

## PoliticsWatch News



by Romeo St. Martin  
PoliticsWatch.com  
news@politicswatch.com

# Networks take to the road for campaign 2004

(PoliticsWatch posted May 21, 2004) OTTAWA - Canadian television networks are preparing to take to the road this election campaign and buses are playing a major role.

"I think people like buses," say *CTV News* Ottawa bureau chief Craig Oliver, who will hop aboard the *CTV Election Express* when the campaign is expected to kick off this weekend.

*CTV's Election Express* is a specially designed 45-foot long coach bus equipped with seven work stations, portable satellite links, a built-in studio and wi-fi connections so *CTV* can cover the campaign on the fly. It was previously used on the tours of recording artists Cher and Justin Timberlake.



But the *Election Express* won't be following the party leaders around on the campaign trail, instead it will be going on its own tour of the country focusing on the races in local ridings and stopping at coffee shops and other gathering places along the way to find out what Canadian voters think.

Oliver, who submitted a proposal on the idea to the network brass in January, said the bus will allow the network to "break away from the confines" of the leaders' tour and get away from the stump speeches and "hot air" of politicians.

Oliver, whose first covered a federal election campaign as a radio reporter following former prime minister John Diefenbaker around B.C. in 1957, will be among nine *CTV* reporters who will spend part of the campaign on the bus, including anchor Lloyd Robertson, who will periodically give special commentary from the campaign trail.

Meanwhile, *CPAC* is going further, with three buses - one for Western Canada, one for Ontario and another for Quebec and the Atlantic provinces. Like *CTV*, *CPAC* also plans on giving attention to the election on the ground and not at the leadership level.

The daily coverage from the campaign trail from six *CPAC* production teams will be used to present a special two-hour program beginning at 9 p.m. nightly called *Campaign Politics*. The network, which has enjoyed its best ratings ever with coverage of the Public Accounts committee, is hoping this program will also attract attention. They are billing it as "reality TV politics *CPAC*-style."

"Our coverage is going to be grassroots up, as opposed to leaders down," said Nancy Bickford, *CPAC's* director of communications. "We really want to focus on the campaign as it is happening everywhere in the country."

She said *CPAC* viewers will be able to get a view of the "national scene" and the leaders in

[Ads by Google](#)

### **The LumpenBlog**

(Satire) A daily diary of the Left written by Dan Roentsch  
[www.theradicalcapitalist.c](http://www.theradicalcapitalist.c)

### **The Daily Farce News**

A satirical and distorted look at the news.  
[www.thedailyfarce.com](http://www.thedailyfarce.com)

### **Election 2004**

Get Political News with the Online Journal - Free Trial Here.  
[www.WallStreetJournal.cc](http://www.WallStreetJournal.cc)

### **Elections in India**

In-depth articles on India from leading publications  
[www.KeepMedia.com](http://www.KeepMedia.com)

its regular nightly programs hosted by Pierre Donais and Peter Van Dusen.

CPAC plans to have five-hours of election programming each evening with the addition of *Campaign Politics* and a special program at 6 p.m. consisting of scrums and speeches from the leaders' tour called, not surprisingly, *Leaders' Tour*.

And on the weekend, CPAC keeps things going with a special Sunday night phone-in show at 8 p.m., *Goldhawk Live*, which will mark the return to network television of former CTV reporter Dale Goldhawk. Following Goldhawk at 9 p.m. will be the *Rockburn Files*, where CPAC host Ken Rockburn will present a weekly documentary. And CPAC adds a special program focusing on youth voters Sundays at 10 p.m. called the *X-Factor*.

And if that wasn't enough, CPAC is also breaking new ground in Canadian political coverage by having nightly "tracking" polling results from the polling firm SES Research.

Each evening SES will contact 200 voters creating daily tracking figures based on a three-day rolling sample comprised of 600 interviews. To update the tracking, a new day of interviewing is added and the oldest day dropped. The margin of accuracy is  $\pm 4.1\%$ , 19 times out of 20.

Check out these related links:

- ▶ **Liberals attack Harper's math**
- ▶ **NDP avoids mudslinging in new TV ad**
- ▶ **View the NDP ad**
- ▶ **View the Liberal ads and the "Harper said" site**
- ▶ **View the "Team Martin said" site**
- ▶ **Grits go negative, Tories respond**
- ▶ **I need Quebec: PM**
- ▶ **Liberal ministers hawkish on Iraq once upon a time**
- ▶ **Grits go negative on NDP and Bloc**
- ▶ **PM attacks "vile" Liberal polling practice**
- ▶ **John Turner backing Harper**
- ▶ **No attack ads here, say Liberals**
- ▶ **The Joe Who Factor**
- ▶ **PM recycles military spending plans**
- ▶ **A question of timing**
- ▶ **Martin says his Grits are different**
- ▶ **Layton stars in new NDP TV ads**
- ▶ **Liberal MPs ready to go to the polls**
- ▶ **Martin lampooned in new Tory ads**
- ▶ **Listen to the Conservative radio ads**
- ▶ **Opposition says bring on election**

© PoliticsWatch 2004. All rights reserved. Republication or redistribution of PoliticsWatch content, including by framing, copying, linking or similar means, is expressly prohibited without the prior written consent of Public Interests Research and Communications Inc. PoliticsWatch is registered trademark of PIRCINC.

▶ **Inside PoliticsWatch**

[PoliticsWatch Home](#) | [Political News](#) | [Voter Resources](#) | [Research Base](#)

PoliticsWatch® | Canada's Political Portal™

PoliticsWatch is a registered trademark of Public Interests Research and Communications Inc.

© 2003 **Public Interests Research and Communications Inc.** All rights reserved.

1502 - 85 Albert Street, Ottawa ON K1A 6P2 | 613.232.0516 | [news@politicswatch.com](mailto:news@politicswatch.com) |

[Terms of Service](#), [Copyright](#), [Trademarks](#), and [Disclaimers Statement](#).