



FOR IMMEDIATE RELEASE:

***OMNI Television Presents the 32nd Annual Canadian Ethnic Media Association Awards***

TORONTO – December 1, 2010, 2010- **OMNI Television** is pleased to present the 32<sup>nd</sup> Annual Canadian Ethnic Media Association Awards Sunday, December 5 at 8pm ET/PT on **OMNI. 1** in Ontario and **OMNI BC**, and 9pm MT on **OMNI** Alberta.

Hosted by **OMNI Television** personality Lucy Zilio and *OMNI News: Mandarin Edition* Anchor Wei Lei, the Awards Ceremony took place on November 6, 2010 in Toronto. This special broadcast honours the best and brightest in ethnic media with award winners for excellence in print, radio, television and online. In addition, the Sierhey Khmara Ziniak Award, in honour of the founder of CEMA for lifetime achievement and commitment to multiculturalism through media.

"We are again proud to reaffirm the importance of multilingual expression that reflects the reality of Canada and serves the diverse audiences of this country," says Madeline Ziniak, Chair of CEMA and National Vice President of OMNI Television. "CEMA remains unsurpassed in its ongoing recognition and celebration of excellence in Canadian ethnocultural media in a contemporary context."

Award presenters include Laura Albanese (MPP, Parliamentary Assistant to Minister of Culture), Mark Sakamoto (Director, Ontario Media Development Corporation Board), Jennifer Callegaro (Manager Team Marketing, Maple Leaf Sports and Entertainment Ltd.), Jack Jedwab (Executive Director, Association for Canadian Studies) and Madeline Ziniak, chair, (Canadian Ethnic Media Association and National Vice President of **OMNI Television**). Plus, watch incredible performances by Yakudo, traditional Japanese drummers; Original Impressions, folk trio; and Toronto Shaolin Martial Arts Academy.

The 2010 CEMA Award Winners are:

Television

Documentary – Gina Valle, producer/director for her documentary *The Last Rite*. A sensitive and thoughtful multifaith portrayal of death and dying, presenting an overview of the last rite of passage.

News – Sudha Krishnan, news anchor/reporter for *OMNI News: South Asian Edition*, Alberta for her feature story *Suicide Day*, an ethnocultural case study. Sudha explored this topic with thoughtfulness and sensitivity.

Radio

Dr. Qais Ghanem, creator/host of *Dialogue for Diversity*, CHIN Radio, Ottawa for his stories, titled *Five Religions* about people of mixed faith, told with humour, zest and energy.

Internet

Paul Nguyen, webmaster/producer of Jane-Finch.com for creating a vibrant and innovative website that uniquely captures the social geography of the Jane-Finch area.

### Print

Ewart Walters, editor of *The Spectrum* for his compelling article that tackled the difficult topic of *Racism and Citizenship-Suuad Mohamud, et al.*

### Sierhey Khmara Ziniak Award

Anna Chiappa – documentary producer/director for her unwavering dedication to multiculturalism and its affirmative expression through documentary.

Join **OMNI Television** for a special night in honouring Canada's multicultural media.

### About CEMA

The Canadian Ethnic Media Association (formerly known as the Canadian Ethnic Journalists and Writers Club) was founded in 1978 as an inclusive organization for print, radio and television media; an internet category was added in 2004 to better meet the evolving need and technology of ethnic journalism of ethnic journalism practitioners. CEMA publishes a website at [www.canadianethnicmedia.com](http://www.canadianethnicmedia.com).

### About **OMNI Television**

**OMNI™** is a free, over-the-air multilingual/multicultural television system committed to positive portrayal and broadcast reflection of Canada's diversity through the airing of inclusive and accessible programming. With five television stations -- in BC; Alberta (Calgary and Edmonton) and Ontario (OMNI.1 and OMNI.2) – OMNI has a combined reach to 16.5 million households in major market areas. As well as specializing in Canadian multilingual/multicultural programming, **OMNI** carries well-known International series and films – including East Asian Super Cinema and South Asian Bollywood Freetime Movies. **OMNI Television** is a part of Rogers Broadcasting Limited., a division of Rogers Communications Inc. (TSX: RCI and NYSE: RCI) which is a diversified Canadian communications and media company. For more information visit [www.OMNItv.ca](http://www.OMNItv.ca)

### Media Contact:

Meghan Hardy, Rogers Media Television, 416.764.3197, [meghan.hardy@rci.rogers.com](mailto:meghan.hardy@rci.rogers.com)

