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CanWest gears up for Grey Cup

FEVER!



Experience 'Magic on the Prairies' this month as Winnipeg and CanWest play host to the 94th annual Grey Cup. More than 45,000 CFL fans are expected to pack the city's stadium and 100,000s of others on the streets, bars and clubs during the Grey Cup Festival leading up to the big game on November 19th.

CanWest MediaWorks newspaper division is the official newspaper partner of the CFL and has thrown its support behind the Festival in Winnipeg. One of the hippest events of the week promises to be the National Post Party at the Empire, one of the city's coolest nightclubs located in the historic Exchange District. The club's entrance will be adorned with ice sculptures and the inside decorated especially for the Grey Cup. Visiting celebrities and CFL players are slated to show up, and super swing band Big Bad Voodoo Daddy will be supplying the groove, making it the party event of the year.

One of the best parts of the Grey Cup Festival is all of the great bands coming to Winnipeg. Headliners during the Festival include the Sam Roberts Band, Tom Cochrane, 54-40, Doc Walker, Easily Amused, Kyle Riabko and the Pushing Daisies, with international music superstar Nelly Furtado performing at half time of the big game.

For CanWest Executive Vice President David Asper, also co-chair of this year's Grey Cup Festival, there's no better city to host the Grey Cup. Saying that David "likes football" is the understatement of the year. He attended his first Grey Cup game way back in 1984, and since then, has been to 11 Grey

Cups since. He's also the former chairman of the Winnipeg Football Club and was previously on the Winnipeg Blue Bombers Board of Directors.

On game day, the air at Canad Inns Stadium will be filled with the roar of 50,000 pairs of white Thundersticks, emblazoned with the National Post logo. Originally, the big inflatable sticks were to be gold and black – the official colours of the National Post. But CFL officials quashed that idea, saying the colours might be confused for the Hamilton Tiger Cats. If only they could make the Grey Cup...

The day before the big game, the Grey Cup Festival Parade will hit the streets of downtown Winnipeg, with the night lit up by dazzling displays of floats from all across the country.

One float sure to catch parade watchers attention is the CanWest CanSpell float, crafted by local Winnipeg company John Henry Creations. The 24-foot long float features larger-than-life characters and books, completely made out of foam. The float is sure to be one of the best in the parade and will help promote our highly successful literacy program to a national audience. The float, with the assistance of CanSpell sponsor Canada Post, will then be available for parades across Canada to promote our spelling competition and CanWest.

There are still some tickets available for Grey Cup festivities.

Check www.ticketmaster.ca for availability.

See you out there!

Best anchor Gemini win



Global National anchor and executive editor Kevin Newman was voted "Best News Anchor" for the second year in a row at the Gemini Awards, held November 4th in Vancouver.

The Gemini win is the latest accolade for the Global National team. The program has maintained its lead as

Canada's most-watched national newscast.

In the newsroom and around the world, the team has delivered on their promise, "News Understood." Global National strives to break down the day's events every evening in a concise and comprehensive half-hour.

Newman was recently on assignment in Afghanistan reporting from the front lines, and spent Thanksgiving with Canadian troops. His ongoing feature series "Everyday Hero," connects viewers with fellow Canadians making a difference.

"We are extremely proud of Kevin and his leadership role with the Global National team," says Steve Wyatt, Senior Vice-President of News and Information for CanWest MediaWorks. "He is a tremendously talented, hands-on anchor and is greatly respected by Canadians and amongst his peers."

Newman is a multi-award winning journalist, with two Emmy Awards and the coveted George R. Peabody Award to his name.

IN BRIEF

Veteran journalist joins Global National



One of Canada's most respected journalists has joined the Global National news team.

Eric Sorensen, formerly of CBC News, has been appointed Global National's new Washington Bureau

Chief.

Sorensen has spent the last 14 years reporting for CBC's The National, and has covered many of the world's major stories – from the Swissair crash in Peggy's Cove, and Princess Diana's death in London, to the frontlines of Afghanistan.

He was the first Canadian journalist to receive the prestigious Benton Fellowship in Broadcast Journalism from the University of Chicago and has lectured and taught journalism classes throughout Canada.

"We are extremely pleased to have Eric join our award-winning team," said Wyatt. "He is one of Canada's most accomplished journalists and brings with him a wealth of experience. His reputation for excellence has earned him well-deserved recognition among his peers and the country's most influential decision makers."

Global National is Canada's most watched newscast.

Bob Saget returns with new gameshow: 1 vs. 100



Love him or hate him, Bob is back.

Probably best known for his role as 'Danny Tanner' on Full House, Bob Saget returns to our living rooms as the host of the new gameshow, 1 Vs. 100, airing Fridays

on Global.

Developed by the same team behind the smash hit Deal or No Deal, 1 Vs. 100 is billed as "an intense battle of brains and guts," where one player competes against "the mob" to win up to \$1 million.

The player must answer trivia questions and get every one right, wrong answers from the mob eliminates them from the game, driving up the

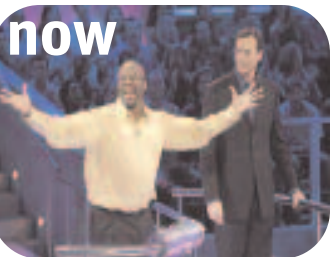
cash prize for the player. The player must eliminate the 100 people to win the \$1 million top prize. However, if the player gets just one answer wrong, the game is over and "the mob" will split the player's winnings up to that point.

This North American version of the show is actually based on Eén Tegen, a Dutch gameshow.

Variations of the gameshow are also aired around the world, in Vietnam, Sweden, Belgium, Portugal, Czech Republic, among others.

You can check out 1 Vs. 100, Fridays on Global at 8 p.m. ET/PT or online at Global Broadband: www.globaltv.com

Also playing on Global Broadband: **Brothers & Sisters, Deal or No Deal, ET Canada, Survivor Cook Islands, The Jane Show, Global Currents and Global National.**



Ordeal finally over for Juliet O'Neill

The federal government has decided against appealing a ruling overturning laws used by the RCMP to raid the home of Ottawa Citizen reporter Juliet O'Neill.

"After careful consideration, it's not in the public interest to appeal the decision by the Ontario Supreme Court," said Justice Minister Vic Toews. The minister was critical of the secrecy laws while in opposition.

The news came a huge relief to O'Neill.

"A heavy cloud has been lifted from my life and my work. I hope nothing like this ever happens to another journalist in this country," she said.

The decision not to appeal the Ontario ruling is a major victory for journalists across Canada. It ensures journalists have the right to keep their sources confidential, which is essential to the effective functioning of the media in a free and democratic society.

In 2004, RCMP arrived on the doorstep of O'Neill's Ottawa home armed with a search warrant. Notes used in her November 2003 story about the Maher Arar case were seized in the hope of discovering the identity of a secret source.

The Ontario judge ordered the RCMP to return all materials seized from O'Neill and ordered the federal government to pay all of the Ottawa Citizen's legal costs, expected to run into the hundreds of thousands of dollars.

The judge also ruled the RCMP abused proper process



Juliet O'Neill was all smiles after getting all her documents including her rolodex that was seized in the 2004 raids on her home and office. Drew Gragg, the Ottawa Citizen Deputy Editor and Rick Dearden Citizen Lawyer were also on hand with O'Neill. Photo: Ashley Fraser, The Ottawa Citizen

by using the warrants to threaten O'Neill with criminal prosecution unless she revealed her source.

— with files from CanWest News Service

Viner honoured with CAB award

Peter Viner, the esteemed President and CEO of CanWest's Canadian operations, has been awarded the 2006 Gold Ribbon Award for Broadcast Excellence. The award was presented to him on November 7th at the annual convention of the Canadian Association of Broadcasters. The Gold Ribbon Awards are among the most prestigious in the Canadian broadcasting industry.



This is the latest in a number of honours Peter has received during his career, which spans almost 40 years. Near the start of his career, Peter was awarded the prestigious American Marketing Association's Marketing Man of the Year award in 1979. More recently, in 1995, he was recognized as Australian Media Executive of the Year for his dramatic accomplishments in making Network TEN a broadcast leader in that

country.

Peter began his career in broadcasting in 1969 as a Sales Executive for the Radio Television Representative/Major Market Broadcasters. He joined CanWest in 1974 as Vice President of Sales and Marketing for Global Television, and was appointed to his current position in 2005.

Throughout his career, Peter Viner has provided truly outstanding leadership to the Canadian broadcasting industry. He not only has played a major role in the development and ongoing success of CanWest, but throughout the years, has achieved a number of significant accomplishments that have left their mark on Canadian broadcasting through his hard work, dedication and innovation.

Congratulations on an honour well deserved.

Top shows on



TORONTO

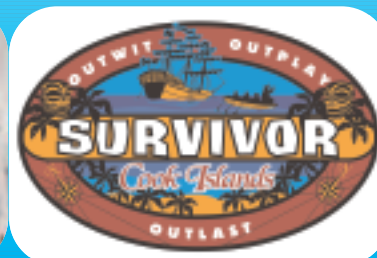
Survivor: Cook Isl.
House
Prison Break
Heroes

VANCOUVER

House
Survivor: Cook Isl.
Prison Break
Heroes

CALGARY

Survivor: Cook Isl.
House
Prison Break
Heroes



Data provided by BBM Nielsen.

CH celebrates 50 years on Vancouver Island

Back in 1956, a newcomer by the name of Elvis Presley was taking rock music by storm with his catchy debut single, 'Heartbreak Hotel.' A baby by the name of Mel Gibson came into the world. And in Victoria, B.C., CHEK-TV officially signed on the air as channel 6.

The station began operation on December 1, 1956 at 5 p.m., with the voice of announcer Len Carlson heard behind an 'O' Canada' film. More than 200 government and business leaders gathered at the newly built studio on Epsom Drive for the opening ceremonies.

That week, the launch was heralded by the two major Victoria newspapers as a triumph of technology. At the time, many people didn't know what to make of "television," which resembled a stand-up radio console with moving black and white pictures. Little did they know, this new "radio with pictures" was about to revolutionize their lives.

50 years later, CHEK-TV (now known as CH) is celebrating its 50th anniversary serving the people of Vancouver Island.

Over the years the station's identity and logo has undergone numerous transformations.

From its beginning as a CBC affiliate with the call letters CKTV, the station changed its name to CHEK-TV just prior to launching. Over the next 50 years the station saw many variations on the name and logo design. In 1979, the station changed affiliations and joined the CTV Network. And in 2001 along with the disaffiliation from CTV came yet another new identity when CHEK joined the CanWest Global family and became CH Vancouver Island.

To celebrate the station's 50th anniversary, CH is airing a nostalgic series of on-air vignettes; new 50th anniversary station IDs and greetings from celebrities and former station personalities. The public was also invited to tour the station.

The station's 50th anniversary was officially celebrated at a 50's style theme party at the King Road studios. In true mid-century style, guests quenched their thirst with Coke (from the old-style bottle) and dined on devilled egg canapes.

In attendance were Ida Clarkson, once dubbed 'The First Lady of CHEK-TV' by the local paper, former Legislature reporter and capital fixture Andy Stephen, Bob Aylward, host of the '60s-era dance show Club 6, John Barton of Barton and Company, and CHEK co-founder Charlie White.

White was responsible for choosing the call letters of the station, and recalled thinking "CHEK 6 - it's got a good ring." He became director of BCTV when CHEK and the Vancouver station merged.

Not everyone invited was able to attend, but former CHEK host Michaela Pereira sent her best wishes from her new gig hosting the morning show on KTLA in Los Angeles.

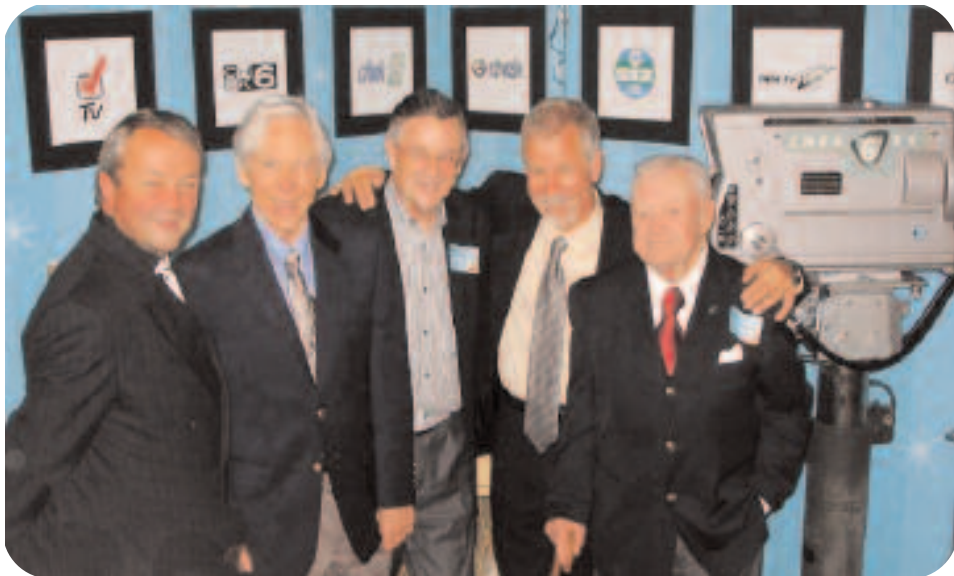
Everyone who attended the reunion received a gold 50th-anniversary pin as well as a DVD of a 30 minute retrospective of the station's 50 years on air.

CH Vancouver Island prides itself on being a member of the communities it serves and is looking forward to what the next 50 years will bring.

Islanders can raise a glass to that.



CH logos through the years: The 'CHEK' and the '6' came and went throughout the station's 50 years on air.



IN BRIEF

CanWest's 'New Republic'

CanWest has bought a 30% stake in The New Republic, a U.S. political weekly magazine and website based in Washington, D.C.



The New Republic website receives over 3.5 million page views a month, and the print edition has a circulation of approximately 50,000.

The magazine is widely considered a must-read within Washington political circles.

This is CanWest's first investment of this kind in the U.S.



Faceoff! at canada.com

Hockey fans rejoice – Canada.com has launched Faceoff, the ultimate online hockey pool.

Fans of Canada's favourite game can make their player selections online at www.canada.com/faceoff for the chance to win prizes including a hockey getaway or \$5,000 cash.

"We're excited to bring Faceoff to hockey fans through canada.com," said Erin O'Neill, Marketing Director for CanWest Interactive. "One lucky Faceoff player is going to walk away with the dream sports trip of a lifetime and another with a pocket full of cash."

The dream hockey getaway consists of a trip for two to Toronto, including airfare, accommodation and two tickets for the final home game of the season between the Toronto Maple Leafs and the Montreal Canadiens. The \$5,000 grand prize will be awarded to the overall point-getter at the end of the season.

The Faceoff website features detailed statistics, and exclusive coverage and commentary from CanWest newspapers' sports columnists across the country.



Tee up for the PGA Tour

CanWest MediaWorks has inked a landmark television partnership with the PGA to broadcast PGA TOUR golf events for 2007 through 2010.

Global and CH television stations will be the home of premium PGA TOUR events including the World Golf Championships, The Players Championship, The Canadian Open and the PGA TOUR Playoffs for the FedEx Cup.

"We're excited to be bringing PGA TOUR coverage of this breadth to Canadians over the next four years," said Adam Ivers, Vice-President of Programming, CanWest MediaWorks.

The 2007 CanWest Hockey Tournament will be hosted in **Ottawa, April 13 - 15th, 2007**. More details soon!

Australia and NZ operations report results

A downturn in the advertising market pushed down revenues for CanWest's Australian and New Zealand operations, Ten Group Pty (TEN) in Australia and CanWest MediaWorks (NZ) Ltd. in New Zealand.

Australia's TEN reported consolidated revenues of A\$893 million for this fiscal year, compared to A\$959 million in 2005. Last year was a record year for Network TEN.

TEN's television operations reported an 8.9% decline in revenues to A\$765 million for 2006, with EBITDA (earnings before interest, taxes, depreciation and amortization) at A\$229 million, 27% below the EBITDA recorded in 2005. However, ratings and audience share remained strong at TEN, with the network on track to its sixth annual win in its target under-40 demographic, and winning the number one position in the much wider 18-49 demographic.

TEN Executive Chairman Nick Falloon knew it would be a difficult year.

"To have achieved industry-best margins, improved commercial share and higher absolute audience numbers in every major demographic, despite the market downturn is an outstanding achievement," he said.

TEN has been making significant investments in its key franchises, including Big Brother, Australian Idol, AFL Football, as well as international hit shows and original Australian series.

TEN subsidiary Eye Corp., which recently expanded into the U.S. shopping centre advertising market, reported revenues of A\$129 million, an increase of 10% over last year. The company has also won new advertising agreements at airports in Singapore and the U.K., and also launched Eye Study, targeting students at university and college campuses in Australia.

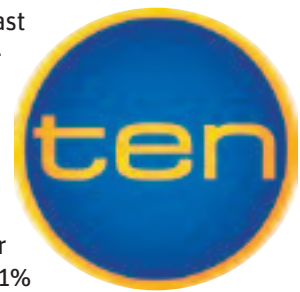
In New Zealand, CanWest MediaWorks (NZ) Ltd. reported revenues for the year ending August 31, 2006 of NZ\$66 mil-

lion (EBITDA), down slightly from last year's total of NZ\$67 million. Consolidated revenues increased by 2% for the year to NZ\$254 million.

Despite challenging advertising market conditions, fiscal 2006 proved to be a solid year for TVWorks. Revenues increased by 1% to NZ\$144 million while EBITDA at NZ\$36 million was down only slightly from NZ\$37 million for the previous year. A solid line-up of locally produced series, international hit programs and substantial growth in audiences for 3 News increased TV3's audience share in its target 18-49 year old demographic as well as with the older 24-54 demographic.

RadioWorks was also affected by the challenging ad market conditions. The group recorded a 3% increase in revenues to NZ\$111 million and EBITDA of NZ\$33 million, which was comparable to the previous year's result. Several important growth initiatives were completed in fiscal 2006 with acquisition of radio stations in Queenstown and Orewa, and extension of RadioWorks' top-rated brand - The Breeze - into Auckland, New Zealand's largest metropolitan market.

Brent Impey, CanWest MediaWorks NZ CEO said "Although market conditions remain uncertain, we are encouraged that the initiatives that we put in place over the past year have strengthened our position with our radio and television audiences."



Eye Corp. expands into U.S. market

Look out for bright and unique advertising delivered by Eye Corp. next time you're shopping south of the border.

The outdoor advertising company that is part of Australia's Network TEN, part of CanWest MediaWorks International, has acquired advertising rights at approximately 150 shopping mall properties in the U.S. In addition, Eye has signed a second major agreement to supply advertising to an additional 56 shopping centres in the U.S. beginning next year.

"Eye has spent the past 12 months carefully evaluating out-of-home business opportunities in the U.S. and this significant expansion of Eye Shop into North America is an indication of Eye's intention to become a major out-of-home player in the U.S. and other international markets," said Tom Strike, President of CanWest MediaWorks International.

Eye operates across Australia, New Zealand, Indonesia, Malaysia, the U.K. and the U.S., and is considered a world-leader in outdoor advertising.

Meanwhile, Eye is coming to Australia's university campuses with the launch of Eye Study. The new business unit, delivers targeted advertising to students — a notoriously difficult demographic to reach.

Everyday, over 1.3 million Australian students will be exposed to Eye Study advertising.

Eye Corp. revenues were up 10% in 2006.

Sale helps CanWest to fourth-quarter profit

TORONTO — The sale of its Irish TV operation helped propel CanWest Global Communications Corp. to a fourth-quarter profit, reversing a loss from a year ago.

CanWest earned \$155 million, or 87 cents per share, in the three months ended Aug. 31, compared with a loss of \$106 million, 60 cents per share, for the same period in 2005.

The profit, which was earned despite a six-per-cent decline in revenue to \$694 million, was boosted by the sale of the media company's interest in TV3 in Ireland. The sale led to a \$164-million gain in the fourth quarter.

CanWest's earnings (before interest, taxes, depreciation and amortization) slipped to \$78 million from \$84 million in 2005.

"All our major operations faced difficult advertising markets over the past year," said Leonard Asper, chief executive of CanWest.

"Markets now appear to be stabilizing," Asper said, adding the company expects "a firming" of revenue and earnings in the next fiscal year. He said currency translation led to further declines from operations in Australia and New Zealand.

CanWest MediaWorks Limited Partnership, a newspaper trust controlled by CanWest, reported fourth-quarter earnings (before interest, taxes, depreciation and amortization) of \$58.6 million, an increase of 30 per cent from the \$44.9 million reported for the fourth quarter of 2005.

Asper said the chain of daily newspapers posted a substantial increase in earnings as a result of earlier cost-cutting.

Savings resulting from closure of the print version of youth

publication Dose also contributed to the improvement.

CanWest Global received distributions of \$133 million between the formation of the trust in October of last year and the end of this year's fourth quarter. The payout ratio was 95 per cent.

CanWest's Canadian television operations recorded earnings (before interest, taxes, depreciation and amortization) of \$31.5 million in the fourth quarter, down from \$126.4 million last year.

CanWest's domestic TV network, Global, has lost berths in the top-10 rated shows to rival CTV, leading to a loss of advertising revenue and profit. -- **CanWest News Service**



**CanWest Global
Communications Corp.**

Canada Post signs on as CanSpell sponsor

Canada Post has signed on as the Presenting Sponsor of the 2007 CanWest CanSpell National Spelling Bee.

Robert Waite, Senior Vice-President of Communications at Canada Post says CanSpell is the perfect fit with Canada Post's literacy initiatives.

"When we saw the excitement generated by the first two years of the CanWest CanSpell National Spelling Bee and the way it celebrates academic achievement among Canadian students, we knew CanWest CanSpell was a program that reflected our commitment to literacy."

David Asper, Executive Vice-President of CanWest Global Communications Corp. welcomed the addition of one of the country's most respected companies, Canada Post, to the CanWest CanSpell program.

"When you see these students compete across the country and gather in Ottawa to compete for the CanSpell Cup, you see an amazing array of talented, well-rounded and accomplished young Canadians who exude confidence and poise. The fact they do it under the intense pressure of competitive spelling is amazing to watch and be part of. Canada Post and its more than 70,000 employees across Canada are going to be proud to be part of this incredible success story."

Canada Post joins the CanWest CanSpell program as the national spelling bee enters its third year and continues to grow at a remarkable rate.

CanWest CanSpell will begin in February 2007 with thousands of school-level bees leading to regional events from coast-to-coast.



movers and shakers

April Andreosso will be joining the Community and Public Relations Group at the Winnipeg Corporate office starting on November 27th. April has been with CanWest for six years, most recently with CanWest MediaWorks sales and marketing group.

Veteran journalist Eric Sorensen has been appointed to the post of Washington Bureau Chief for Global News.

Kirk Allen has been promoted to the position of Senior Vice President, Advertising Sales, for CanWest MediaWorks Publications Inc.

Karen Macdonald has been appointed News Director at Global Quebec.

Isabella Federigi has been appointed Station Manager of CH Montréal. Isabella has been part of the CanWest family for over nine years starting at CKMI in Quebec City. Isabella has been Interim Station Manager at CH Montréal for one year before being confirmed in her current position.

Please let us know "who's going where" by sending an e-mail to: connections@canwest.com

on Global Deal Or No Deal eh?



Global Television has signed an exclusive deal with Endemol USA to film a Canadian version of the hit game show Deal Or No Deal on-location in Toronto.

Five hour-long episodes will be filmed in January 2007, and Global Television will handle

nearly every aspect of the show's production.

"We're looking for the country's most fun-loving, adventurous 'Deal or No Deal' fans to get board and apply now," said Barbara Williams, SVP of Programming and Production at CanWest MediaWorks. Canadians can apply to be a contestant online at www.globaltv.com until November 17.

The show will also mark a return to home for Howie Mandel, a Toronto native.

News Hour hits road

For the first time ever, Global Edmonton is taking its News Hour on the road.

The show will travel to four Alberta communities over four weeks - Fort Saskatchewan, St. Albert, Leduc and Sherwood Park.

"News Hour On The Road" will showcase each community with feature reports on stories that are making news - from the challenges of rising taxes and the soaring economy to the ongoing challenges of attracting new people and retaining existing residents.

Members of the public can check out how a live newscast is produced and meet Global Edmonton personalities.

Global BC also takes its News Hour on the road to B.C. communities.

Supporting diversity

As part of CanWest MediaWorks' commitment to diversity, the Broadcast team's Diversity Task Force sponsors events and organizations that promote diversity. This October, the task force was proud to sponsor several cultural events around the Toronto and Montreal areas including the Black Theatre Workshop, ImagineNATIVE Film + Media Arts Festival, Innoversity Creative Summit and the Afro Cuban All Stars concert.

We are proud to once again to sponsor the World Literacy Canada - Eyes on India Film Series, taking place in Toronto on November 7, 2006. And Global TV is sponsoring the Reel Asian International Film Festival November 15-19 in Toronto.

Global Television is pleased to announce the winners of the Broadcasters of the Future Awards for 2006-2007. The awards are a series of scholarship, internship and mentorship programs designed to encourage talented Canadians towards careers in broadcasting.

This year's winners:

Trayah Zinger - 2006-2007 Global Television Scholarship-Internship Award for a Canadian with a Physical Disability

Alicia Elliott - 2006-2007 Global Television Aboriginal Peoples' Internship Award

Diona Chattrisse Dolabaille - 2006-2007 Global Television Scholarship Award for a Canadian Visible Minority Student.

Also, for the fifth consecutive year, CanWest MediaWorks sponsored the Innoversity Creative Summit held in Toronto on Oct 23rd & 24th. The summit provides workshops, panels, mentorship sessions and other events focused on promoting diversity in the media. Again this year we sponsored the CanWest MediaWorks Career Fair where young people could learn about opportunities to work in the industry.

News understood.

A great reporter is someone who is able to break down a complex issue and present it in a way that is easy to understand.

Global National, Canada's most-watched national newscast, recently introduced its new marketing campaign, "News Understood." The campaign features radio, television and print ads.

The campaign speaks directly to Global National's editorial promise to viewers; to make news more understandable by breaking down complex issues and delivering clear, relevant information.

For the television component of the campaign, a series of three 30-second television spots were shot at the Massey Theatre in Vancouver this fall. In the ads, Global National senior correspondents use classic quotes from sources as wide-ranging as Gandhi and Ringo Starr to illustrate the power of "understanding." Anchor Kevin Newman summarizes each vignette with the "News Understood" tag.

"We're bringing our Global National brand promise to life with creative that we hope will resonate with our viewers, both emotionally and intellectually," said Walter Levitt, Senior Vice-President of Marketing at CanWest MediaWorks.

All creative was executed in-house by the Global Television marketing team, with original on-air score by Vancouver composer James Bowers and photography by Ted Kuzemski.

From top: Global National's Francis Silvaggio, Jennifer Tyron, Mike Edgell and Anchor Kevin Newman appear in the new "News Understood" television spots.

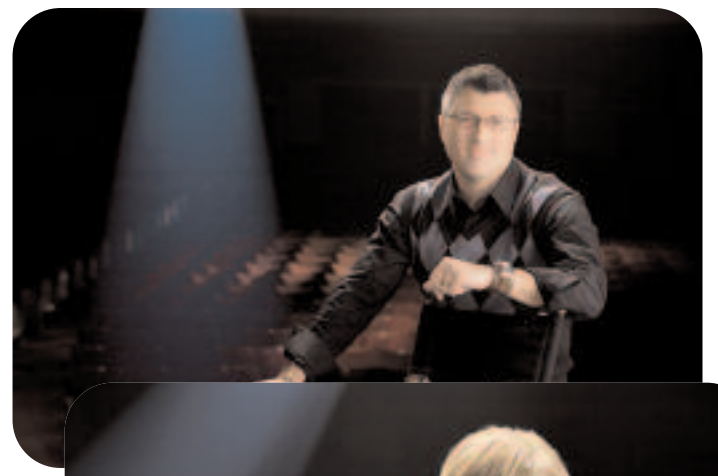
Photos: Ted Kuzemski

Was Leonardo da Vinci also a reporter?

The scientist-inventor-artist once declared, "the noblest pleasure is the joy of understanding." Making issues understood is what we do every day. Watch. And see news make sense.

Kevin Newman

Global NATIONAL
News understood.
5.30 pm/6.30 pm Maritimes



Tragic shootings bring newsroom together

Sometimes it's the most traumatic events that bring out the best in news organizations.

When a deranged gunman went on a rampage at Montreal's Dawson College on Sept. 13, a young woman was killed and 20 other people were injured. It was by far the biggest story in the city this year – and The Gazette teamed up with canada.com to provide instant coverage online as well as in-depth reporting over the following week.

The first shots were heard at 12:41 p.m. At 1:15 p.m. the first stories were posted to The Gazette's website and the canada.com network. At 2:30 p.m. a special Dawson Shooting section created by CanWest Interactive went live online. It contained the latest story from The Gazette's newsroom, where editors filed continuously throughout the day and evening to CWI and CanWest News Service. The site quickly grew to include a photo gallery from Gazette photographers, video from Global Montreal, a map of the college and links to other Dawson information – as well as continual updates from The Gazette.

Response from readers was huge. Canada.com had more than eight million page views on the day of the shooting and the day after – two million more than usual. Interest continued strong, with almost 1.5 million pages served up in photo galleries a week after Sept. 13.

On The Gazette's website, page views almost quadrupled from 35,431 the day before the shooting to 133,332 on Sept. 13 – and as high as 165,355 the next day.

The story dominated the front pages of all our newspapers the next day. Across the country CanWest metro papers had complete reports supplied by The Gazette and CNS. Together they sold an extra 10,825 copies – up 12.7 per cent over the previous week. The Gazette alone sold an additional 7,317 single copies.

The Dawson story marked a new stage for cooperation among our papers, the interactive division and CNS. Editors in all areas remarked over the next few days how well everyone pulled together. Our websites were well ahead of rival sites, while our



Mourners console each other and leave tributes outside Dawson College Friday, September 15, 2006. Gunman Kimveer Gill killed one and wounded 19 before taking his own life.
Photo: Marcos Townsend/Montreal Gazette

papers benefited the next day from The Gazette's in-depth coverage.

It was also an emotional story for The Gazette's newsroom. Almost everyone had a personal connection to Dawson, by far the biggest English junior college in Montreal.

IN BRIEF

CH Montreal celebrates 5 years



CanWest's only multi-cultural TV station turns 5 this year. Serving 18 communities in 15 languages each month, CH Montreal is now established and recognized by cultural communities and the general public as the main local electronic media geared to cultural diversity in Montreal.

CH Montreal aims to establish stronger partnerships with the various governing entities and get better recognized as the vehicle to use to convey their message to the cultural groups that more and more make up the new face of Montreal.

Here's to the next 5 years!

On TV: Who's your hero?



Global Television has the #1 new show in Canada with 'Heroes,' an epic drama chronicling the lives of ordinary people who discover they possess extraordinary abilities.

The show has been compared to the wildly successful ABC show, Lost.

It's easy for viewers to relate to the characters in Heroes, because they are everyday people, not politicians, scientists or celebrities. The fate of world rests in their hands; the hands of a heroin-addicted artist, a high school cheerleader, a single mom/stripper, a bad luck beat cop and a comic book-crazed geek, among others.

The show stars Sendhil Ramamurthy, Milo Ventimiglia, Adrian Pasdar, Hayden Panettiere and Ali Larter, and is produced by Tim Kring, the creative mind behind the hit Crossing Jordan.

Heroes has won its time period every night since its August premiere, so you know it's good.

Online at www.nbc.com/heroes you can view photo galleries, read blogs by the show's characters and executive producers, watch full episodes online, post in message boards and more. The show's website is truly interactive and cutting-edge. Heroes airs Monday nights on Global.

"Spokescooler" hits streets



Meet the one and only, official Global "spokescooler" – the Global Water Cooler Guy.

The charming yet gregarious 6 foot 5" character is hitting the streets across our great nation, chatting with people about great new Global shows.

Our refreshing friend is the resident expert on all things Global.

Like the traditional office water cooler, he'll be expecting you to gather to discuss last night's episode of Prison Break, or the latest Survivor twist.

If your thirsty, he can also come in handy.

Share your stories and relive your favourite Global TV moments with him, and don't even try to "water it down."

New intranet launches - CanWest Connects

On November 9th, a new Intranet will be launched for Corporate and Canadian operations called CanWest Connects. The main goal of CanWest Connects is to simplify the way we communicate with each other as a company. CanWest Connects is the first national intranet to be launched for CanWest MediaWorks.

Not only will you be able to get up-to-date corporate news, promote and share local events and activities, and keep informed about company policies and procedures, you will also be able to tailor the new intranet to your business unit. You will be able to see information that is relevant and of interest to you and where you work. Beyond the intranet being a source of company information, it can also be used for sharing ideas, collaborating on documents and projects and accessing on-line tools and applications.

"We are really excited about the possibilities for the intranet. This is just the beginning of creating a viable business tool on-line, while helping employees feel more connected to their local workplace and company as a whole," said Tony Tsai, Intranet Project Manager. "This is a tool for CanWest employees to own and its success depends on how employees use the site and how they would like it to grow to meet their needs."

The intranet can be viewed at <http://canwestconnects.com>. Or, simply type in the words "canwestconnects" or "intranet" in the address bar of your web browser. Sign-on to the site



is automatic for PC users, once they are on the CanWest network. Mac users will be asked for a username and password to view the site. For user name type "CA\" followed by your standard network username, and then enter your network password.

If you have any questions or suggestions about the intranet, please email intranet@canwest.com.

'The Heat Is On!' in Calgary

This summer, CanWest Classifieds Call Centres held their first National Call Centre contest, 'The Heat is On'. The Classifieds Call Centres set stretch targets for the two month contest period, July and August, that represented growth, either year over year, or over recent months. Summers are always challenging due to vacations, both with customers and staff.

Congratulations to Calgary for taking 1st place at 117% of target! Great work! The Heat is On trophy has been engraved, and was awarded to Calgary Call Centre Manager Gary Cobb and his team. Honourable mentions go to Vannet 114%; National Post 112%; Regina 110%; Saskatoon 102%. The top selling sales rep in each market, as follows, were also awarded plaques:

Vancouver: Anju Hundal
Vannet: Kelly Pownall
Calgary: Lorraine Dow
Edmonton: Janice MacLachlan
Regina: Courtney Moreside
Saskatoon: Sheri Klassen
Windsor: Carol Scott
National Post: Alex Vaccher
Ottawa: Lynn Bell



Gary Cobb holding the Canwest Heat is On Trophy flanked on his left by Lorraine Dow, Top Revenue Producer in Calgary for the Heat is On contest. Also in the photo with their Spotlight Contest Trophies are Rita McMahon (far left), Geolyn Tocher (right) & Monty Souther (far right)

Exclusive Buys for CanWest Employees only!

Great Clothing



Great Products

SWISSGEAR Travel Tote ▶
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▲ Xtremely Cool Sunglasses \$8.99

Sphere ▶
Travel Mug
\$19.50



Visit <https://canwest.encryptedtransactions.com> or canwest.com and go to the CWG store.



photo of the month

November's 'Photo of the Month' comes straight from the CanWest Corporate offices.

It's not a bird, it's not a plane... it's Superman! a.k.a. Ron Meilleur: a familiar site around CanWest's Winnipeg office since 1999. Ron is the proud father of a 5-year-old son, Chase.

Ron suited up in his Superman "costume" on Halloween, delivering packages and flying through the air at warp speed.

Incredible!

turn up the tunes

Submitted by: Brett Foster; Post Press Foreman, Kennedy Heights Printing Plant, Surrey, B.C.



Butterfly Boucher 'Flutterby'

This time down to Australia, Butterfly (her given name from hippy parents) is extremely talented and an inventive song writer.

All songs on this CD are very different and catchy and will end up lodged in your head. Give it a listen!

www.butterflyboucher.co.uk



KT Tunstall 'Eye to the Telescope'

The Scottish singer/songwriter has won my heart.

I can't tire of this CD - a mixture of Pop, Blues and Folk. Katie's voice is perfect.

My personal favourites are "Another Place to Fall", "Universe and You" and "Stoppin' the Love".

www.kttunstall.com



What's Brad Pitt trying to tell us?

The star recently visited Canada for the Toronto International Film Festival. This photo was shot by National Post photographer Tyler Anderson.

Send your best caption of this photo to connections@canwest.com for your chance to win a cool iPod nano.

Caption to win an iPod nano!



This month, we're giving away an extra special iPod for the caption contest.

The red nano is a benefit for **(PRODUCT)Red**, a campaign where companies make a red version of a top-selling product then donate some of its profits to by retroviral drugs for AIDS patients in Africa. Learn more at www.joinred.com

Send us your funniest caption of this month's photo to connections@canwest.com

Congrats to our October issue iPod winner, **Brad Wolf of the Regina Leader-Post**, for your winning caption of the Leonard Asper and the Green Queen photo:



"What do you mean this isn't the Riders pre-game rally?"

Check your mailbox soon for your iPod!

connections

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