



CROSS-CANADA SHORTLIST ANNOUNCED FOR TUNED-IN CANADA 2021: THE CCSA AWARDS

Best people: on-camera community channel personality

Best story: giving back

Best photo: connecting Canadians

QUISPAMSIS (NB), February 25, 2021 – The CCSA is pleased to announce the shortlisted nominees for three of its five contest categories for **Tuned-In Canada 2021**, a long-standing annual CCSA initiative which celebrates the contributions CCSA-Member independent communications companies make to their communities and for their customers.

Judges **Matt Polka** (President and CEO of ACA Connects - America’s Communications Association), **Suzanne Lamarre** (Lawyer at Therrien Couture and former CRTC Commissioner), **Greg O’Brien** (Editor and publisher of CARTT.CA), and newcomer judge **Greg Hemmings** (Founder and CEO of New Brunswick-based Hemmings House Pictures) have completed the scoring process for the three “Public Voting” contest categories.

The 2021 shortlisted nominees are:

Best people: on-camera community channel personality	Westman Communications Group (MB) - Bernie Whetter
	Cooptel (QC) - Pierre Tétrault
	Seaside Communications (NS) - Lynn Rosta
	Novus (BC) - Jordan Wade
Best story: giving back	Tbaytel (ON) - Neighbourhood Heroes Campaign
	Seaside Communications (NS) - Glace Bay Food Bank Telethon
	CRRS (NL) - 40 Years of Making a Difference
	Bruce Telecom (ON) - Outdoor Learning Centres
Best photo: connecting Canadians	WTC Communications (ON) - Working on the Open Road
	Westman Communications Group (MB) - Inglis Manitoba Elevators
	Vianet (ON) - Rural Broadband Sheep
	Bruce Telecom (ON) - Splicing Cable

Shortlisted nominees will be published on the [Tuned-In Canada website](#) for nationwide voting (from March 18 – April 1) and winners will be determined by popular vote.

The winners of the following “Juried Categories” will be determined by the judges, who have been asked to evaluate the nominations using specific criteria and provide a mark out of 100:

- Best story: game changer
- Best content: community channel programming

“Thank you to everyone who submitted nominations for this year’s campaign,” said Jay Thomson, CEO of the CCSA. “We’re continuously impressed by the nominations we receive and are inspired by how our Members responded to the increased demands on their operations this past year. Each entry shines a spotlight on the wonderful ways they give back to their customers and the communities they serve.”

Winners in all five categories will be announced on **April 12, 2021** and will receive \$1,000 to donate to a community charity of their choice.

ABOUT THE CCSA

The Canadian Communication Systems Alliance (CCSA) represents more than 100 Independent companies providing internet, TV & telephone services to hundreds of thousands of Canadians in communities generally outside urban markets, from coast to coast to coast. CCSA Members include community cooperatives, family businesses, municipalities and companies owned by Indigenous Peoples. For more information, visit <http://ccsaonline.ca> and <https://www.tunedincanada.com/>.

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