

FOR IMMEDIATE RELEASE

**Honours and Awards at CAB 2004 Convention
John Cassaday, Oscar Peterson and eleven other distinguished
Canadians to be honoured**

Ottawa, October 28, 2004 – The Canadian Association of Broadcasters (CAB) today announced that it would be honouring distinguished members of its industry at the CAB 2004 Convention in Ottawa – *Private Broadcasters: Putting Canada First*. **John Cassaday** will receive the industry's top honour, the Gold Ribbon Award for Broadcast Excellence. **André Bureau, Shan Chandrasekar, Dick Irvin, Max Keeping, James Macdonald, Randy Moffat, Bernie Pascall, Percy Saltzman, Claire Samson, Jimmy Tapp** and **Austin Willis** will be inducted into the CAB Broadcast Hall of Fame, with **Oscar Peterson** being inducted into the Music Star category.

John Cassaday, President and CEO of Corus Entertainment Inc. will receive the Gold Ribbon Award for Broadcast Excellence, the industry's most prestigious award. It honours truly outstanding service to Canadian private broadcasting, and recognizes exceptional human qualities and practical, innovative achievements that reflect a genuine concern for the highest broadcasting standards.

"I can think of no better person to receive this honour in 2004," said Glenn O'Farrell, President and CEO of the CAB. "John Cassaday has, throughout his distinguished career, put Canada first. He is a true leader in our industry and through his meaningful work, contributes to improving his community and country."

The CAB Broadcast Hall of Fame recognizes Canadians in private broadcasting or related industries who have achieved outstanding success in helping raise industry standards from a material or humanitarian standpoint.

"This year's list of Hall of Fame inductees reads like a who's who of our cultural history," said Glenn O'Farrell. "These twelve impressive Canadians are not only honoured for their longstanding careers, but because they have tirelessly laboured to better their communities and stand out as leaders in their field."

The new members of the CAB Broadcast Hall of Fame will be honoured at a special luncheon ceremony during the CAB 2004 Convention, on November 29, 2004. **Oscar Peterson**, one of Canada's most highly esteemed composers and musicians, has received many awards for his live performances and countless albums. Mr. Peterson will be inducted into the Hall of Fame in the Music Star category at the CAB Gold Ribbon Awards Gala, on November 30th.

Oscar Peterson joins Ginette Reno, Bruce Cockburn, Gordon Lightfoot, Ian Tyson, Céline Dion, Bryan Adams and Anne Murray as the eighth member in the CAB Broadcast Hall of Fame category honouring Canadian music stars. Inductees in the Canadian Music Star category are recognized for their outstanding talent and commitment to enhancing Canadian culture, and for enriching the lives of all Canadians.

The CAB is the national voice of Canada's private broadcasters, representing the vast majority of Canadian programming services, including private radio and television stations, networks, specialty and pay, and pay-per-view services.

Biographical information for the award recipients follows.

For more information on the awards, and complete information on the CAB 2004 Convention, visit the CAB Website at www.cab-acr.ca, or contact:

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2004 CAB HALL OF FAME INDUCTEES

Hall of Fame candidates are nominated annually by five regional broadcasting associations and the CAB Executive Committee. Membership in the CAB Broadcast Hall of Fame currently stands at 209 members. The following persons are honoured for outstanding achievements and contributions to private broadcasting and to Canada:

For more than 30 years, **André Bureau** has made a considerable mark on the face of communications in Canada and contributed to the growth of the Canadian broadcast system through his considerable intellect, his passion for our culture and his personal commitment to promoting Canadian radio and television.

After practicing law and working as Executive Vice-President at La Presse Ltd., André Bureau worked for Telemedia Communications Inc., where he acted as Executive Vice-President, then as President. From there, he moved to CANCOM as President and CEO, where he was instrumental in bringing television and radio services by satellite to northern and rural areas across the country. As President of Astral Broadcasting Group Inc. from 1990 to 2001 and as Chairman of the Board of Directors (since 1990), he has been key to securing the expansion of Astral's pay television and radio assets.

With his diverse experiences in communications, Mr. Bureau was appointed in 1983 to the Chairmanship of the Canadian Radio-television and Telecommunications Commission (CRTC). Under his leadership until 1989, the CRTC built a new profile for Canadian television and radio, and began a new era in telecommunications. In 1994, Mr. Bureau was named an Officer of the Order of Canada and in 2002 he received the Academy of Canadian Cinema and Television's Achievement Award for his exceptional contribution to the Canadian television industry. In 2003, Mr. Bureau was the recipient of the CAB's Gold Ribbon Award for Broadcast Excellence.

Shan Chandrasekar began his broadcast career in the early seventies following his graduation from McGill University with a Masters Degree. Over the next several years Shan's production company provided South Asian Television Programming to Rogers Cable, CITY-TV and CFMT-TV.

Mr. Chandrasekar is now the President and CEO of ATN – Asian Television Network International Limited, a publicly listed company on the TSX Venture Exchange, which operates a number of digital television specialty channels, including services providing programming in several South Asian languages as well as in English.

Shan is also active in the broadcasting industry as a current member of the CAB Specialty and Pay Board and the Canadian Women in Communications Board. He is on the Advisory Board of York University. He has served as a board member of the Canadian Club, The Hummingbird Centre for Performing Arts and the Multicultural History Society of the University of Toronto. He is also on the Campaign Cabinet of The Scarborough Hospital Foundation and on the Board of the Royal Conservatory of Music.

Dick Irvin started his career in broadcasting when he was hired as assistant sports director for Montreal's CFCF-TV and CFCF-Radio in 1961. In 1962, he was named sports director and remained in that position until his retirement in 1991. He joined CBC-TV's Hockey Night in Canada in 1966 as a free-lancer and holds the distinction of being the longest-serving member of the Hockey Night in Canada team with 38 years of service to the program, covering the Montreal Canadiens. From 1969 to 1997, Dick was the on-air announcer for non-televised games on CFCF radio – so it can be said he has covered all Habs matches in that time period.

Dick has also had a prolific career covering other sports: for 20 years he covered golf for CTV; in 1976, both the Innsbruck and Montreal Olympic Games; in 1980, the Lake Placid Olympic Games; as well as Montreal Alouettes football for 8 years. Sports fans are also indebted to Dick for having written six books on Canada's national pastime.

Max Keeping is a stalwart person in the National Capital Region broadcasting landscape. As anchor and Vice-President of News and Public Affairs at CJOH-TV, Max has made community involvement, on air and behind the camera, the keystone of CJOH-TV's news operation.

In the 31 years that he has been with CJOH, Max has helped raise more than 100 million dollars for charities in eastern Ontario and Western Quebec. He is a volunteer member of many Boards and an associate of many charitable groups. He actively supports the Children's Wish Foundation, the Juvenile Diabetes Foundation, the Ronald McDonald House, the Heart and Stroke Foundation and the United Way. He created the Max Keeping Foundation to provide assistance to those individuals who fall through the social safety net. Mr. Keeping makes more than 200 public appearances a year at special events in and around the National Capital Region.

Included among his honours for his constant devotion are the Order of Canada, a Gemini award, the Ontario Medal of Good Citizenship, and the Key to the City of Ottawa. In 2003, the Children's Hospital of Eastern Ontario named its new wing in his honour. Max was also the recipient of the CAB Gold Ribbon Award for Outstanding Community Service by an Individual Broadcaster in 2001.

James B. Macdonald has spent his entire career in the entertainment business beginning in the early 1970s in music management before moving to the recording industry. In 1977, he joined Rogers Broadcasting in retail sales at CFTR AM in Toronto. Two years later he was appointed General Manager of the company's production and syndication division, which created original programs for a national syndication network and distributing programming for NBC and the RKO radio networks in Canada. When Rogers acquired CFMT-TV in 1986, Jim was named Director of Operations and Station Manager, later assuming the position of Vice-President, Sales and Station Manager. Jim spearheaded the effort to expand the distribution of CFMT-TV beyond the Toronto market.

In 1994, Jim Macdonald joined Western International Communications (WIC) as President and CEO of CHCH and in 1996 was appointed President and CEO of WIC Television and WIC Entertainment Group, where he oversaw an aggressive national program acquisition strategy that made WIC stations significantly more competitive. He also focused on making WIC a truly national company through the acquisition of CFCF and CJNT in Montreal. In 2000, Jim joined BCE Media Ltd. as Senior Vice-President and Chief Media Services Officer and today operates his own consulting practice.

Jim has been an active participant in the industry, serving as chair of the CAB Television Board, and later as Chair of the Joint Board of Directors. He has also been the Chair of Canadian Digital Television, and has served on the Board of the Television Bureau, Telecaster and the Banff Television Festival. His community service involvement includes serving on the Boards of the Toronto Children's Aid Society, Doctors Hospital, Kensington Health Centre Foundation and the Chedoke-McMaster Hospital.

Randy Moffat joined his father's company, Moffat Broadcasting, in 1963. A year later, when his father passed away, he assumed the role of President at age 21 and continued in that capacity for the next 37 years.

In his first two decades as President, Randy Moffat led the company through a tremendous period of growth during which Moffat Communications owned and operated 10 radio stations from Vancouver to Hamilton, one television station in Manitoba and a portion of CTV Inc., in addition to a successful expansion in the cable television business in both Western Canada and the U.S. After selling his 10 radio stations in 1992,

Randy led his company to an expansion of its cable interests in Alberta and acquired majority ownership of the Women's Television Network, which launched in 1995.

Fostering a culture of team-building, Randy Moffat was responsible for creating an environment in his companies which allowed for the development of individual potential. In recognition of this leadership, his company was recognized as Employer of the Year in 1996 by Canadian Women in Communications. Randy was also a recipient of the Western Association of Broadcasters' Honourary Life Membership in 2003. A leader in his community, he has given his time and financial support to many charitable organizations such as the United Way. In 2001, Randy donated 100 million dollars to the Winnipeg Foundation to establish the Moffat Family Fund.

Bernie Pascall has been a giant in broadcasting and sports for the past 40 years. He started his career in Flin Flon, Manitoba where he produced and broadcast Junior Hockey and the first-ever live baseball game on radio at CFAR-AM and the first televised baseball game on CHAT-TV in Medicine Hat, Alberta. Having also worked with television stations in Winnipeg and Toronto in the late 1960s, Bernie Pascall is mostly remembered for his 30-year tenure at BCTV in Vancouver. As Sports Director and Sports Anchor on BCTV, he covered 6 Olympic Games, and provided the play-by-play broadcast of the Vancouver Canucks and other NHL games, World Hockey Championships and numerous major Canadian sports championships.

Over the course of his career, he has provided coverage for a wide array of sports, Canadian Football League games, BC Lions, North American soccer championships, more than 20 BC Summer & Winter Games, World Figure Skating Championships, motorsports, basketball, boxing, swimming, and water polo, among others.

His involvement with broadcasting and sports extends well beyond reporting and play-by-play. He is Chairman of the Selection Committee of the BC Hockey Hall of Fame, has been a member of the NHL Broadcasters Association, a member of the Football Reporters Association and has written a report on violence in hockey for the BC government. TV Week selected Bernie as Sportscaster of the Year and Host of the Year, and he has been named ACTRA's Sportscaster of the Year in Western Canada a total of 6 times.

Percy Saltzman was the first weatherman on Canadian television and is a seasoned interviewer and host. A trained meteorologist, he pitched the idea of a weather show to CBC-TV and became the first live person to be seen on CBC-TV's English broadcasts when they started in September 1952. Percy became the first Canadian weatherman to use radar and satellite, the first to give road reports and the first to give forest fire reports – a true pioneer of the genre.

After having served as a meteorologist in the British Commonwealth Air Training Plan in the Second World War, he helped arrange weather programs for CBC Radio and was part of the CKEY Toronto radio team, where he produced and narrated documentaries. Percy Saltzman was one of Canada's most skilled interviewers and was part of many of CBC-TV's news and public affairs programs, including a participation in the 10-day coverage of the first moon walk. In 1972, he joined CTV to host Canada's first national morning news and public affairs program – Canada AM. In 1974-75 he was an interviewer on CITY-TV Toronto and went on to forecast the weather for Global-TV. Percy estimates that, over the course of his career, he did 6,000 shows including evening and morning shows, news and interview programs and all types of special TV programs.

Percy has always been involved with charity work and is a charismatic leader in his community. In 1960, he won the TV Guide award as the first Canadian TV star. In 2002, he was invested in the Order of Canada and was the recipient of the Queen's Golden Jubilee Medal.

Oscar Peterson's career as a jazz pianist has spanned over five decades during which he has played with, and come to know, many of the genre's greatest contributors, including Ella Fitzgerald, Dizzy Gillespie, Count Basie, Nat King Cole, Louis Armstrong, Duke Ellington and Stan Getz, to name just a few. A highly accomplished pianist, polished in his technique and insightful in his artistry, he is internationally renowned as a soloist, group member and accompanist.

Oscar Peterson's first recordings in Montreal in 1945 were instantly popular and, together with the interest generated by his exposure on radio variety shows, they established Peterson as the first jazz star that Canada could truly call its own. Soon after a surprise appearance at Carnegie Hall in September 1949, Oscar joined the Jazz at the Philharmonic and began touring North America with the troupe. Through the years, he maintained a rigorous touring schedule as a soloist and with a trio celebrated for its seemingly telepathic sense of interplay and collective virtuosity. By the year 2001, Oscar Peterson had complete more than 130 albums under his own name and countless others in collaboration with the genre's greats.

Today, he continues to perform and is active in jazz education and as an advocate for racial equality. His musical mastery has been recognized by an extraordinary number of awards, including several Junos, a Grammy Award for Lifetime Achievement, an International Jazz Hall of Fame Award and a Genie. He is also a Companion of the Order of Canada (1984), holds the George Peabody Medal (1987) along with numerous other national and international honours.

Claire Samson has a long and illustrious career in broadcasting. Starting her career in the broadcasting industry with Télémedia Communications in the mid 1970s, Claire held senior positions with that company and with Télé-Métropole Inc. before she became Director General of Communications for French-Language Services at Radio Canada in the mid-1990s. She was part of the team that oversaw the launch of the French-language news network RDI.

As Executive Vice-President and head of operations for Télévision Quatre Saisons (TQS), Claire was responsible for repositioning TQS in its market and assumed management of financial, technical and human resources in addition to station relations and government relations. Since 2000, Claire has been President of l'Association des producteurs de films et de télévision du Québec (APFTQ), where she has overall responsibility for government relations, as well as for negotiations and the implementation of 14 collective agreements.

Jimmy Tapp began his broadcast career spinning discs and hosting closed circuit radio shows on board the HMS Wasaga during the Second World War. After studying radio broadcasting at Northwestern University in Chicago, he became a staff announcer with CBC radio in Montreal. He later became President of Radio Times Sales after which he spent 2 years as Station Manager of CJAD in Montreal.

While he had many successes as a radio executive, and continued to host radio shows on CFCF and CFQR and later on CHWO in Oakville, Jimmy Tapp is best known as a television performer. He became one of Canada's first television personalities hosting the CBC show "My Favourite Story", the nationally broadcast "Flashback" and "The Tapp Room", which was the first television talk show of its kind produced in Montreal in the mid-1950s. On CFCF-TV in Montreal, he hosted the magazine format show "Carte Blanche", the popular game show "A Kin to Win", "Matinee with Jimmy Tapp" and the local variety program "Camera Call". Jimmy acted as a spokesperson for a number of well-known household brands, and appeared in a number of feature films. He is probably best known as the voice of "Hercules" in the hit cartoon series, which has been televised around the world since the 1960s.

Over the years, Jimmy Tapp has volunteered to assist others, lending his name to many charitable fundraisers. His efforts have been recognized by B'nai Brith, the Black Community Association of Montreal, the Heart Association and the Canada-Korea Cultural Society. He was the honorary President of the Montreal West Island Jaycees and an honorary member of the Kiwanis Club.

Austin Willis began his broadcasting career with CHNS in Halifax in the late 1930s, quickly demonstrating that he was an announcer who could handle a little bit of everything and do it all with grace and charm. He was recruited to join the CBC Radio staff in Toronto in 1939 and was the voice that many Canadians heard interrupt regular programming to announce that World War II had begun.

During the War, he hosted “Victory Loan” broadcasts, which were live events, broadcast from major cities in Canada involving the biggest celebrities of the day. He hosted a daily radio series “Matinee with Willis” which was syndicated across Canada in the early 1960s. For most of his career, Austin Willis performed as an actor on television and on the stage. He played countless roles on Canadian television, even after moving to Hollywood in 1966. Appearing in numerous feature films and US drama series over the years, he worked with most everyone in the film industry. Developing and investing in new programming, he was a driving force behind many productions during the 1970s. Returning to Canada in the mid-1980s, he continued to do television commercials and make guest appearances.

Austin was a founding member of ACTRA and has many times been recognized for his contributions to the performing Arts. He is a recipient of the Variety Club of Alberta’s Golden Heart Award, the Queen’s Jubilee Medal, an honorary doctorate from Saint Mary’s University and the Order of Canada.
