

April 2010

ACTIVITIES REPORT

June 1, 2008 – December 31, 2009

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OVERVIEW

In December 2000, the Canadian Radio-Television and Telecommunications Commission (CRTC) 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 Canadian Media Research Consortium/Consortium canadien de recherche sur les médias (CMRC/CCRM), a partnership of the University of British Columbia (UBC) Graduate School of Journalism, the York and Ryerson Joint Graduate Program in Communication and Culture, and the Centre d'études sur les médias (CEM), a non-profit corporation registered in Quebec, associated with Université Laval and HEC-Montréal.

While 2007 was the last year of the granting period, the CMRC/CCRM Board of Directors believes the Consortium's work must continue, and it intends 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 CMRC/CCRM Board of Directors is listed in Appendix I.

Objectives

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 June 1, 2008 to December 31, 2009.

SCHOLARSHIPS

Since its founding, the Consortium has awarded scholarships to over 92 graduate students who pursue degrees at its partner institutions. Each grant promotes thesis-related or independent research on media and communication in Canada. The 2008/2009 and 2009/2010 scholarship holders and project titles are listed in Appendix III.

MAJOR RESEARCH PROJECTS

The Canadian Internet Project

An initiative of the CMRC/CCRM, the Canadian Internet Project (CIP), a partner in the World Internet Project (WIP), conducts periodic representative national surveys of Internet use, conventional media use, and audience attitudes. The surveys explore the reported behaviour and attitudes of Internet users and non-users; investigate the economic, cultural, and social implications of the Internet in Canada; and incorporate data from WIP for international comparisons. WIP is a collaborative project, with research teams in more than 30 countries, using a set of 85 common variables for cross-national comparison.

CIP conducted its latest survey in 2007. Reported in *Canada Online! The Internet, Media and Emerging Technologies* (in French: *Le Canada en ligne ! L'Internet, les médias et les technologies émergentes*), it a comprehensive national survey of Canadians, including a youth sample of respondents aged 12 to 17. It was

funded by the CMRC and nine other partners from government and the media industries. Some key findings are:

- Internet penetration levels in Canada increased from 72 per cent to 78 per cent from 2004 to 2007.
- Canadians with higher income, education, and professional statuses are more likely to be online than are more marginalized groups, though gaps have decreased from 2004 to 2007.
- Of all Canadians, 12 per cent have never used the Internet.
- Broadband access is found in 80 per cent of Internet user households or 54 per cent of all Canadian homes, which represents an increase of 13 percentage points since 2004.
- Overall, Canadians spend just over 45 hours per week consuming traditional media and engaging in live entertainment activities.
- Internet users spend on average 17 hours per week online, representing 28 per cent of the Internet user's media diet—an increase of seven percentage points from 2004.
- On average, Canadian Internet users spend 60 per cent of their time online for information purposes and 40 per cent of their time engaged in entertainment-related activities.
- Canada remains among world leaders in Internet penetration, experience online, and broadband access.

The authors, Charles Zamaria (project director) and Fred Fletcher have made more than 30 presentations based on the 2004 and 2007 studies to academic conferences, government working groups, and industry conventions, including papers presented at the Canadian Communication Association and International Association of Media and Communication Association annual academic conferences. CIP data has been used in a number of CMRC/CCRM reports on the future of the Canadian media.

In 2009, CTVGlobemedia pledged \$400,000 to the Consortium and CIP to fund future CIP national surveys, which are scheduled for 2011 and 2013.

- CIP website: <http://www.canadianInternetproject.ca/>

The Credibility Gap: Canadians and Their News

Released in 2004, the Consortium's first survey on audience attitudes toward the media was the first independent study of its kind in Canada. 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 U.S. respondents around key measures of media credibility.

Four years later, the Consortium once again contacted Canadians to find out if their attitudes toward the media had changed. Its data came from two surveys, Canada Online Revisited (N = 3037), conducted in July 2007 on behalf of CIP by Research House, and Trust in the Canadian News Media (N = 2011), conducted in February 2008 on behalf of the Consortium 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, discipline, and the commitment to quality. If traditional players tamper with those principles, the audience is prepared to find other news sources elsewhere. After all, there are more choices than ever, and audiences are more sophisticated.

- Audiences care 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 had a head start in the race.
- To succeed, traditional media must focus on interactivity, conversation, engagement, and audience involvement. They may also need to shed 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, they may still have a future.

The Consortium first released its results at the Future of News Summit on May 29, 2008. It published a report in June 2008.

- Credibility Gap report:
<http://www.mediaresearch.ca/en/projects/TheCredibilityGapCanadiansandTheirNewsMedia.htm>

Network for Journalism Excellence

Launched as an outgrowth of the Consortium's first Credibility study in 2004, this project aims to develop an inventory of journalistic best practices and public expectations through surveys of journalists, focus groups, and public forums, intending to promote the discussion of excellence in the industry and to develop mid-career training opportunities for journalists. The project is under the direction of CMRC/CCRM President Donna Logan, and involves colleagues from several universities and media organizations.

The Network for Journalism Excellence (NJE) is also responsible for CMRC/CCRM outreach and co-operation with other journalistic organizations such as the Canadian Journalism Foundation (CJF), the Canadian Newspaper Association (CNA), the Canadian Association of Journalists (CAJ), and the Michener Foundation. The Consortium's president represents the Consortium on the CJF Board.

The NJE was invited to be part of the Berkeley Media Technologies Summit, which took place from September 29 to October 1, 2009 at the Googleplex in Mountain View, California. The summit brought together leaders from the worlds of journalism studies, Harvard Business School, MIT and the media industry, mostly from the United States but also from countries such as Britain, France, Spain, and Canada. The CMRC/CCRM was the sole Canadian group to be invited.

The participants discussed new data models; new revenue models; non-profit models; how consumers will use media in the future; the role, performance, and effectiveness of social media; the changing definition of news in an interactive era; and lessons from the past.

This event afforded the Consortium an excellent opportunity to make important new contacts and to gather information on research and innovative experiments with new media models that are happening in the countries represented. It also enabled the Consortium to expand its knowledge of how conditions in the media industry differ in Canada from other countries, mainly the United States.

Following the conference, CMRC/CCRM President Donna Logan and Darryl Korell (CMRC/CCRM research director) continued research on new media models and prepared a chapter—Sustainable News Models for a Digital Age—for a book, *The New Journalist: Roles, Skills and Critical Thinking*, to be published in May 2010 by Edmond Montgomery Publications.

Efforts to establish The Network for Journalism Excellence as a financially independent entity, as was the original goal, have suffered over the past year

because of the downturn in the Canadian economy. Even when the economy improves, the media industry will still be in some difficulty because of declining revenues caused by changing technologies. Organizations such as the CAJ and the CJF are experiencing financial problems for similar reasons.

In September 2008, the NJE was a joint sponsor and planner of the 2008 Future of News Forum in Vancouver.

- NJE website: <http://www.journalismexcellence.ca/>

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 consists of 1,000 interviews, exploring daily media use and news consumption. The survey period was from 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 (number one 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 Consortium first released its results at the Future of News Summit on May 29, 2008. It published a report in June 2008.

- Online Canadians and News report: <http://mediaresearch.ca/documents/OnlineCanadiansandNewsStudy-CMRC.pdf>

Quality in Journalism

This project, under the supervision of CMRC/CCRM Vice President Florian Sauvageau (CEM), aims to understand how Québécois journalists define quality in journalism. In 2006, researchers conducted a series of 60-minute, semi-structured interviews, which sampled 66 journalists, news managers, and executives in the Montreal 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 analyzed 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 have a balance of practical advice and political

news. Their concept of quality is relative to two factors: context and medium. Their definition of quality is therefore anything but universal or absolute. It is pragmatic.

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

The "innovators" and "traditionalists" approaches constitute two extremes. Of course, most journalists reflect neither extreme. Their comments can be found somewhere between both; however, their views tend to lean closer to those of "innovators". Most are moderate innovators.

The CMRC/CCRM and the CEM jointly published the report, *Quality in Journalism as Seen by Newspeople* (In French: *La qualité du journalisme vue par ceux qui le pratiquent*), in June 2008. It was prepared by the CEM's Philippe Marcotte.

- Report table of contents: http://www.cem.ulaval.ca/TDM_quality.html

State of the Media in Canada

The future of Canadian journalism is uncertain. It depends not only on the development of new business models and revenue streams for the conventional media, but also on its ability to adapt to the new digital environment and to engage audiences in spite of increasing competition for their attention from elsewhere.

Journalists, politicians, and the public need to examine Canada's news media and theorize what its future holds. In response, the Consortium has undertaken a study that looks into three areas:

1. A long-term economic analysis of the changing media landscape
2. Emerging alternative news models
3. Audience expectations, preferences, and new consumption practices

To accomplish this, the CMRC/CCRM has performed a long-term financial analysis of the Canadian media, going back to 1950 in many instances. It includes data concerning:

- Revenues for the television programming industry (1999—2008)
- Revenues for daily newspapers, television, radio, and Internet (1999—2008)
- Total revenues as percentage of GDP (1999—2008)
- Trends in newspaper advertising and subscription revenue (1950—2008)
- Newspaper circulation trends (1950—2008)

It has studied the following news models:

- Non-profit and hybrid news
- Ambient journalism
- Government-supported news organizations
- Premium/news digest
- Online subscriptions and micropayments
- Pro-am journalism
- Hyperlocal/news ecosystems
- Database journalism
- Location-based, targeted technologies
- Political observatory organizations and special interest advocacy

On May 21, 2009, the Consortium presented its first report from this project, *The State of the News Media in Canada: A Work in Progress*, at the Canadian Newspaper Association Ink and Beyond conference. The report looked into advancing technologies, changing consumer habits, and new business models. On October 17, 2009, CMRC/CCRM President Donna Logan provided an update of this report, with 2009 figures, at the King's College Joseph Howe Symposium in Halifax.

In May 2010, the Consortium's Donna Logan and Darryl Korell will publish a chapter on the state of the media in *The New Journalist: Roles, Skills, and Critical Thinking*, from Edmond Montgomery Publications. The chapter, entitled Sustainable News Models for a Digital Age, looks at the current health of the Canadian news industry and what alternative news models will be of most importance to the future of the Canadian news media.

To complete this project, the Consortium will conduct a survey in May 2010 that will focus on audience expectations, preferences, and news consumption practices as a way of assessing future options in this new and rapidly changing environment. The questions will tap into yet unstudied dimensions of audience attitudes and will allow researchers to make systematic comparisons with similar surveys in the U.S. and the U.K. Moreover, the survey will explore not only what forms of news and delivery systems that audiences prefer, but also what they are willing to pay for, both directly and indirectly. How many online Canadians are willing to pay for a subscription to an online news source? What are their attitudes towards various kinds of fees or micropayments for access? For what kinds of information are they willing to pay? Or would they prefer to pay indirectly, through fees to ISPs, by accepting banner and targeted advertising, or by providing personal information? How many are aware that their personal information and online activities are used for data mining and targeted advertising? How many are using or prefer to use mobile devices to access news and information?

The CMRC/CCRM will publish its findings in summer 2010.

- State of the Media in Canada presentation:
<http://www.media-research.ca/en/projects/StateoftheMediainCanada.htm>

Public Financing of Television Programs in Canada

Various sources estimate the public financing of independent productions to be 50 to 60 per cent of total production costs in Canada, depending on the level of aggregation and the type of program considered. While a very high amount of public dollars go toward television production financing, we do not know how they are distributed according to a number of key factors: audience share, broadcaster, type of television program, producer, and how effective the programs are in achieving their public policy goals.

This project, sponsored by the CMRC/CCRM and the CEM, aims to draw a complete portrait of public financing of television programs in Canada from existing public data and the analysis of previous research, including academic, private sector, and government reports. It looks to accomplish three objectives:

- 1) Establish a complete portrait of how public and private sources finance Canadian television program production (in French and in English).
- 2) Analyze how organizations distribute public financing, according to program type, audience size, and broadcaster.
- 3) Based on an established set of criteria, evaluate how justified the financial aid contribution was according to the cultural objectives stated by the public financier.

Since 2007, the research team has created a database that brings together the production costs and viewership data for programs that were broadcasted during a three-week period across 22 stations—nine French-language stations and 12 English-language stations. To accomplish this, it harmonized the various data utilized by BBM, BCPAC, and the Canadian Television Fund. It also compared the size of public grants according to program genre, languages, and translation costs. Members of the research team also consulted with television broadcasters and producers to determine the relative costs of production. 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 sure les médias, Université Laval

It will complete its analysis in 2010.

News Audiences in Quebec

According to US statistics, in a world saturated with news and information, the overall time spent accessing them with not increase.¹ It is reasonable to believe that traditional or legacy media audiences will diminish as people increasingly go online for news and information. How quickly will this happen? How big will the online migration be? Which media will benefit, or which will lose from this? What are the factors that will affect audience attitudes and behaviour?

In 2007, the CEM launched a multi-year research program that looks into the evolution of audience news behaviour and practices in Quebec. It conducted its first survey of Québécois francophones in the beginning of 2007, followed by a second survey in 2009. These surveys look into what kinds of media that audiences regularly access for news, how long they spend consuming news and information, and which news topics interest them most. By comparing results from both surveys, researchers have noticed how audience behaviour has evolved in two years.

In addition, the 2009 survey asked respondents about their knowledge of news and current affairs. Researchers met with about 470 people in person in the beginning of 2009. Divided into groups of 25, they responded to a complex questionnaire, which measured results by age, sex, education, income, and location. The CEM is currently preparing a publication that will compare results from both 2007 and 2009 surveys.

While these surveys tell us what changes are happening and to whom they concern, they do not tell us what provokes changes in behaviour. A more qualitative approach is necessary. Therefore, during the previously mentioned in-person questionnaire sessions, CEM researchers met with a smaller number of individuals who quickly adapt to new technologies. They also wish to find out what influences their choice of media, particularly concerning the Internet and new technologies.

CEM researchers met with 29 participants for hour-long, semi-structured interviews. They wanted to know:

- 1) How they use communication technologies such as the Internet, and what share do those technologies take in overall consumption of information
- 2) Which medium is their primary source of information

¹ According to the Pew Research Center for the People and the Press, the average US citizen spent 66 minutes a day searching for news and information in 2008, which is the same amount of time spent 12 years earlier, before the popularization of the Internet. Pew Research Center for the People and the Press. [Audience Segments in a Changing News Environment Now Blend Online and Traditional Sources](#). Washington : August 2008, 9.

- 3) Which medium is their first source of information
- 4) Which media are most interesting and useful, according to the type of news they are consuming
- 5) What are the strengths and weaknesses of each medium
- 6) What importance do they place on daily newspapers, and how do they define a person who is well informed

An overview of these results was presented at the CNA's Ink and Beyond conference on May 22, 2009, and is included in *The State of the News Media in Canada: A Work in Progress*, which the CMRC/CCRM released in June 2009. The project's researchers have since transcribed and analyzed the interviews, and are preparing a report on the analysis.

- News Audiences in Quebec (2009 survey results):
<http://www.cem.ulaval.ca/pdf/Publics2009.pdf>

CONFERENCES, SEMINARS, AND WORKSHOPS

The Future of News Forum

Vancouver, September 22, 2008

As part of the Consortium's Future of News project, which is a series of conferences and forums that discuss matters critical to Canada's news media, the CMRC/CCRM and the NJE held a forum in Vancouver for journalists and the public to discuss the future well-being of the Canadian news industry. It focused on the changes in media and whether the public feels these changes are better serving its communities. The CMRC/CCRM, the NJE, the British Columbia Press Council, and UBC's Graduate School of Journalism were joint sponsors of the free event.

Planning for the Vancouver forum came from an earlier event, the invitational Future of News Summit, which took place in Toronto on May 28, 2008. It was the first event for the Future of News project. It invited key industry and academic leaders to explore the future of Canada's news media. The summit considered the sweeping technological developments that are affecting nearly every aspect of the news industry, and proposed solutions to some of the biggest challenges brought by these changes.

For the Vancouver event, CMRC/CCRM President Donna Logan led the evening with a presentation of two recent Consortium studies, the 2008 *Credibility Gap* and *Online Canadians and News* reports, followed by presentations from Michael Tippet, co-founder and chief marketing officer of NowPublic, and Vivienne Sosnowski, editorial director of Clarity Media. Tippet and Sosnowski then joined a panel, moderated by Ian Hanomansing, reporter and co-host of CBC News Vancouver.

The speakers discussed new revenue models, emerging technologies, and alternative news gathering approaches. The audience brought up a wide variety of issues, including declining journalistic quality, media conglomeration, citizen journalism, corporate interests, social networking, new approaches to news gathering, the inclusion of public participation in news, and the importance of journalism in a democracy.

The Vancouver Future of News Forum is part of a cross-country series of events that will bring together journalists and the public to discuss the challenges facing tomorrow's Canadian news industry. The Consortium plans to hold forums in Montreal and Halifax in 2010.

- Future of News Forum website:
<http://www.mediaresearch.ca/en/newsEvent/FutureofNewForumVancouverSeptember222008.htm>

News and the Netizen

Ottawa, November 25, 2008

The CMRC/CCRM co-sponsored and participated in the News and the Netizen symposium, which was organized by the Public Policy Forum (PPF). Other sponsors included the Canadian Newspaper Association (CNA) and the Department of Canadian Heritage. The one-day event explored democracy through the relationship between the evolving state of news media, technological innovations, and youth engagement. In addition to discussing media consumption and democratic participation, the symposium looked at how the Internet is redefining the role of the media, citizenship, and community building.

- Conference report:
http://www.mediaresearch.ca/documents/netizen_summary_report_for_web.pdf

Canadian Newspaper Association: Ink and Beyond

Montreal, May 20-22, 2009

These are tumultuous times for the Canadian media. Journalists, politicians, and the public need to examine Canada's news media and theorize what its future holds. In response, The Consortium previewed its upcoming State of the Media in Canada report at Ink and Beyond in Montreal, a conference hosted by the Canadian Community Newspapers Association (CCNA) and the CNA. Prepared by Ken Goldstein (Communications Management Inc.), Fred Fletcher, Donna Logan, and Florian Sauvageau, the presentation looked into advancing technologies, changing consumer habits, and new business models. It is part of the Consortium's ongoing State of the News project.

Besides its presentation, the Consortium also sponsored the conference keynote speech by Michael Rogers, former futurist-in-residence at the New York Times. He discussed the future of journalism, focusing primarily on the impact of technology on the news business.

- State of News Media in Canada presentation:
<http://www.mediaresearch.ca/en/projects/StateoftheMediainCanada.htm>

News, an Endangered Species: Congrès FPJQ

Quebec City, December 5-7, 2008

Sponsored by the CMRC/CCRM and the CEM, this conference panel and debate was part of Congrès FPJQ: La révolution tranquille de l'info, a conference that looked into the changes in the media brought by the digitalization of news.

The panel discussed what influence increased media fragmentation will have on an already uncertain future for news production. Who will pay for the costs of high quality, investigative research when newspapers and television networks can no longer afford to do so? What will happen now that a large number of citizens no longer pay for traditional news, accessing other options free of charge instead?

The panel featured Philip Meyer, professor and author of *The Vanishing Newspaper* and Pierre Delagrave, president, Cossette Media and Fjord Interactive Marketing and Technology. CMRC Vice President Florian Sauvageau was the panel moderator.

- Congrès FPJQ website: <http://www.fpq.org/index.php?id=446>

PUBLICATIONS

Fletcher, Fred and Charles Zamaria. *Canada Online! The Internet, Media and Emerging Technologies: Uses, Attitudes, Trends and International Comparisons*. Toronto: Canadian Internet Project, 2008. Available from <http://www.mediaresearch.ca/en/projects/documents/CIP07CANADAONLINE-REPORT.pdf>.

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Credibility Gap: Canadians and Their News Media. Vancouver: Canadian Media Research Consortium, 2008. Available from <http://www.mediaresearch.ca/en/projects/TheCredibilityGapCanadiansandTheirNewsMedia.htm>.

Online Canadians and News. Toronto: Canadian Media Research Consortium, 2008. Available from <http://www.mediaresearch.ca/en/projects/documents/OnlineCanadiansandNewsStudy-CMRC.pdf>.

Marcotte, Philippe. *Quality in Journalism as Seen by Newspeople*. Quebec City: Centre d'études sur les médias, 2009.

Marcotte, Philippe. *La qualité du journalisme vue par ceux qui le pratiquent*. Quebec City: Centre d'études sur les médias, 2009.

The State of the Media in Canada: A Work in Progress. Montreal: Canadian Media Research Consortium, 2009. Available from http://www.mediaresearch.ca/documents/SOM_Canada_0702.pdf.

Korell, Darryl and Donna Logan. "Overview of Business Models," *The New Journalist: Roles, Skills, and Critical Thinking*, eds. Benedetti, Paul, Tim Currie, and Kim Kierans. Toronto: Edmond Montgomery Publications, 2010.

PRESENTATIONS

Fred Fletcher and Charles Zamaria, "The Persistence of Digital Divides: A Comparative Study". International Association for Media and Communication Research. Scientific Congress. Stockholm, Sweden, July, 2008.

Fred Fletcher and Charles Zamaria, "Big Elephant, Little Mouse: Canada Online in North America". World Internet Project Annual Meeting. Budapest, Hungary, July, 2008.

Scott Ewing, Fred Fletcher, Julian Thomas, and Charles Zamaria, "Cultural Implications of the Broadband Revolution: Canada and Australia". Canadian Communication Association Annual Conference. June, 2008.

Donna Logan, "Credibility Gap/Online Canadians and News". Future of News Forum, Vancouver, British Columbia, September 22, 2008.

Fred Fletcher and Charles Zamaria, "The Internet and Traditional Media: Uses, Attitudes, Trends". CIDA Annual Conference, Ottawa, Ontario and Gatineau, Quebec, November, 2008.

Florian Sauvageau, "Les nouvelles, une espèce en danger?". Congrès FPJQ, Quebec City, Quebec, December 6, 2008.

Charles Zamaria (CIP). "Living in Exponential Times." Web Expo Forum. Brazil. March, 2009

Fred Fletcher, Ken Goldstein, Donna Logan, and Florian Sauvageau, "State of the News Media in Canada: A Work in Progress", Ink and Beyond, Montreal, Quebec, May 21, 2009.

Donna Logan, "Updated State of the News Media in Canada". Seventh Annual Joseph Howe Symposium, Halifax, Nova Scotia, October 17, 2009.

Fred Fletcher, "How the Internet is Changing Canada." Masters' Public Lecture Series. York University 50th Anniversary. October, 2009

ADMINISTRATION

No changes were made to the CMRC/CCRM Board of Directors between June 1, 2008 and December 31, 2009. Donna Logan (UBC) is chair and president of the CMRC/CCRM; Florian Sauvageau (CEM) is vice-chair and vice-president; and Gene Allen (York and Ryerson) is the other voting member of the Board. Fred Fletcher (York and Ryerson), past chair and past president, is a non-voting member of the Board. During the period covered by this activities report, the Board met on six occasions.

Darryl Korell assumed the title of research manager in 2009.

Donna Logan
Florian Sauvageau
Fred Fletcher
Gene Allen
(April 2009)

APPENDICES

- I Consortium Organization and Procedures
- II Consortium Presentations and Publications, January 2002—May 2008
- III CTVglobemedia Scholarships and Small Grants, 2008/2009 and 2009/2010

APPENDIX 1

Consortium Procedures and Organization

The central elements of the operational structure of the Consortium are the Board of Directors and the Officers. The decision-making body is the Board of Directors. The CMRC/CCRM 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, Centre d'études sur les médias
- Gene Allen: Founding director, Ryerson University Master of Journalism program

Non-Voting Member

- Past Chair: Fred Fletcher, Professor Emeritus, York University

APPENDIX 2

Consortium Presentations and Publications: January 2002-May 2008

CTVglobemedia Lectures

2002

The Future of Journalism: Two Perspectives. Toronto

2003

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

2004

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

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

Conferences, Seminars, and Public Events

2002

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

2003

Educating Journalists in the 21st Century. Toronto

2004

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

6th World Media Economics Conference. Montréal

2005

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

Building New Media Credibility in Turbulent Times. Vancouver

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

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

Seminar on the Internet and Traditional Media. Toronto

Public Launch of the Final Report of the Youth and the News Project. Montréal

2006

Youth and the News, Vancouver

Broadcasting and New Media: Business Models and Regulation. Montréal

2008 (January 1, 2008—May 31, 2008)
Future of News Summit, Toronto

Presentations and Publications of Research Findings²

2003

Giroux, Daniel and Florian Sauvageau, eds. *Convergence: Foolish Expectations and Dashed Hopes/La convergence: des promesses folles aux espoirs déçus*. Proceedings of the Conference. CMRC/CIP: Quebec City, 2003.

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

2004

Brin, Colette, Fred Fletcher, Donna Logan, Angus Reid, and Mary Lynn Young. *A Report Card on the Canadian Media*. CMRC: Vancouver, 2004.

Brin, Colette and Fred Fletcher. *Media Credibility and Linguistic Duality*. Research Paper presented at the Annual Conference of the Canadian Communication Association in Winnipeg. CMRC: Quebec City, 2004.

Fletcher, Fred. *Public Perceptions of Ownership Concentration in the Mainstream News Media: The Canadian Case*. Research paper presented at the annual Scientific Congress of the International Association for Media and Communication Research in Porto Allegre, Brazil. CMRC: Toronto, 2004.

Zamaria, Charles. *Canada Online: Preliminary Findings*. Presentation to World Internet Project Annual Conference, Tokyo. CMRC: Toronto, 2004.

Fletcher, Fred, Donna Logan, Mary Lynn Young. *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 in Toronto. CMRC: Vancouver, 2004.

Journalism Ethics from the Public's Point of View. Research Paper presented at the annual Conference of the Association for Education in Journalism and Mass Communication in Toronto. CMRC: Toronto, 2004.

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Caron, André H., Fred Fletcher, and Charles Zamaria. *Canada Online! A comparative analysis of Internet users and non-users in Canada and the world: Behaviour, attitudes and trends*. CMRC: Toronto, 2005.

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² Most publications were published in both French and English.

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Zamaria, Charles. Cultural New Media Days World Summit. World Expo 2005. Introduction and opening remarks. CMRC: Aichi, 2005

Zamaria, Charles. 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. CMRC: Aichi, 2005.

Fletcher, Fred. Citizens and Information: Analysis of Data from Canada Online! Presentation to World Internet Project Annual Conference. CMRC: Santiago, 2005.

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Caron, André H. Québec-Canada: Internet Use and Non-Use, 2004. Presented at CITE (Centre de recherche interdisciplinaire sur les technologies émergentes) conference. CMRC: Montréal, 2005.

2006

Boily, Claire and Madeleine Gauthier. The 18-24 Age Group and the News. CEM/CMRC: Quebec City, 2006.

Raboy, Marc and Florian Sauvageau, eds. The Role of the State in Broadcasting Governance/Le rôle de l'État dans la gouvernance de la radiodiffusion. Proceedings of the Conference. CEM/CMRC: Quebec City, 2006.

Fletcher, Fred and Charles Zamaria. Internet Use, Other Media, and New Technologies: Canadian Perspective and International Comparisons. Presentation to Bell Canada. CMRC: Ottawa, 2006.

Fletcher, Fred and Charles Zamaria. Canadian Internet Usage: International Comparisons and Impact on Other Media and the Cultural Industries. Keynote Presentation to the OMDC Six Degrees of Integration Conference. CMRC: Toronto, 2006.

Zamaria, Charles. Canadian Internet Behaviour and Attitudes: Overview of Findings and Trends from the Canadian Internet Project. Presentation to E-Bay/Spoke Club. CMRC: Toronto, 2006.

Fletcher, Fred and Charles Zamaria. E-Government and E-Politics: Transforming the lives of Canadians? Presentation to the Information Highways Conference. CMRC: Toronto, 2006.

Zamaria, Charles. Consumer Market Trends: The idiosyncrasies of the Canadian marketplace. Keynote panel presentation at i-Summit Conference. CMRC: Toronto, 2006.

Zamaria, Charles. Newer media technologies and content: trends and challenges. Co-producing Conference and Mission. CMRC: Sao Paulo, 2006.

Zamaria, Charles. Animation and newer media technologies and content: trends and challenges. Animating with Canada International Symposium. CMRC: Sao Paulo, 2006.

Zamaria, Charles. Newer media and television: Convergence or Divergence? Trends and Challenges in content development. Keynote address at MITV Conference. CMRC: Sao Paulo, 2006.

Fletcher, Fred. Canada Online: Building on the Benchmark Survey. Presentation to World Internet Project Annual Conference. CMRC: Beijing, 2006.

Zamaria, Charles. Canadian Behaviour and Attitudes Towards the Internet and New Technologies: Profiles and Trends. IAB Conference. CMRC: Toronto, 2006.

Fletcher, Fred. Canada Online: Broadband in Canada. Ontario Government Broadband Workshop. CMRC: Toronto, 2006.

2007

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

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

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.

Fletcher, Fred and André Turcotte. Fairness in the Media. Canadian Media Research Consortium: Vancouver, 2007

2008 (January 1, 2008—May 31, 2008)

Brin, Colette, Fred Fletcher, Donna Logan, Mary Lynn Young. Credibility Gap: Canadians and their News Media. Future of News Summit. CMRC: Toronto, 2008.

Online Canadians and News. Future of News Summit. CMRC: Toronto, 2008.

Giroux, Daniel and Florian Sauvageau, eds. The Confrontation of Old and New Media. Proceedings of the seminar, Broadcasting and New Media: Business Models and Regulation. CEM/CMRC: Quebec City, 2008.

APPENDIX III

CTVGlobemedia Scholarships: 2008-2009 and 2009-2010**Graduate School of Journalism, University of British Columbia**

2008-2009

- Doerthe Keilholz \$6,250
- Darren Fleet \$12,500
- Magally Zelaya \$3,125
- Kevin Sauve \$12,500
- Dawn Paley \$3,125

2009-2010

- Cecilia Greyson \$10,000
- Vivian Luk \$10,000
- Evan Duggan \$5,000
- Jenna Owsianik \$5,000

Centre d'études sur les médias

2008-2009

Name	Project Title	Total
Anne-Marie Brunelle, Université Laval	Voir comment le discours sur la concentration de la presse a évolué au Québec entre la Commission parlementaire de 1969 et celle de 2001	\$5,000
Robert Gélinas, HEC-Montréal	Retracer l'évolution de Radio Centre-Ville d'une radio « communautaire et multilingue » selon sa définition d'origine, en une réalité de programmation de plus en plus interculturelle.	\$5,000
Ève Mercier, Université Laval	Voir comment les chefs d'antenne des téléjournaux établissent un rapport de « connivence et d'intersubjectivité » avec leur public.	\$5,000
Geneviève Renaud, HEC-Montréal	Étudier la relation qui se tisse entre les auditeurs de la radio parlée et leur station préférée.	\$5,000

2009-2010

Name	Project Title	Total
Marie-Ève Lang, Université Laval	Voir comment les adolescentes et les jeunes femmes adultes intègrent les conseils trouvés et cherchés sur le Web	\$10,000

	dans leurs « schémas interprétatifs » de la sexualité.	
Mélanie Verville, Université Laval	Étudier l'usage et l'appropriation des médias sociaux par les partis politiques québécois.	\$5,000

York Ryerson Joint Program in Communication and Culture³

2008-2009

Graduate Student Travel grants

\$500 Awards:

- Ayesgul Koc (PhD) Humanities conference Istanbul Turkey
- Helen Pappagiannis (PhD) International Symposium on Electronic Art, Singapore
- Megan Andrews (Ph D) Society for Canadian Dance Studies Conference St. John's Nfld.
- Peter Ryan (PhD) Congress, Vancouver BC
- Jordan Leith (PhD) Congress Vancouver BC
- James Cairns (PHD) Congress Vancouver BC
- Irena Knezevic (PhD) Congress Vancouver BC
- Susan Ashley (PhD) Congress Vancouver BC
- Geoffrey Alan Rhodes (PhD) Politics Web 2.0 Conference London England
- Florin Valdica (PhD) Congress Vancouver BC
- Ganaele Langlois (PhD) Politics Web 2.0 Conference London England
- Zacharay Devereaux (PhD) Politics Web 2.0 Conference London England
- Fenwick McKelvey (MA) Politics Web 2.0 Conference London England
- Ian Dahlman (MA) NEXUS Interdisciplinary Conference Collected and Collective Identities, Knoxville, Tennessee
- Natalya Androsova (PhD) Monsters and the Monstrous: Myths and Metaphors of Enduring Evil Conference Oxford UK (2007 conference) The Crisis Carnival: Sacred and Profane Meditations on a World in Translation Conference San Diego CA
- Jason Wasiak (PhD) International Conference on Technology, Knowledge and Society Boston MA
- Taunya Tremblay (MA) Visual Literacies: Exploring Critical Issues Oxford UK

Graduate Students Project Support

- Lindsay Vodarek (MA) \$2000 "In the classroom and in the newsroom: Objectivity through Agency" (\$1000 for travel expenses to Halifax and Windsor to film interviews; \$1000 for project expenses)
- Constance John \$2000 funding support to translate and edit dissertation "Framing Quebec's Film Policy: an archival exploration"

Faculty Awards

- \$3,500 Professor Janine Marchessault, Dept. of Film "Developing Embedded Media for Urban Environments"
- \$3,500 Professor David Skinner, Communication Studies "Investigating the Economics of Alternative Media: Four Cases in the Greater Toronto Area"
- \$3,500 Professor Caitlin Fisher, Dept. of Film, Development of AR software tool

³ The York and Ryerson Joint Graduate Program in Communication and Culture will awards 2009—2010 funding in 2010.

- \$3,500 Professor Daniel Drache, Robarts Centre "Hypertext, Distraction and the Emboldened Public"
- \$3,500 Professor Fred Fletcher, Communication and Culture "Political Money: Scrutiny of Campaign Finance in Canada and Australia"
- \$3,000 Professor Seth Feldman, Robarts Centre "Animals Koraskow"