

localnews

■ MEDIA

CBC pushing for new initiatives

FROM PAGE A1

On the CBC's website, president Hubert Lacroix outlined a new strategy for CBC that includes a doubling of investment in digital services during the next five years.

"What we'd like to do is expand our presence in the regions," he said.

"You can't be a national broadcaster — I've said this since the moment I walked in — without being deeply, deeply rooted in the regions."

This may mean new radio stations, new local websites and more programming from the regions that goes beyond news, he said.

Lacroix also pledged a stronger commitment to innovative, high-quality Canadian content and to active engagement with audiences.

"We can't be all things to all people, but we can and must in some way be something for and mean something to every Canadian," he said.

Part of the strategy is to roll out 10 signature events annually in English and French that are delivered on multiple platforms.

These events would be similar to Live Right Now, the focus on healthy living currently engaging Canadians on television and on digital platforms.

Lacroix also said most prime-time programming on CBC-TV would be Canadian.

Kirstine Stewart, the executive vice-president of CBC English services, has spoken publicly about replacing Jeopardy and Wheel of Fortune, currently running in the early evening on CBC.

Lacroix said that strategy is in line with CBC's plans to have fewer American shows in prime time and more Canadian programs.

According to a background document released to the media, during the next five years, the CBC plans to:

- Offer more homegrown stories, humour and culture.

- Build a music service dedicated to promoting Canadian talent.

- Produce programming that fosters debate and contributes to a shared national identity.

- Increase regional television news during the day.

- Increase regional programming on all platforms.

CBC will increase its spending on new technology, Lacroix said.

Referring to the financial constraints faced by the CBC, he said it would be necessary for the broadcaster to grow its advertising revenues at 2.8% a year — or beyond industry forecasts — and to double revenue from digital platforms to meet its goals.

Lacroix said CBC also has plans to launch more specialty channels, including SENS, a French channel devoted to science and nature programming with a proposal currently before the Canadian Radio-television and Telecommunications Commission.

English specialty channels in sports, children's programming and arts are also being considered — with the provision that they would need a strong business model that does not draw on public money.

— With files from the CBC

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"We can't be all things to all people, but we can and must in some way be something for and mean something to every Canadian."

Hubert Lacroix,
CBC president

■ COMMUNITY: Brig.-Gen. Rebecca Halstead special guest at Girls Gals and Gurus event

Military 'might' a boost for speaker series

CHERYL BROWNE
Special to the Examiner

An elite group of speakers will be winding their way into Barrie for an energizing presentation on re-booting your life.

Sponsored by the Girls Gals and Gurus speaker series, local author and chiropractor, Dr. Liz Anderson-Peacock, will lead the March 1 and 2 series, joined by international speaker Dr. Carol Ann Malizia, and award-winning author Christine Kloser filling out in the bill.

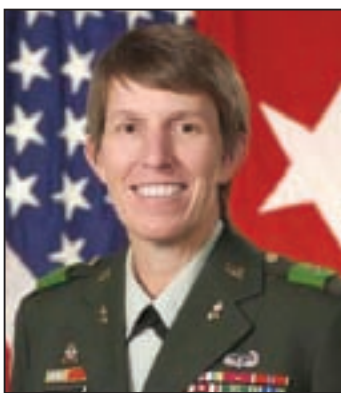
However, the first speaker, on both March 1 and 2, will be U.S. Brig.-Gen. Rebecca Halstead, who has the distinction of being the first woman to graduate from the elite West Point Military Academy in New York, and achieve the rank of general.

Halstead, now retired and was the senior commanding general for logistics in Iraq, also holds the distinction of being the first female in American history to command in combat at the strategic level. She was responsible for leading more than 200 units, including, 20,000 military and 5,000 civilians located across 55 different bases in Iraq.

Now living in Virginia with a "couple horses, couple of dogs, couple of cats", Halstead said she never dreamed of joining the military when she was a teenager.

"I was going to be a gym teacher," she laughs over the phone from Virginia. "I was a good student, not a great student, but it was my mom who convinced me to apply for West Point when they started letting women in. I did, thinking, 'yeah, sure,' but it really was the best decision for me."

"I found my niche," Halstead's wonderful self-deprecating humour shines through her easy conversation, a trait which helped endear the troops to her style of leadership.



U.S. Brig.-Gen. Rebecca Halstead

"A good dose of humour goes a long way," she says.

"They didn't necessarily want a logistician to lead them," she laughed, but to her credit, added, "I told them, 'I don't pretend to know everything you know, you don't pretend to know everything I know and I'll accept the responsibility to be the leader.'"

After retiring from the military in 2008, Halstead has managed to turn her leadership skills into a full-time motivational speaking series. Halstead said leadership transfers from the military arena to the family to a personal work ethic. However, she said sagely, "The first person you must lead is yourself."

She said when she was originally asked to talk at speaking engagements, it was primarily because she was a female and a general, and there aren't too many of them around.

"Then I really started enjoying it because you're educating as well as entertaining," she said.

"People would tell me after the talk that they'd wondered what they could learn from a brigadier-general but that they felt I was talking right to them, helping them with their lives, so it's great to have people get something out of it personally."

Through her speaking engagements, Halstead came up to the



MARK WANZEL Photo

Barrie's Dr. Liz Anderson-Peacock, the driving force behind the upcoming Girls Gals and Gurus speaker series in March, recently published her first book called Pearls of Wisdom.

Barrie area last fall to speak at CFB Borden, reacquainting herself with a Canadian logistician friend she'd met while in Afghanistan.

Returning next month for the Visionary Leadership seminar sponsored by the Girls Gals Gurus speaker series, Halstead will focus on leadership and

motivational training.

A portion of the money raised during the speakers series, will go to Operation Hero, a regional program created to raise funds to provide up to five scholarships to families in the Canadian Forces. Working with Georgian College, these scholarships will allow the selected applicants to

access post-secondary education. Halstead will speak at Georgian College Theatre on March 1 at 7 p.m. Tickets are \$79. For more information, visit: www.girlsgalsgurus.com/ggg-events.php, or call Corrine at 705-627-0030.

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THE LAW AND YOU

By Troy H. Lehman

INSURANCE BROKER LIABILITY

Insurance brokers provide valuable services. The role of a broker is to assist us with determining our insurance needs and provide us with advice on appropriate insurance coverage and the cost of that coverage.

Insurance brokers have a legal duty to serve their clients in a conscientious and diligent manner. Where an insurance broker breaches that duty by providing negligent advice or by negligently failing to advise a client of appropriate insurance coverage, the broker is liable to his or her client who suffers damages as a result.

Our insurance system is complicated. If you are involved in a motor vehicle accident causing serious injuries or someone is hurt on your property it is crucial that you have the appropriate insurance in place. If the appropriate coverage is not in place you may be exposed to financial ruin. If the negligence of a broker puts a person in that position, the broker is liable to compensate his or her client for the damages suffered.

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Personal Injury Lawyers LLP

Oatley, Vigmond represents injured individuals in their claims against insurance companies.

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Announcement

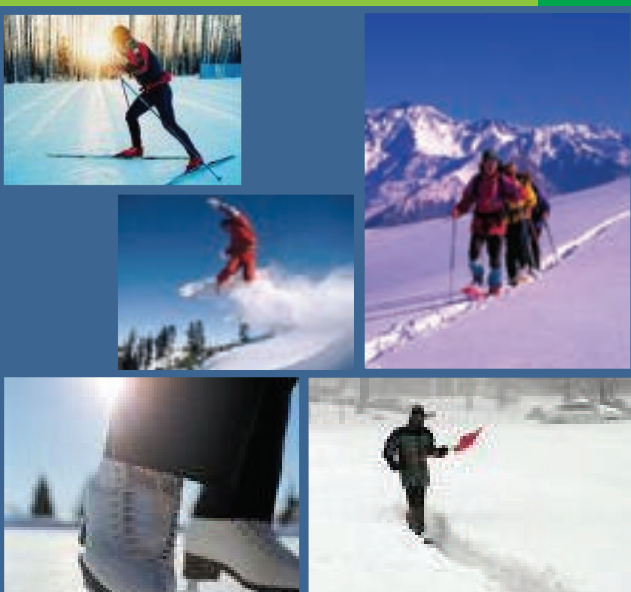


The Chiropractic Clinic is happy to announce the addition of Dr. Brittany Labatte to our team. Dr. Labatte is a recent graduate of New York Chiropractic College and a certified Active Release Provider (A.R.T.)

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