



CANADIAN WOMEN IN COMMUNICATIONS  
ASSOCIATION CANADIENNE DES FEMMES EN COMMUNICATIONS

## ANNUAL AWARD WINNERS

### For Immediate Release

**TORONTO – February 14, 2005** – Canadian Women in Communications (CWC) announced today the winners of its prestigious CWC Annual Awards for 2004.

“One of the most important factors to success is recognition. It’s not enough just to do a terrific job; people also need to have their accomplishments recognized. That’s why CWC holds, each year, an Annual Awards Gala to celebrate the achievements of women and those who support their advancement in the communications industry,” said CWC President Stephanie MacKendrick. “We are very impressed and inspired by the actions undertaken by this year’s nominees.”

Each year, a panel of distinguished judges from the communications industry and related fields selects CWC’s Annual Award winners, working from a slate of nominations generated by individuals and companies within the industry.

Judging this year’s awards were: **Robert Buchan**, Partner, Johnston & Buchan LLP; **Elizabeth Duffy-MacLean**; **Pia Hane**, Aero Teknic Inc., Chair of the CWC Annual Awards Board Committee; **Dean MacDonald**, CEO, Persona Inc.; **Trina McQueen**; **Carol Stephenson**, Dean, Richard Ivey School of Business; **Jay Switzer**, President & CEO, CHUM Limited; **Andrée Wylie**, Vice-Chair, Broadcasting, CRTC; and **Janet Yale**, Executive Vice President, Legal, Government and Regulatory Affairs, TELUS.

The winners will be recognized at the CWC Annual Awards Gala Dinner, Tuesday, March 8, 2005 at the Westin Hotel in Ottawa. Attending the event will be the Honourable David L. Emerson, Minister of Industry, the Honourable Liza Frulla, Minister of Canadian Heritage, and CRTC Chairperson Charles Dalfen. Television journalist Marie-Anna Murat will be the emcee and Montreal jazz signer Coral Egan will perform at the event.

### The 2004 Annual Award Winners are:

***CWC Woman of the Year: Susan Ross, Executive Vice President and General Manager, Specialty Television, Corus Entertainment Inc.***

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

Susan Ross has been an outstanding leader and an inspiration to women in the communications industry. Overseeing a staff of approximately 135 employees, more than 60% of them are women. Since 2002, Susan’s responsibilities have included W Network, with 85% female employees and all the senior positions are held by women. Under Susan’s guidance, W Network’s audience has grown by 60% since 2002 and it has become the #1

specialty network for women 25-54. As Executive Vice President and General Manager of Corus Television and mother of two young children, Susan has continued to encourage and implement flexible workdays for women, especially new moms, in order to promote family/work balance. Through her career, Susan has participated on numerous boards and committees, provided strong leadership and mentored many women toward more senior roles in the broadcast and communications industry.

**CWC Employer of the Year: Aboriginal Peoples Television Network**

*This award honours an employer that has an outstanding track record in hiring and advancing women at all levels of the organization, demonstrating leadership in the promotion of women within the industry over time.*

Aboriginal Peoples Television Network (APTN) has an impressive track record of advancing women. Female employees hold 57% of management positions and 33% of senior management positions. At the Board of Directors level, they are one of the industry leaders, with 70% of board seats held by women, including the Chairperson. There are seven women in “non traditional” roles, including studio director, editors, camera operators, associate director, executive news editor and producer.

**CWC Trailblazer of the Year: Carole Taylor, Chair, Board of Directors, CBC/Radio-Canada**

*This award recognizes women and men whose strong leadership and significant actions have cleared a path for women in the industry.*

Carole Taylor has been a role model and a trailblazer for a generation of women striving to make their mark in broadcasting, business and public service in this country. Her career has followed a trailblazing path each step of the way, from her student job as a television co-host (CTV teen programme *After Four*) to her election as a Vancouver City Councillor, to her rise as one of the few truly senior women in the world of Canadian corporate boards. Her career is marked by a series of ‘firsts’ including being one of the first female co-hosts of CTV’s *Canada AM* and the first Western Canadian appointed Chair of the CBC/Radio-Canada’s Board of Directors.

**CWC Mentor of the Year: Janet Eastwood, President, Two Red Chairs**

*This award recognizes women and men who have devoted their time and effort to mentoring women new to the communications industry and those aspiring to career advancement.*

Janet Eastwood has been a mentor throughout her working life, formalizing the role in the latest chapter of her career as President and founder of Two Red Chairs, a leadership and life coaching company for women. Throughout her career, including 18 years at Alliance Atlantis Communications, Janet mentored countless women, providing support and encouragement as well as career advice. Janet’s mentoring has reached beyond her immediate circle to encompass women within the industry in her role on several boards of directors and industry committees, including the Board of Directors for CTAM of Canada and the Corporate Advisory panel for the Toronto Arts Council Foundation. One of her mentorees has said: “Janet helped me to see my full potential; she guided me on the path of strategic and politically savvy, all the while teaching me, directly and by example, how to balance being a strong, successful, and effective worker while still being a caring and genuine person.”

***Volunteer of the Year: Dennie Theodore, Senior Writer/Intranet, TDBFG***

*The CWC Chapter Volunteer of the Year Award was created to honour one person each year whose time, effort and commitment has helped to build Canadian Women in Communications or has contributed significantly to the association's success.*

For seven years, Dennie Theodore served on the CWC Greater Toronto Area Chapter Steering Committee as a Member at large, Communications Chair, Volunteer Chair, Event and Seminar Leader, Program Host, and more informally, as mentor, role model, and facilitator. Dennie was a co-founder of Power hour, one of the CWC's most popular networking events. She also spearheaded Peer2Peer, one of the chapter's more successful and highly acclaimed professional development events. In addition, her work in building a volunteer infrastructure and celebrating the work of these women reflects her devotion to recognize the efforts of our volunteers.

**Other Awards Winners include:**

**2005 Jeanne Sauvé Professional Development Program**

This program brings candidates from the private and public sector to participate together in a program at the Department of Canadian Heritage, Industry Canada and the CRTC, and in private industry to foster better understanding between the public and private sectors. The participants in the 2005 Jeanne Sauvé Professional Development Program are:

***CWC Jeanne Sauvé Convergence Program***

**Alda dos Santos** Senior Policy Analyst, English-language Radio and Television Policy, Broadcasting Directorate, CRTC

**Chantale Gagnon** Director, Program Delivery - French Market, Canadian Television Fund

**Julia M. Gdowski** Senior Analyst, Outreach and Liaison, Broadband Directorate, Information Highway Applications Branch, Industry Canada

**Allison Larin** Senior Portfolio Analyst, Portfolio Affairs Office, Department of Canadian Heritage

**Sara Morton** President, Sara Morton Professional Corporation

***CWC Jeanne Sauvé Industry Canada Career Development Program***

**Catherine Peters** Acting Manager, e-Business Development, Electronic Commerce Branch, Industry Canada

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

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