



BANFF TELEVISION FOUNDATION
FONDATION DE TÉLÉVISION DE BANFF

MEDIA RELEASE
for immediate release
March 20, 2003

Banff Television Foundation to Manage News World 2003

(London, England, March 20, 2003) **News World**, the annual independent forum of the international broadcast news industry, is joining the stable of successful media conferences run by the Banff Television Foundation. Announced today at a special industry reception at Canada House, Pat Ferns, president and CEO of the Banff Television Foundation commented on the organization's new venture and partnership. "We believe that future media industry gatherings will centre on high quality niche events which provide inspiration and valuable benefits to specific global genre communities. For Banff to have the chance to add News, the most important television genre, to our roster, is a terrific development. We are working closely with Media Ventures to ensure that News World remains the top brand in its field."

Andrew Newell, partner of Media Ventures who have owned News World since its inception in 1995, commented, "We are sure that News World's association with Banff will provide the perfect platform for the further expansion of the News World franchise, now entering the ninth year of its existence. Banff is a leader in its field and we are delighted to have attracted the involvement of such a professional, successful and respected organization."

The Banff Television Foundation has been licensed by Media Ventures to manage News World beginning with the 2003 event, October 21 to 23 at the Burlington Hotel in Dublin, Ireland. The Foundation, an internationally recognized organizer and presenter of high quality electronic media events, recently doubled its number of industry activities to include the management of News World, the launch of the World Congress of Arts Producers and Performance and the acquisition of the International New Media Festival, bringing its roster of television and new media activities to a total of eight year round.

Assuming the position of Banff's executive producer for News World will be Jim Byrd, executive vice president and chief operating officer of the Foundation. Mr. Byrd is also executive director of the Alliance Atlantis Banff Television Executive Program. "When I was CBC's vice-president of television, we were amongst the first North American broadcasters to send delegates to News World when it was launched. I saw the potential of News World then as a forum for our journalists, and I feel its importance today, with our shrinking world and high speed news turnaround, is even more critical. I am delighted to be leading the Banff team into this exciting new venture and am looking forward to working with our partners at News World. Banff will engage News World's existing management team so as to provide continuity for the event this year. The team led by Mervyn Hall and Patrick Stoddart rejuvenated the program last year and we have high hopes that this is the start of a whole new era for News World," said Mr. Byrd.

News World is an annual independent forum of the international news industry created and organized by journalists for journalists. Established in 1995 primarily in recognition of the fast pace of change in the news environment, it continues to provide the opportunity for industry stakeholders to share ideas, discuss current trends and debate issues. It is the only event of its kind that embraces the entire broadcast community and boasts a regular annual attendance of 350 to 400 delegates plus the support of key players within the broadcast news industry. This three-day event features plenary sessions, workshops and focused round table meetings. For more information, go to www.newsworld.org.

For more information on the Banff Television Foundation and its events, go to www.btvf.com.

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