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**Letter to the editor**

In his November 12 article, *And now, our exclusive look at Sandra Oh's fridge drawer*, Hal Niedzviecki describes how four new Canadian entertainment news dailies are helping promote American entertainers and Canadians who have relocated down south.

Strangely, these same shows qualify as Canadian content thanks to some intense lobbying by broadcasters that resulted in a 1999 decision by the television regulators to include entertainment magazine shows as Canadian content. The intention was to create a Canadian star system. After all, why do you have to live in L.A. to be a star? We have talented performers, writers and directors right here in Canada. They deserve a chance to shine.

But after taping entertainment news shows in September 2004, and January and February 2005, the Writers Guild of Canada discovered that CTV, Global and Toronto One were not spending the required two-thirds of air time on Canadian promotion. The regulators agreed with us, and now the broadcasters will have to make up those hours. The criteria for what qualifies as Canadian content will also be tightened-up.

Let's not be fooled by these broadcasters any longer. Entertainment news shows are much cheaper to produce than original dramatic programs. The broadcasters were never serious about promoting Canadian talent – they just wanted to save a buck. The Canadian public deserves a choice. If we want to see Ashlee Simpson throwing a fit in a fast-food restaurant, or actors working on an American show, we can turn on the original *Entertainment Tonight*. But where do we turn to see Canadian stars?

Sincerely,

Maureen Parker, Executive Director