



TELEVISION BUREAU OF CANADA  
BUREAU DE LA TÉLÉVISION DU CANADA

FOR IMMEDIATE RELEASE

### **TVB Announces 2011 Board of Directors**

**Toronto: February 17, 2011** — The Television Bureau of Canada (TVB) is pleased to announce the Board of Directors for 2011.

**Rita Fabian**, Executive Vice President of Sales & Marketing for CTV Conventional & Specialty, will continue as Chairman of the Board, while **Errol Da-Ré**, Senior Vice President of Sales at Shaw Media, will remain Vice Chairman. **Mitch Dent**, Executive Vice President of TV Sales at Rogers Media, will continue as Secretary, and **Lori Legault**, Vice President of National Sales at Shaw Media, will fulfil the role of Treasurer. Along with TVB President, **Theresa Treutler**, the above form the Board's Executive Committee.

Completing the Board of Directors are: **Sally Basmajian** (Vice President Sales & Marketing, Discovery Channel), **Alan Dark** (Executive Director, Media Sales and Marketing, CBC Television), **Bill Hanson** (Vice President & General Manager, CTV Winnipeg), **Richard Hiron** (Regional Sales Manager - Alberta, Rogers Citytv), **Cal Millar** (President and COO, Channel Zero Inc.), **Jim Nelles** (Vice President & General Manager, SUN TV), **Don Shafer** (Vice President & Regional Manager, BC Interior Group, Astral Media Radio G.P.), and representing TVB's newest member organization, **Jean Mongeau** (General Manager, Sales & Marketing, Radio-Canada).

"The TVB Board is truly representative of Canada's television industry, and with its collective experience, is ideally poised to effectively address advertisers' communication goals within today's rapidly changing media environment," says Theresa Treutler.

The Television Bureau of Canada (TVB) is the industry association for commercial television broadcasters in Canada. TVB was incorporated in 1962 in Canada and is in the business of providing leading edge research and information about television advertising, as well as video services to its member stations, network and sales rep organizations, agencies and advertisers; also, Telecaster, a commercial clearance service that reviews advertising messages or announcements to ensure compliance with established guidelines.

#### **TELEVISION BUREAU OF CANADA**

160 Bloor Street East, Suite 1005, Toronto, Ontario M4W 1B9  
Telephone 416 • 923 • 8813 Fax 416 • 413 • 3879  
[www.tvb.ca](http://www.tvb.ca)

**Contact:** Theresa Treutler, President & CEO  
Television Bureau of Canada  
416-413-3886  
[ttreutler@tvb.ca](mailto:ttreutler@tvb.ca)