

CJF ANNUAL AWARDS GALA



20 YEARS OF **CELEBRATING** EXCELLENCE IN **JOURNALISM**



SPONSORSHIP OPPORTUNITIES

THE 13TH ANNUAL CANADIAN JOURNALISM FOUNDATION AWARDS GALA
JUNE 10, 2010 | ROYAL YORK HOTEL | TORONTO, ON

THE CANADIAN JOURNALISM FOUNDATION

WHAT WE DO

Since its foundation in 1990, the Canadian Journalism Foundation (CJF) has been dedicated to the pursuit of excellence in Canadian journalism by recognizing outstanding journalistic achievement and by promoting dialogue among media, business, government, public policy groups and academe.

RECOGNITION

The Foundation recognizes outstanding achievement by journalists representing all media and from every corner of the country through its annual awards program. The Canadian Journalism Foundation's Awards Gala is one of the industry's most prestigious events where prominent journalists, media executives, and business and public sector leaders come together to recognize and celebrate excellence in journalism.

DISCUSSION

At CJF Forums journalists and the people who make news share information, exchange perspectives and debate ethics and values. Journalists gain insights into the conditions and constraints that guide business and government decisions and actions. Non-journalists gain an understanding of the realities that drive media policies and practices. CJF Forums shine a light on the media and how it approaches issues affecting Canada and the world. They contribute to a better understanding of the media, its challenges and role in Canadian public life.

INFORMATION

The Canadian Journalism Foundation, in collaboration with the country's leading journalism schools, manages the Canadian Journalism Project, websites in English (J-Source.ca) and French (ProjetJ.ca) which provide information and commentary about Canadian journalism and facilitate a national conversation about the pursuit of journalistic excellence. The websites serve as a hub for journalists, journalism educators and members of the public who are interested in journalistic excellence, and reach out to multiple institutions, communities, and practitioners. The websites have the potential to help effect systemic improvement within and across news organizations, and to assist in the education of tomorrow's journalists.

EDUCATION

The CJF has joined with the Rotman School of Management at the University of Toronto to create the Media Management Executive Education Program, Canada's first management certificate program for working journalists. The Media Management Executive Education Program brings the benefits of professional management education to the media's new leaders as they prepare to face transformational challenges and exciting opportunities.

WHY DOES EXCELLENCE MATTER?

Excellence in journalism is the pursuit of truth, the provision of intelligent and accurate information, fairness, transparency and integrity. Excellence exists when information is made available freely and without filters, comes from a variety of sources, and is allowed to flow into all sectors and corners of society. And the process is better served when the people who make the news and the people who report it have opportunities to share ideas about the issues of the day—the forces that underlie decision-making in the private, non-profit and public sectors—and the role the media plays in shaping them.

Enter the Canadian Journalism Foundation, the only organization in Canada dedicated to creating such opportunities.

In celebration of the Canadian Journalism Foundation's 20th anniversary we are planning our most exciting gala yet – the industry's must-attend event, where Canada's top newsmakers meet Canada's top news people.

AWARDS **AND** FELLOWSHIPS

PRESENTED AT THE CANADIAN JOURNALISM FOUNDATION AWARDS GALA

LIFETIME ACHIEVEMENT AWARD

The Canadian Journalism Foundation

The Lifetime Achievement Award recognizes a substantial contribution by a Canadian journalist to the profession.

- 2009 JOE SCHLESINGER
- 2008 SALLY ARMSTRONG
- 2007 NORMAN WEBSTER
- 2006 KNOWLTON NASH
- 2005 PIERRE BERTON (posthumous)
- 2004 JUNE CALLWOOD
- 2003 DORIS ANDERSON
- 2002 TRINA MCQUEEN
- 2001 DOUG CREIGHTON
- 2000 MARK STAROWICZ
- 1999 BERNARD DEROME
- 1998 PETER C. NEWMAN
- 1997 PETER GZOWSKI
- 1996 ROBERT FULFORD

AWARDS AND FELLOWSHIPS

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EXCELLENCE IN JOURNALISM AWARD

The Canadian Journalism Foundation

The Excellence in Journalism Award honours an organization that embodies exemplary journalistic standards and practices.

- 2009 WINNIPEG FREE PRESS *Margo Goodhand, Editor-in-Chief (large/national)*
THE TYEE *David Beers, Editor-in-Chief (small/local)*
- 2008 THE CANADIAN PRESS *Scott White, Editor-in-Chief (large/national)*
THE TELEGRAM *Russell Wangersky, Editor-in-Chief (small/local)*
- 2007 THE HAMILTON SPECTATOR *David Estok, Editor-in-Chief (large/national)*
THE GUELPH MERCURY *Lynn Haddrall, Editor-in-Chief (small media)*
- 2006 THE GLOBE AND MAIL *Edward Greenspon, Editor-in-Chief*
- 2005 THE HAMILTON SPECTATOR *Dana Robbins, Editor-in-Chief*
- 2004 CBC NEWS *Tony Burman, Editor-in-Chief*
- 2003 THE RECORD OF WATERLOO REGION *Lynn Haddrall, Editor-in-Chief*
- 2002 CTV NEWS *Kirk LaPointe, Senior Vice-President*
- 2001 CBC – CANADA NOW, WINNIPEG *Cecil Rosner, Executive Producer*
- 2000 THE OTTAWA CITIZEN *Neil Reynolds, Editor*
- 1999 MACLEAN'S MAGAZINE *Bob Lewis, Editor-in-Chief*
- 1998 TORONTO STAR *John Honderich, Publisher*
- 1997 CBC TELEVISION NEWS & CURRENT AFFAIRS, NEWFOUNDLAND
Bob Wakeham, Area/Executive Producer
- 1996 EVENING TIMES-GLOBE OF SAINT JOHN, NEW BRUNSWICK
Neil Reynolds, Editor

CJF HONORARY TRIBUTE

The Canadian Journalism Foundation

In recent years, the Canadian Journalism Foundation has honoured a Canadian media luminary who has made an impact on the international stage. Starting in 2010 this will become an annual tradition.

2009 MORLEY SAFER, CBS NEWS CORRESPONDENT

2007 GRAYDON CARTER, EDITOR OF VANITY FAIR

GREG CLARK AWARD

The Canadian Journalism Foundation

The Greg Clark Award offers journalists, at the beginning of their careers, the opportunity to spend a week observing the inner workings of an organization not usually accessible to the working journalist. Mary-Catherine McIntosh, a reporter from CBC Radio in Calgary, was the 2009 winner.

NEW TOM HANSON PHOTOJOURNALISM AWARD

*The Canadian Journalism Foundation and
The Canadian Press*

The Tom Hanson Photojournalism Award offers a six-week paid internship at The Canadian Press to a photojournalist in the early stages of his or her career. The annual internship is designed to give a photographer trying to break into the business a chance to perform on the national stage. The award, in partnership with The Canadian Press, will be presented for the first time in 2010.

THE CANADIAN JOURNALISM FELLOWSHIPS

The University of Toronto and Massey College

The Canadian Journalism Fellowships, awarded annually, provide mid-career journalists with a year at Massey College to broaden their intellectual horizons and pursue courses of study of their choosing. In 2008, CBC television producer Eric Foss was the CBC/Radio-Canada Fellow; Susan Delacourt, senior writer in the Toronto Star's Ottawa bureau, was the St. Clair Balfour Fellow; Michelle Gagnon, a news and documentary producer at CBC/Radio-Canada, was the Webster/McConnell Fellow. The Gordon N. Fisher Commonwealth Fellowship was awarded to Robert Mukasa, news editor at The Monitor in Kampala, Uganda. New in 2008 was the Kahanoff Fellowship, granted to Graham Thomson from the Edmonton Journal.

THE ATKINSON FELLOWSHIP IN PUBLIC POLICY

The Atkinson Charitable Foundation

The Atkinson Fellowship in Public Policy provides a grant for a Canadian journalist to undertake a year-long research project on a topical policy issue. It is designed to further both the tradition of liberal journalism in Canada and the commitment to social and economic justice of Joseph E. Atkinson. The 2008 winner was Alanna Mitchell, formerly of The Globe and Mail.

THE MARTIN WISE GOODMAN CANADIAN NIEMAN FELLOWSHIP

*The Martin Wise Goodman Trust and the Nieman
Foundation for Journalism*

The Neiman Fellowships at Harvard University offers a distinguished Canadian journalist an opportunity to study at the most illustrious university in North America. The Martin Wise Goodman Fellowship is awarded every other year. The 2009 recipient was Jana Juginovic, director of news programming for CTV News Channel.

SPONSORSHIP OPPORTUNITIES

FEATURE SPONSOR

One opportunity: \$25,000

Eight of your guests will enjoy a private dinner, on a date arranged at your convenience, with some of Canada's leading journalists: Andy Barrie, Andrew Coyne, Sarah Fulford, Lloyd Robertson and John Stackhouse.

INCLUDES:

- Private dinner for 8 of your guests with leading Canadian journalists
- One premium table for 8 with preferred seating
- First choice of two prominent journalists assigned as media guests at your table
- Special Mention as the evening's feature sponsor by the host at the Gala
- One full-page ad in the Gala program
- Identification as the evening's feature sponsor in an advertisement in The Globe and Mail announcing award recipients the day following the Gala
- Multimedia recognition as the evening's feature sponsor with corporate name/logo at the Gala dinner
- Special mention as the evening's feature sponsor with corporate name/logo in the Gala news release distributed by CNW Group
- Corporate name/logo on the CJF website

HEADLINE SPONSOR

One opportunity: \$20,000

Four of your guests will enjoy a private dinner, on a date arranged at your convenience, with some of Canada's leading journalists: Andy Barrie, Andrew Coyne, Sarah Fulford, Lloyd Robertson and John Stackhouse.

INCLUDES:

- Private dinner for 4 of your guests with leading Canadian journalists
- One premium table for 8 with preferred seating, Second choice of two prominent journalists assigned as media guests at your table
- Special mention as the evening's headline sponsor by the host at the Gala.
- One full-page ad in the Gala program
- Identification as the Gala's headline sponsor in an advertisement in The Globe and Mail announcing award recipients the day following the Gala
- Multimedia recognition as the evening's headline sponsor with corporate name/logo at the Gala dinner
- Special mention as the evening's headline sponsor with corporate name/logo in the Gala news release distributed by CNW Group
- Corporate name/logo on the CJF website

LEAD SPONSOR

One opportunity: \$15,000

INCLUDES:

- One premium table for 8 with preferred seating, Third choice of two prominent journalists assigned as media guests at your table
- Special mention as the evening's lead sponsor by the host at the Gala
- One half-page ad in the Gala program
- Identification as the Gala's lead sponsor in an advertisement in The Globe and Mail announcing award recipients the day following the Gala
- Multimedia recognition as the evening's lead sponsor with corporate name/logo at the Gala dinner
- Special mention as the evening's lead sponsor with corporate name/logo in the Gala news release distributed by CNW Group
- Corporate name/logo on the CJF website

SUPPORTING SPONSOR – HONOURING PAST AWARD WINNERS

One opportunity: \$10,000 each

INCLUDES:

- One premium table for 8 with preferred seating, Two prominent journalists assigned as media guests at your table
- Opportunity to request the specific media guests to be seated at your table, Special mention as a sponsor by the host at the Gala,
- One third-page ad in the Globe and Mail
- Identification of supporting sponsor in an advertisement in The Globe and Mail announcing award recipients the day following the Gala
- Multimedia recognition with corporate name/logo at the Gala reception and dinner,
- Corporate name/logo on the CJF website

SUPPORTING SPONSOR – HONOURING EMERGING JOURNALISTS

One opportunity: \$10,000 each

INCLUDES:

- One premium table for 8 with preferred seating, Two prominent journalists assigned as media guests at your table
- Opportunity to request the specific media guests to be seated at your table, Special mention as a sponsor by the host at the Gala
- One third-page ad in the Globe and Mail
- Identification of supporting sponsor in an advertisement in The Globe and Mail announcing award recipients the day following the Gala
- Multimedia recognition with corporate name/logo at the Gala reception and dinner
- Corporate name/logo on the CJF website

SUPPORTING SPONSOR

One opportunity: \$10,000 each

INCLUDES:

- One premium table for 8 with preferred seating, Two prominent journalists assigned as media guests at your table
- Opportunity to request the specific media guests to be seated at your table, Special mention as a sponsor by the host at the Gala
- One third-page ad in the Globe and Mail
- Identification of supporting sponsor in an advertisement in The Globe and Mail announcing award recipients the day following the Gala
- Multimedia recognition with corporate name/logo at the Gala reception and dinner
- Corporate name/logo on the CJF website

JURY SPONSOR

One opportunity: \$10,000 each

CJF Lifetime Achievement and Excellence in Journalism Award juries include veteran media professionals such as: Pamela Wallin, Avril Benoit, Bernard Derome, Jean-Luc Mongrain, Peter Desbarats and Norman Webster.

INCLUDES:

- One premium table for 8 with preferred seating, Two prominent jury members to be seated at your table
- Two prominent journalists assigned as media guests at your table, Special mention as the jury sponsor by the host at the Gala
- One third-page ad in the Globe and Mail
- Identification of supporting sponsor in an advertisement in The Globe and Mail announcing award recipients the day following the Gala
- Multimedia recognition with corporate name/logo at the Gala reception and dinner
- Corporate name/logo on the CJF website

TABLES

\$5,000 each

INCLUDES:

- Tables of 8 can be purchased for \$5,000
- Two prominent journalists will be assigned to your table

AS JOURNALISM GOES, SO GOES DEMOCRACY.

For further information and to confirm your sponsorship please contact:

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**THE CANADIAN
JOURNALISM FOUNDATION**