

**BE A PART OF
CWC'S EXCITING
INITIATIVE...**

WOMEN ON BOARDS

Whether your board is searching for a woman to join its team or you are a possible candidate for board service, get involved in CWC's *Women on Boards* initiative. CWC encourages all those who are interested, men and women, in all sectors of the communications industry, to support and join this important program.

CWC launched the initiative after research showed women make up less than 14 per cent of board directors in the communications industry. Launched with national media coverage in January, 2000, the program has already gained strong corporate and individual support.

CWC is bridging the gap between qualified women board candidates and companies, connecting employers with women board candidates. CWC is doing this by:

- Meeting with key firms within the industry to raise awareness of the importance of including women in the Board nomination process
- Referring nominations committees and CEOs to CWC or other resources to help them find qualified women candidates
- Undertaking annual research to track industry's progress
- Working with other women's organizations and associations to promote the initiative
- Working with Ivey School in publishing the first edition of women on Board candidate's directory and ongoing development of a national database
- Exploring ways to intensify contact between women in senior roles and those active at the Board level

Log-on to our website at www.cwc-afc.com for additional program information or contact Judith Campbell, CWC Vice-President at (416) 363-1880 ext. 317, or via e-mail at campbell@cwc-afc.com.

Canadian Women in Communications (CWC) is a national, bilingual and not-for-profit organization dedicated to advancing the involvement and impact of women in the converging communications field including broadcasting, cable, telecommunications, film and video, new media and allied fields. CWC is a growing organization of 1,500 members in 12 chapters across Canada.

CWC·AFC

CWC encourages **both** women and men to participate in all its initiatives.

10 GREAT REASONS TO JOIN CWC!

WOMEN ON BOARDS ADVISORY COUNCIL

- Micheline Bouchard, *Chairman, President & CEO, Motorola Canada Limited*
- Adrian Burns, *Member, The Copyright Board*
- Penny Collenette, *Director, Chairman's Office, George Weston Limited*
- Ivan Fecan, *President & CEO, CTV Inc.*
- Peter Herrndorf, *Director & CEO, The National Arts Centre*
- The Hon. Barbara J. McDougall, *President, The Canadian Institute for International Affairs*
- Jim Meenan, *Vice Chairman, CEO and Director, AT&T Canada*
- Dr. James Nininger, *President & CEO, The Conference Board of Canada*
- Wes Scott, *Vice Chairman, Bell Canada*
- John Tory, *President & CEO, Rogers Cablesystems Ltd.*
- Manon Vennat, *Chairman & Managing Director, Spencer Stuart*
- Sheelagh D. Whittaker, *President & CEO, EDS Systemhouse*

- **WOMEN ON BOARDS** Promoting the advancement of women to the board level
- **MENTORSHIP PROGRAM** Coaching and guidance from senior women and men from all sectors of the communications industry
- **PROFESSIONAL DEVELOPMENT** Seminars, speeches and training programs across the country
- **CAREER ACCELERATOR** Intense week-long professional development programs for women focusing on television, radio and new media
- **NETWORKING** Opportunities to meet and learn from people in all sectors of the converging communications industry, including print, new media, television, radio, cable, specialty channels and telecommunications
- **VOLUNTEERING** Providing members with opportunities to develop their leadership skills and showcase their abilities to others in an energized, supportive environment
- **AWARDS** Professional development scholarships, internships, exchanges and CWC Annual Awards: Woman of the Year, Mentor of the Year, Trailblazer of the Year and Employer of the Year
- **WEBSITE** Innovative one-stop shop for members: CareerLine, e-services and benefits, program info, Newsletter's "REPORT", special events and much more!
- **TIA** Membership in this umbrella organization of women's networks from around the world. With this alliance, CWC offers to its members an opportunity to have more visibility, contacts, recognition, information, support, and business opportunities on an international level
- **BALANCING WORK AND FAMILY** A series of benefits available to members to help facilitate the act of balancing career and family, including "pre-negotiated best rates" with the Bank of Montreal, insurance programs and counselling information services

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