

Ref: 2006-11-J(49)

October 10, 2006

EXECUTIVE COMMITTEE:

City Council on September 25, 26 and 27, 2006, referred the following Motion to the Executive Committee:

J(49) Scarborough and the Media - Request for a Media Fairness Protocol

Moved by Councillor Kelly, seconded by Councillor Thompson

“WHEREAS Scarborough is a wonderful community of beautiful parks and neighbourhoods; and

WHEREAS Scarborough has produced terrific athletes and world class entertainers; and

WHEREAS Scarborough is home to the City of Toronto Zoo, one of the world’s premier Zoos; and

WHEREAS Scarborough has local theatre, arts organizations and orchestras second to none; and

WHEREAS Scarborough is the only pre-amalgamation community to retain its historic boundaries; and

WHEREAS Scarborough’s residents are proud of their past and confident of its future; and

WHEREAS the media, when reporting occurrences of crime in other areas of the City, use the street names or that of the local community, but uses the name Scarborough when reporting occurrences of crime in the east end of the city; and

WHEREAS the real estate value of homes in Scarborough is deleteriously affected by the media’s continual use of Scarborough when reporting on crime; and

WHEREAS Toronto Police Division 42 has the second lowest crime rate in the City of Toronto; and

WHEREAS crime occurring in a few localized areas is attributed to the larger Scarborough community; and

WHEREAS a writer for the National Post, after a two-week tour of communities across Toronto, declared Scarborough as the City's most attractive community;

NOW THEREFORE BE IT RESOLVED THAT the City of Toronto Council request the media to stop using the name Scarborough when reporting crime that takes place east of Victoria Park Avenue;

AND FURTHER BE IT RESOLVED THAT the print and broadcast media be requested to sign a protocol, when crime is reported east of Victoria Park Avenue, to use only the street name, community, or nearest arterial intersection, as is done in other areas of the City of Toronto.”

for City Clerk

M. Toft/cd