



FOR IMMEDIATE RELEASE

**FRED SHERRATT RECEIVES
THE 2009 WALT GREALIS SPECIAL ACHIEVEMENT AWARD**

*Broadcasting pioneer and former chief of CHUM Limited to be honoured at
The 2009 JUNO Awards*

Toronto, ON (December 2, 2008) - The Canadian Academy of Recording Arts and Sciences (CARAS) is pleased to announce broadcasting pioneer **Fred Sherratt** as the recipient of the 2009 Walt Grealis Special Achievement Award. The Award recognizes an outstanding individual who has contributed to the growth and advancement of the Canadian music industry. Sherratt will be presented with the Award during the JUNO Gala Dinner & Awards on Saturday, March 28, 2009 in Vancouver, BC.

"I am extremely honoured that CARAS has named me this year's recipient of the Walt Grealis Special Achievement Award and that my name will be inscribed alongside the Canadian music greats who preceded me," said Fred Sherratt. "My entire broadcasting career has been 'mainly about the music' and it has been a privilege to participate in the dynamic growth of the Canadian music industry."

"Fred Sherratt has dedicated a lifetime to ensuring the highest broadcast standards in Canadian radio and television as well as the delivery of quality music and entertainment programs across the country," said Melanie Berry, President of CARAS.

Earlier this year, CARAS and CTVglobemedia jointly established annual music scholarships named after Fred Sherratt. The MusiCounts Fred Sherratt Awards were given out to 11 outstanding post-secondary graduates of Canadian music education programs. Sherratt is perhaps best known as the former Vice Chair and Chief Operating Officer of CHUM Limited and is credited for helping to build the organization into one of Canada's leading media conglomerates.

Fred Sherratt's significant contributions to the broadcasting industry have garnered him recognition and numerous awards over his distinguished career. In 2008, Sherratt became the inaugural recipient of the Ontario Association of Broadcasters Lifetime Achievement Award and was inducted to the Broadcast Hall of Fame in 1995 by the Canadian Association of Broadcasters. He has also been awarded the CAB Distinguished Service Gold Ribbon Award in 1984, and in 1993 received the Ted Rogers Senior/Velma Rogers Graham Award for his pioneering spirit and contributions to the broadcasting system.

Sherratt began his broadcasting career in 1948 as an announcer in Truro, Nova Scotia, before moving to Ontario to work in the broadcasting division of the Thomson newspapers. In 1956, he co-founded and launched a brand new radio station in Simcoe, Ontario, AM 1560 CFRS. By 1960, Sherratt became associated with CHUM Limited operating its newly acquired station, CKPT in Peterborough, ON.

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He returned to Nova Scotia in 1965 when CHUM Limited acquired CJCH Radio Halifax. In 1969, he was appointed Vice President Programming and Operations and a Director of CHUM Limited and moved to Toronto.

In 1971, Sherratt partnered with CHUM Limited and a group of Nova Scotia investors to purchase CJCH-TV, which he subsequently developed into the Atlantic Television System (ATV). After a decade of building the brand, ATV launched the Atlantic Satellite Network (ASN), the first advertiser-supported, satellite-delivered television service of its kind that essentially operated without any broadcast transmitters. ASN also served as the Educational Television Service in Atlantic Canada through a unique public/private partnership of universities, governments and CHUM. Sherratt continued to work as a Director of CTV Television Network Limited during the years that CHUM owned ATV.

After nearly four decades since becoming involved with CHUM Limited, Sherratt retired from his role as Executive Vice President and Chief Operating Officer in September 2000 when he was appointed Vice Chair of the company, a position he held for three years.

Sherratt continues to actively participate in industry affairs and has served on the boards and committees of most major broadcasting associations in Canada. He was a Director and member of the Executive Committee of Canadian Association of Broadcasters as well as the Television Bureau of Canada, and served a three-year term as Chairman of the Board of BBM, Bureau of Broadcast Measurement.

He was also a Director of Balmur Entertainment Ltd., founded by Canadian songbird Anne Murray, overseeing its music television properties, song catalogue and record production activities. Sherratt currently serves on the Board of Governors of Trent University.

For a complete list of Walt Grealis Special Achievement Award recipients, go to www.junoawards.ca. A high-resolution photo of Fred Sherratt is also available for download on the JUNO Awards website.

Sponsors of *The 2009 JUNO Awards* include FACTOR, Canada's Private Radio Broadcasters and the Government of Canada through the Department of Canadian Heritage's "Canada Music Fund," The Province of British Columbia, The City of Vancouver, Music BC and Radio Starmaker Fund.

Broadcast sponsors of The 2009 JUNO Awards are Garnier, Pepsi, Pontiac and Rogers.

About CARAS:

The Canadian Academy of Recording Arts and Sciences/L'academie canadienne des arts et des sciences de l'enregistrement (CARAS) is a not-for-profit organization created to preserve and enhance the Canadian music and recording industries and to contribute toward higher artistic and industry standards. The main focus of CARAS is the exploration and development of opportunities to showcase and promote Canadian artists and music through vehicles such as The JUNO Awards. For more information on the 38th Annual JUNO Awards or The Canadian Academy of Recording Arts and Sciences' (CARAS) please visit our websites at www.carasonline.ca and www.junoawards.ca.

About CTV:

CTV, Canada's largest private broadcaster, offers a wide range of quality news, sports, information, and entertainment programming. It has the number-one national newscast, CTV NATIONAL NEWS WITH LLOYD ROBERTSON, and is the number-one choice for prime-time viewing. CTVglobemedia Inc. is Canada's premier multi-media company which owns CTV Inc. and The Globe and Mail. CTV Inc. also owns radio stations across the country, and leading national specialty channels. Other CTVglobemedia investments include an interest in Maple Leaf Sports and Entertainment, and in Dome Productions, a North American leader in the provision of mobile high definition production facilities. More information about CTV may be found on the company website at www.ctv.ca.

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