



with Dawna Friesen  
September 2010



## A New Anchor for Global National

**Emmy Award-winning** journalist **Dawna Friesen** has been named **Global National's** new **Anchor & Executive Editor**. Beginning this **September**, Friesen will bring her years of experience to the newscast.

### Highlights & Accomplishments

**Canadian Background** - Born in **Winnipeg** and raised in rural Manitoba, Friesen established her broadcast news career in 1985, taking on postings in a number of Canadian cities before **working for** both **CBC** and **CTV** at the **national level** in **Ottawa, Vancouver** and **Toronto**

**International Perspective** - Served as **NBC News'** **London-based correspondent** and **anchor since 1999**. Her reports have taken her to the Middle East, Iraq, Afghanistan and Africa and she has **appeared on NBC News, Today** and **MSNBC**

**Awards & Recognition** - **Won an Emmy in 2009** for her part in team coverage of Barack Obama's U.S. presidential victory

**Global National** viewers are **12% more likely to be owners, managers or professionals**, earning **higher household incomes**. They enjoy out-of-home entertainment such as **restaurants, concerts and travel** and are also more likely to have financial interests such as **RRSPs** and **stocks/mutual funds**.

#### Global National – Qualitative Profile (A25-54)



Source: BBM Canada PPM / Global National indexed to Total TV, Mo-Su 2a-2a SP10 (Jan 4 – May 30/10) Total Canada