

# University



**Contact: Audrey Gill**  
**(416) 968-3878 (as of June 6)**

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## TRADING FOR SURVIVAL: CULTURE AND COMMUNICATIONS

Chancellor-Designate John Cleghorn and President Lorna Marsden of Wilfrid Laurier University today announced an impressive roster of speakers from the culture and communications industries as participants in the annual Chancellor's Symposium and Donald W. Campbell Lecture in International Trade.

The two interconnected events will take place on **Wednesday, June 12, 1996, at the Park Plaza Hotel in Toronto**. They were created to enhance connections between the university's innovative international business programs and Canadian business opportunities in the new global economy. This year's program addresses culture and communications as one of the major industries affected by the Canada-U.S. Free Trade Agreement, and tackles issues such as human resources, Canadian content, copyright and intellectual property.

*Myron Gottlieb* will deliver the luncheon Lecture, established to honour distinguished Laurier graduate Donald Campbell. Also a Laurier graduate and now President of Livent Inc., Mr. Gottlieb will speak on "New Dynamics of Live Entertainment: International Perspectives".

*Donald Campbell*, a senior Canadian negotiator on the Free Trade Agreement and now Canadian Ambassador to Japan, delivered the inaugural Lecture in 1994. This year he will speak at the Chancellor's Symposium in the morning session on advice to students who wish to work in the international arena, and he will introduce Mr. Gottlieb at 1:00.

*Olga Cwiek*, formerly a senior executive in both public and private broadcasting and now a consultant on the organizational and human resources aspects of broadcasting, joins Mr. Gottlieb on the morning panel. They will discuss working in the culture and communications industries with the symposium participants of senior students and faculty from the university, and leading businesspeople.

*Patrick Watson*, distinguished broadcaster and former Chair of the Board of the CBC, chairs the afternoon session on "Industry Realities". CRTC Commissioner *Gail Scott* and *Joel Bell*, Chairman of Power DirecTV, will look at the future on the content side in "How Do We Fill a 500-Channel Universe?"

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A second panel on "Cultural Aspirations in the 21st Century" will feature *Roger Tassé*, former Deputy Minister of Justice, now practising law with Symposium sponsor, Gowling Strathy & Henderson and a member of the federal panel on direct-to-home satellite distribution policy; and *Don Hamilton*, former broadcast executive and member of the CBC Board, now president of a consulting firm, General Communications Corp., Vancouver.

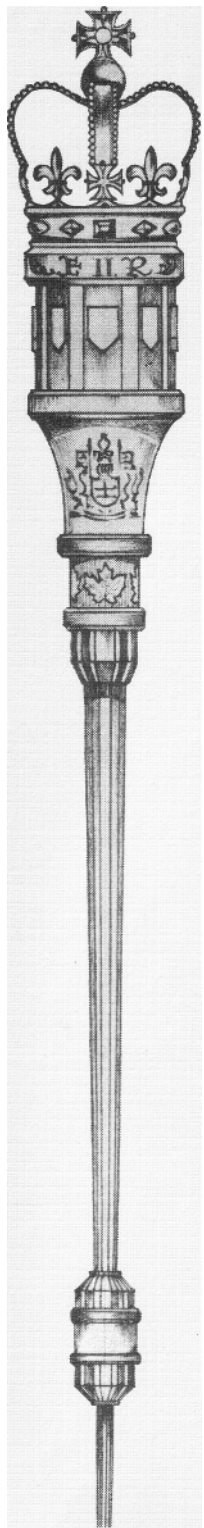
"Laurier graduates from many disciplines -- business, communications, music, theatre -- will work in the industry," Dr. Marsden noted. "I am extremely pleased we have been able to bring together such a distinguished group of Laurier graduates to advise our senior students and faculty on the realities of working and trade in culture and communications."

"We want to sensitize current and future managers to the requirements for conducting successful business around the world," Chancellor-Designate Cleghorn said. Mr. Cleghorn is Chair and CEO of the Royal Bank of Canada and will succeed Justice Willard Estey as Chancellor of Wilfrid Laurier University this year.

"The Symposium and Lecture has become a valuable forum for interaction with leading business people, providing educational directives for Laurier," Alex Murray, Dean of the School of Business and Economics said. "We have a responsibility to prepare current and future managers to meet new, higher standards expected by customers and offered by aggressive global competitors in the new business environment."

Laurier's School of Business and Economics was one of the first to embrace international business in its programs and the "internationalization" of faculty, students, and programs is the top priority. Coordinated by Laurier International, this is achieved on many fronts: faculty and student exchange programs, research into international issues, international courses, international internships, and field study projects in foreign markets.

As well, Laurier's Trade Development Centre provides trade-related services to help small and medium-sized Canadian companies tackle the new global business environment. Laurier MBA students were conducting market research for Canadian companies in Mexico before NAFTA and last year the Conference Board of Canada named the program winner of its national award for Excellence in Business-Education Partnerships.



**TRADING FOR SURVIVAL**  
**Culture and Communications**

- 8:30 am      *Opening*  
Symposium Chair: Glen Wright  
Chancellor-Designate John Cleghorn  
Ambassador Donald W. Campbell
- Session One:*      *Working in Culture and Communications*
- 9:00      Olga Cwiek, President, Cwiek Wilkerson & Assocs.  
*Working in the Industry*
- Myron Gottlieb, President Livent Inc.  
*Working in Live Entertainment*
- 10:30      Round Table Discussions
- 1:00 The Donald W. Campbell Lecture in International Trade
- MYRON GOTTLIEB  
*'New Dynamics of Live Entertainment: International Perspectives'*
- Session Two:*      *Industry Realities*  
Moderator: Patrick Watson, Broadcaster
- 2:00 pm      *How Do We Fill a 500-Channel Universe?*
- Gail Scott, CRTC Commissioner  
                 Joel Bell, Chairman, Power DirecTV
- 3:30      *Cultural Aspirations in the 21st Century*
- Roger Tassé, Gowling Strathy & Henderson  
                 Don Hamilton, Canadian Communications Corp.
- 4:30      Closing remarks: Dr. Lorna Marsden, President WLU