau Chief, The Huffington Post Canada

15:30 Break

16:00 PANEL 4: Government Coverage (the Politics of Communication)

Where do North America's major political parties see the future of the communications sector, in the next five years? How are new technology and social media changing the very issues that parties must address, and how they address them?

Moderator: **Deirdre McMurdy**, Business Writer and Broadcaster

Panelists:

- **Michelle Austin**, Senior Advisor, Summa Strategies Canada
- **Julie Germany**, Vice President, DCI Group
- **Martha Hall Findlay**, Executive Fellow, School of Public Policy, University of Calgary and Chief Legal Officer, EnStream LP
- **Brad Lavigne**, Vice-President, Hill+Knowlton Strategies Canada
- **Diane Smith**, Advisory Board Member, Mobile Future

17:15 – 19:00 Cocktail Reception sponsored by McCarthy Tetrault LLP

Launching **Peter Grant's** new memoir, *Changing Channels: Confessions of a Canadian Communications Lawyer*, published by The Porcupine's Quill

TUESDAY NOVEMBER 19

08:00 Continental Breakfast

KEYNOTE INTERVIEW

Susan Delacourt, senior political writer with the Toronto Star, discusses her new book *Shopping for Votes*

Interviewer: **Yaroslav Baran**, Principal, Earncliffe Strategy Group

09:00 PANEL 5: In Whose Interest? Consumer Policy Meets Consumer Populism

When every corporate and political strategy lays claim to the "consumer interest," does the term still hold any real economic meaning? Who defines what is in the "consumer interest" -- politicians, economists, service providers, or single issue activists? How should the consumer interest be measured -- in economic terms, overnight polls, online petitions, or the latest flurry of Tweets and Facebook posts? How do we separate consumer interest policy from consumer interest populism in the broadcast and telecom spheres? Who really speaks for the consumer, when everyone claims to?

Moderator: **Greg O'Brien**, Editor and Publisher, Cartt.ca

Panelists:

- **Richard French**, Professor, University of Ottawa
- **Lawson Hunter**, Counsel, Stikeman Elliot LLP
- **John Lawford**, Executive Director and General Counsel, Public Interest Advocacy Centre
- **Andrée Noël**, National Chair, Canadian Broadcast Standards Council
- **Bryan Tramont**, Managing Partner, Wilkinson Barker Knauer, LLP

10:15 Break

10:45 PANEL 6: Privacy versus National Security

Is it necessary to sacrifice our online privacy for national security? Can policy makers strike the right balance, or is more oversight of the overseers required? Are governments growing more secretive, even as they know increasing amounts about the people they govern? And what implications does this have for consumers, content creators, platform operators, network providers and the media?

Moderator: **Susan Smith**, Principal, Bluesky Strategy Group

Panelists:

- **Tamir Israel**, Staff Lawyer, Samuelson-Glusko Canadian Internet Policy and Public Interest Clinic (CIPPIC)
- **Michel Juneau-Katsuya**, Senior Associate, Hill+Knowlton Strategies Canada
- **Scott Totzke**, Senior Vice President, BlackBerry Security, BlackBerry
- **Wesley Wark**, Visiting Professor, University of Ottawa's Graduate School of Public and International Affairs

12:00 LUNCH AND KEYNOTE PRESENTATION

Mobile Wireless Performance in Canada: Lessons from the EU and the US

Jeffrey Eisenach, Managing Director, Navigant Economics

14:00 PANEL 7: Manufacturing Consensus – the Association Panel

Communications sector association executives discuss the challenges of managing exploding demand, fracturing audiences, shifting government policies and priorities, and intense competition for consumers, capital, capacity and coverage.

Moderator: **Andrea Millwood Hargrave**, Director General, International Institute of Communications

Panelists:

- **Christopher Guttman-McCabe**, Executive Vice President, CTIA-The Wireless Association
- **Bernard Lord**, President and CEO, CWTA
- **Jane Mago**, EVP & General Counsel, National Association of Broadcasters
- **Marc Séguin**, Senior Vice President, Policy, Canadian Media Production Association
- **K. Dane Snowden**, Chief of Staff, National Cable & Telecommunications Association

15:15 **CLOSING REMARKS**

15:30 Conference Adjourns