

October 29, 2003

Mr. Marc O'Sullivan
Executive Director
Broadcasting
CRTC
Ottawa, Ontario
K1A 0N2

Dear Mr. Sullivan:

This letter is being sent in response to your correspondence dated October 15, 2003, concerning Decision CRTC 2001-458 renewing Global Television Network's conventional television licenses. We are pleased to provide information concerning the Statement of Principles and Practices relating to the maintenance of separate news management and presentation structures of Global television operations and any affiliated newspapers, and in particular, our commitment to publicize the Statement of Principles and Practices and the existence of a Monitoring Committee to deal with complaints.

As stated in your letter, the Statement of Principles and Practices outlined in Decision CRTC 2001-458 included a provision that required Global to establish an independent Monitoring Committee to deal with complaints from all sources arising from the Principles and Practices as outlined in that decision. Provision #6 required Global to make viewers aware of the Statement of Principles and Practices and the Monitoring Committee who would oversee the complaints mechanism.

At the same time, and in the same decision, the Commission stated that it would consider suspending conditions of license related to cross-media ownership if Global entered into an agreement with the CBSC to establish an industry-wide Code of Conduct that would include a monitoring mechanism administered by the CBSC. As the Commission knows, in the Fall of 2001, Global entered into discussions with the CBSC to establish a Code of Conduct that would be administered by the CBSC who would also oversee all complaints related to the Code. We continue to believe today as we did then, that the CBSC is the most appropriate body to deal with such complaints given that it already deals with complaints and enquiries from the public concerning a variety of issues related to private broadcasting in Canada. The CBSC was created to provide recourse to the public regarding the application of many Codes and Standards adhered to by private broadcasters, including the RTNDA Code of (Journalistic) Ethics. Furthermore, since its inception in 1990, the mandate and role of the CBSC has been widely publicized by Global and other broadcasters to ensure that the public is aware of the complaints mechanism and how to contact the CBSC to file a complaint related to our programming and/or the standards and Codes we are required to adhere to. In fact, in each of the past two years, the value of the PSAs aired on Global television stations across Canada represents several million dollars per

year, by far exceeding our commitment to devote \$1 million in airtime to publicize the existence of a monitoring committee.

In the Fall of 2001, while we were mindful of our obligation to create a monitoring committee to respond to any possible complaints arising from the Statement of Principles and Practices, we were also working with the CBSC to establish an industry-wide code that included a monitoring mechanism. Following discussions with the CBSC and Commission staff, the CBSC agreed as an interim measure and until such time as an industry code was approved by the Commission, to receive and review complaints related to the Statement of Principles and Practices, and to establish an ad-hoc panel consisting of three impartial and credible existing CBSC panel members with no relationship with CanWest Global or its affiliates or subsidiaries to rule on such complaints. On December 14, 2001, we informed the Commission of this interim measure in writing, and have attached a copy of that letter to this response for your information. Further to industry consultations, on November 14, 2002, the CBSC filed a proposed industry Code of Conduct with the Commission as was contemplated in Decision CRTC 2001-458. Commission approval of this proposed Code is still pending.

During the time that has elapsed since we put this interim measure in place, in addition to our ongoing information campaign to promote awareness of the CBSC and complaints mechanism, we have ensured that our viewers were made aware of how to contact us with any comments or feedback at the end of each newscast. Since the CBSC has agreed to deal with any complaints that would arise from the Statement of Principles and Practices, we have not publicized the existence of a monitoring committee, as one does not exist as a result of this interim measure. However, in all instances when we are unable to resolve issues raised by viewers through direct dialogue, we invite them to contact the CBSC directly to file a formal complaint. While we had anticipated that an industry-wide Code of Conduct would have been established and approved some time ago, we recognize the importance of complying with each of the provisions of the Statement of Principles and Practices in Decision CRTC 2001-458. Indeed, we believe that ultimately, the CBSC is best positioned to deal with complaints related to private broadcasting, including potential ones related to cross-media ownership. As such, we are in the process of reviewing the content of the PSA we are currently airing to promote awareness of the CBSC in order to include an invitation to contact the CBSC regarding matters specifically related to our Statement of Principles and Practices. These revised PSAs will begin airing within 10 days on each of our television stations.

We trust that this information responds to your letter. Should you require additional information regarding this matter, please do not hesitate to contact me at 416-446-5557.

Sincerely,

Charlotte Bell
Vice-President
Regulatory Affairs