

Global goes 'hyper-local'

News brought to you from Unionville

BY SIMONE JOSEPH
Staff Writer

Unionville's bandstand was converted into a mini television studio Thursday as Global's News Hour with Leslie Roberts was broadcast live from Main Street.

The Global News team was in town as part of its week-long series, News From Your Neighbourhood. While Global has broadcast live from different neighbourhoods in Toronto, this marked the first time it broadcast from the 905 area.

Curious on-lookers, including canines, were allowed to watch the show from the sidelines.

"I watch them every day. It makes you want to see how they do it," said Mary Kay, a Richmond Hill resident who works in Markham.

"I've never seen anything like this. There are so many cables around. It's cool."

Mr. Roberts interviewed Don Cousens in a pre-taped segment in which they spoke about development in Markham and the mayor's health. The team's coverage also included a historic garden tour around the town with Mark Cullens.

I wasn't aware of how quaint it is. You have this image of suburbs and this breaks the stereotype ... you can tell there has been a lot of thought put into urban planning (here)."

But it also showed Markham's traffic problems.

"It was a reality check," Mr. Roberts said. "To live in this community with this quality of life, there's a price to pay."

Thursday's visit marked the news anchor's first time in Unionville.

"I feel like I'm in a New England seaside resort," he said, adding that he mentioned this to Mr. Cousens, who jokingly instructed him not to tell too many people about it.

The look of Unionville took Mr. Roberts by surprise, he said.

"I wasn't aware of how quaint it is. You have this image of suburbs and this breaks the stereotype ... you can tell there has been a lot of thought put into urban planning (here)," he said.

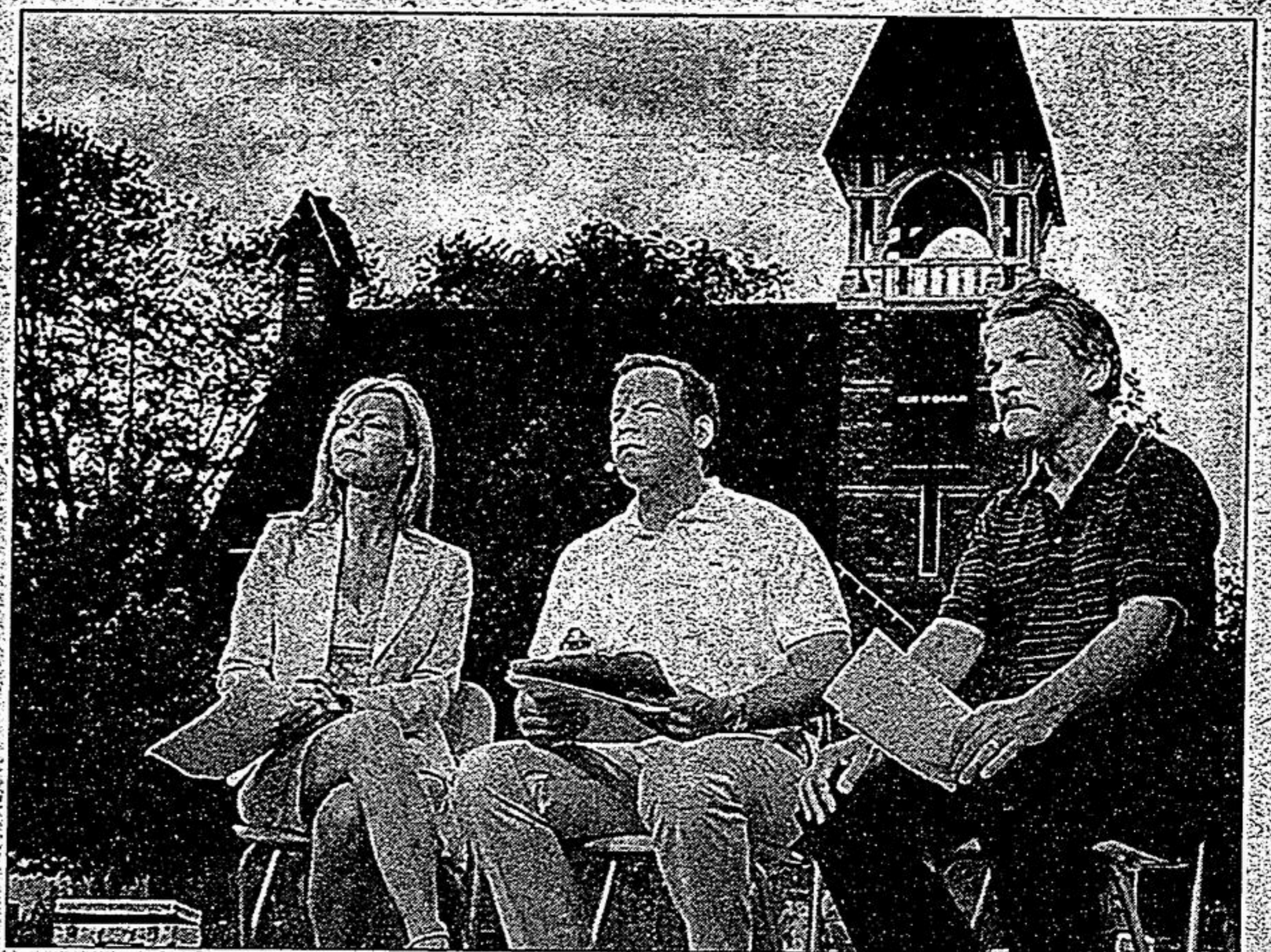
Global's news director said the team found an abundance of stories to be told in Markham.

"We could come back once per month for two years and never get through all the stories," said Ron Waksman, news director for Global News Ontario.

The future of news is in local news, he added.

"Television, the Web will all be hyper-local. What's going on in your back yard, your own weather conditions."

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STAFF PHOTO/BILL ROBERTS

Susan Hay, Leslie Roberts and Jim Tatti brought Global news to Unionville.

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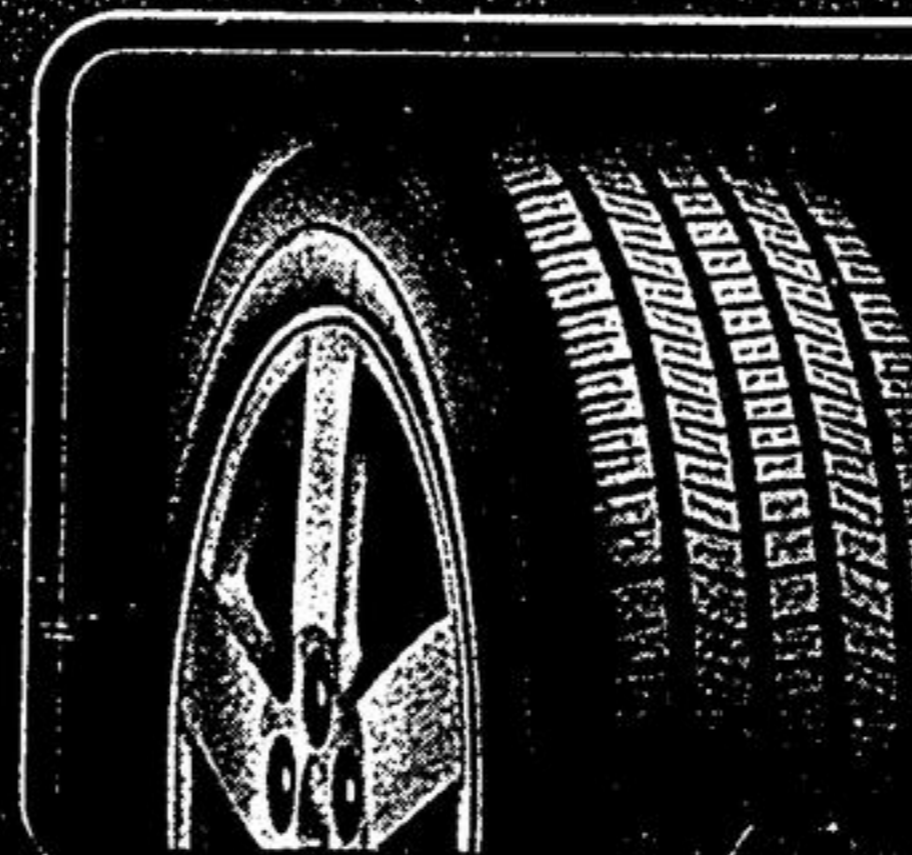
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