



**North American  
Broadcasters Association**  
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## Media release

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### **NABA APPOINTS MICHAEL MCEWEN AS NEW SECRETARY-GENERAL**

#### **Veteran Broadcaster Assumes Helm of North American Broadcasters Association**

**December 20, 2000, Toronto** – The North American Broadcasters Association (NABA) today announced that veteran Canadian broadcaster Michael McEwen has been appointed as the Association’s new Secretary-General.

McEwen, currently President of Canadian Digital Television, and President of the World Digital Audio Broadcast Forum brings over 30 years of broadcast experience to an organization with growing international influence. In announcing the appointment, NABA President Bruce Cowie noted that McEwen’s expertise and understanding of digital television will be a great asset in NABA’s work on issues relating to broadcasting technology. “Michael McEwen brings to NABA a unique skill set having worked with public and private broadcasters on the international stage as well as an understanding of the history of NABA as a former President.”

“I am delighted to be joining an organization active in so many important areas for broadcasters in North America,” said Mr. McEwen, “NABA’s role in advancing the interests of broadcasters on an international basis is so important at a time when the sector is changing rapidly due to technological innovation, corporate consolidation and deregulation.”

During his career Mr. McEwen served in a number of executive roles with the Canadian Broadcasting Corporation including Vice President and Senior Advisor to the President and CEO, Vice President Media, Senior Vice President Radio Services and Executive Vice President (responsible for all French and English TV and Radio services.)

Mr. McEwen was the CBC’s representative on the Board of Directors of NABA in the early 90’s and served as President and Chair of the Board (at the time known as NANBA). A former member of the European Broadcasting Union Program Council, Mr. McEwen chaired the Minister’s Task Force on the Implementation of Digital Television for the Minister of Canadian Heritage and Co-chaired the Minister’s Digital Radio Task Force for the Minister of

Communications of the Government of Canada and has also been a consultant to a number of European public broadcasters.

Born in Winnipeg, Mr. McEwen attended the University of Calgary where he received a Bachelor's Degree in Political Science and spent two years in graduate study in Canadian Politics. The new Secretary-General will divide his time between offices in Toronto and Ottawa fulfilling his new responsibilities with NABA along with his continuing work with CDTV.

### **About NABA**

The North American Broadcasters Association represents the most influential broadcasting entities in North America providing a framework for the identification, study, and active solution of issues affecting broadcasters on the global stage. NABA members include public and private broadcasters, direct-to-home service providers, specialty networks, national broadcast associations, new media companies, satellite providers, and equipment manufacturers.

NABA's Broadcasting Forum and annual general meeting will be held on February 25 and 26, 2001 in Los Angeles and will feature a number of panels focusing on new technology being developed for broadcasters. Details about the event can be found at [www.nabanet.com/hollywood.html](http://www.nabanet.com/hollywood.html).

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More information about NABA can be found at [www.nabanet.com](http://www.nabanet.com).

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