



## CWC HONOURS CANADIAN COMMUNICATIONS INDUSTRY ROLE MODELS

**TORONTO – Feb. 5, 2007** – Canadian Women in Communications (CWC) today named the winners of its esteemed CWC Annual Awards for 2006. Four exceptional Canadian women and one communications-industry employer are recognized for their contributions to the Canadian communications industry.

“Celebrating the achievements of women is one of CWC’s most important and rewarding tasks,” comments Stephanie MacKendrick, CWC President. CWC holds an Annual Awards Gala that celebrates the achievements of women, and those who support their advancement in the Canadian communications industry.

The awards presentation, a Who’s Who of the Canadian communications industry, takes place at the CWC Annual Awards Gala on Tuesday, Feb., 27, 2007, at the Ottawa Congress Centre. The Gala’s reception begins at 5 p.m., with the dinner and the awards presentation starting at 6 p.m. The evening provides communications professionals with the opportunity to meet industry role models while networking and socializing with over 600 industry leaders and government representatives. “This is truly the event of the year to celebrate women in the communications industry,” explains Ms. MacKendrick.

Participants in the awards presentation program will include:  
Minister of Industry, **the Hon. Maxime Bernier**  
Minister of Canadian Heritage and the Status of Women, **the Hon. Beverley Oda**  
The incoming Chairperson of the CRTC, **Konrad von Finckenstein**.

**The 2006 Annual Award Winners are:**

**CWC Woman of the Year: Karen Radford, Executive Vice-President and President, TELUS Quebec and Partner Solutions, TELUS**

This award recognizes a woman whose outstanding leadership and support of the advancement of women in both professional and volunteer spheres has had a significant influence on the industry.

Karen Radford’s mantra is to radiate the curiosity of a child, the love of a mother, the authenticity of a leader and the untamed wildness of a teenager: Karen’s rise at TELUS has been swift. In just 8 years, she reached the Executive Vice-President level. From sales and marketing to technology and operations, Karen currently leads a \$2 billion organization at TELUS. She embraces challenges with enthusiasm and excitement, and under her leadership, TELUS Partner Solutions and TELUS Quebec have seen significant double-digit growth. A true advocate and role model, Karen lives by four key values: be healthy; love and be loved by family; enjoy and be enjoyed by friends; and continuously learn and explore. She has been instrumental in spearheading programs to support women and foster their leadership skills and the example she sets inspires everyone she knows.



**CWC Employer of the Year: CanWest MediaWorks Inc.**

This citation is awarded from time to time at the discretion of the CWC Board of Directors to an employer that has an outstanding track record or has demonstrated leadership over time in the promotion of women.

CanWest MediaWorks Inc. is an industry leader in changing corporate culture to foster the advancement, promotion and recognition of women. In recent years, the company has made significant strides to ensure that women play a critical role in the organization, particularly in leadership roles. At CanWest, women make up 20 per cent of senior managers, of which 70 per cent were recently promoted to these roles. Additionally, women make up 36 per cent of managers and 20 per cent of the board of directors. Women benefit from mentorship programs and flexible work arrangements. This year, CanWest also made a commitment to support career development by funding CWC memberships for women in broadcast across the country.

**CWC Trailblazer of the Year: Cynthia Reyes, Vice-President, DiversiPro Inc.**

This award honours women whose actions have cleared the path for women. A Trailblazer is someone who demonstrates that taking a risk has its rewards. Cynthia Reyes is not only an original; she's an originator. She has opened doors and broken down barriers for women, immigrants, people of colour and persons with disabilities. She was among the first women of colour to work as a reporter with CBC Television in the early 1980s. Her greatest gift to the broadcast industry is co-founding *Innoversity* and the *Innoversity Creative Summit* – an international annual event that unites broadcasters and media professionals from under-represented groups to share ideas and best practices. Cynthia has been described as “a change leader,” “a risk taker” and a “visionary.” We can now add “trailblazer” to describe this extraordinary woman.

**CWC Mentor of the Year: Barbara Williams, Senior Vice-President, Programming and Production, CanWest MediaWorks Inc.**

CWC created this award to encourage women and men to mentor women new to the communications industry and those aspiring to career advancement.

Described as a fiercely loyal and fearless leader, Barbara Williams is a shining example of a mentor. Throughout her career, Barbara has been a strong advocate for women. She has excelled as a leader by practicing an open-door management style that cultivated strong channels of communication between her and her employees. In all of her many roles in the industry, from City TV to Alliance Atlantis, and now CanWest MediaWorks, where she was the first woman to be hired as Senior Vice-President of Programming and Production, she has inspired and mentored many women. Barbara's accomplishments in the industry are significant. To every position she held, she left a legacy of innovation, high standards and team commitment.



**CWC Chapter Leader of the Year: Christiane Vaillancourt, Manager, Government, Industry & Community Affairs, Atlantic Canada, Rogers Cable**

This award honours a CWC member whose time, effort and commitment has helped to build CWC or has contributed significantly to the organization's success.

Christiane Vaillancourt has more than 15-years experience in journalism and communications. She began her broadcasting career with CBC radio in Toronto and has since worked for CBC Television, Radio-Canada, National Public Radio and PBS in Philadelphia. Christiane was the driving force behind CWC's New Brunswick Chapter. Five years ago, she recruited a handful of professional women to help her launch the chapter in Saint John. Through her dedicated efforts, strong leadership and extensive list of contacts, she and her team have grown the chapter to the successful and supportive organization it is today, expanding CWC's network to Atlantic Canada.

Canadian Women in Communications (CWC) is a national bilingual organization dedicated to the advancement of women in the communications industry through the strategic networking, targeted professional development and meaningful recognition. There are currently over 1,400 CWC members in nine chapters across Canada. For more information on CWC visit: [www.cwc-afc.com](http://www.cwc-afc.com)

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**For more information, to schedule an interview or attend the Gala please contact:**

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> To empower women in the communications industry through innovative leadership, strategic networking, targeted professional development and meaningful recognition.

Renforcer la contribution des femmes en communications par un leadership novateur, un réseautage stratégique, un développement ciblé des compétences et une reconnaissance significative.

