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**For Immediate Release**

## **NABA Vice-President Borika Vucinic to Receive Joint Rise Woman of the Year Award**

Toronto, ON – November 17, 2021 – The [North American Broadcasters Association](http://www.nabanet.com) (NABA) is proud to announce that its Vice-President Borika Vucinic (Bell Media Network) has been jointly named Woman of the Year by [Rise](http://www.risemedia.com), the award-winning advocacy group for gender diversity in the media technology sector. Vucinic shares the award with Inga Ruehl of Sky Sports.

Michael McEwen, NABA Director-General, said, “We celebrate and congratulate Borika receiving this award in recognition of her leadership, accomplishments, and professionalism as a trailblazer in our industry. Diversity is part of NABA’s remit, so this award not only reflects Borika’s role at Bell Media but also the many contributions she has made to the NABA Board of Directors as a Director and Vice-President. Rise has gender diversity as its core mandate, and I thank them for their work and the recognition of a very deserving industry leader.”

The Woman of the Year award, sponsored by Zixi, is presented to an extraordinary and inspirational woman who has made a significant contribution within her field. This year, the judges were unable to choose just one winner from a shortlist full of extremely talented women from around the world, so they decided to honour both Vucinic and Ruehl.

Borika Vucinic is Vice-President of Bell Media Network, Canada’s largest media conglomerate. Her role is to oversee engineering support and operations for the Bell Media Network broadcast sites in Montréal and Toronto, and project engineering and network support for television and radio stations across Canada. With 25 years of experience with the Bell team, Vucinic has earned a reputation as an innovator and team builder, driving people and process transformation to enable new features, services, and cost efficiencies. She also lends her passion for broadcasting to industry organisations, currently serving on the NABA Board of Directors as a Vice-President and is recognised as a pioneer and a voice for women in communications and technology.

Vucinic will be presented with the award during the Rise Awards ceremony on Thursday, November 18<sup>th</sup> from 17:00 GMT as part of the DPP Leaders’ Briefing event in London. The Rise Awards 2021 will also be [streamed globally by Red Bee Media](http://www.redbeemedia.com).

## About NABA

NABA is a non-profit association of the most influential broadcasting organizations in North America committed to advancing the interests of broadcasters at home and internationally, and to identify and take action on technical, operational and regulatory issues affecting North American broadcasters. Both public and private network broadcasters in Canada, Mexico and the United States, work together to provide a common voice for the North American broadcast community. As a member of the World Broadcasting Unions (WBU), NABA creates the opportunity for its members to share information, identify common interests and reach consensus on issues of an international nature.

[www.nabanet.com](http://www.nabanet.com) | [@NABA\\_ORG](https://twitter.com/NABA_ORG)

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## About Rise

Rise was formed in 2017 to support and promote women working in the non-craft part of the broadcast industry in operations, engineering, sales, marketing and business. Since its conception, Rise has grown to become a global network hosting events at Broadcast Asia, IBC and NAB. In Spring 2019, Rise won the National Women's Mentoring Award at the National Mentoring Awards.

Rise's six-month mentoring programme is designed to support women working in, or aspiring to work in, the UK's broadcast technology sector. Its mission is to raise the profile of women within the sector, to encourage younger women to join or feel that they can progress and break the glass ceiling, to work with manufacturers to highlight the issues and help them to promote a diverse workforce, as well as to work with industry associations to gain traction and give credence, and to become a platform for smaller groups or individuals wanting to promote female diversity and to support groups promoting other diversities.

Rise has also launched Rise Up, a programme of school workshops delivered throughout the UK to inspire children throughout their primary and secondary education. Crucially, it will enable industry to remain in contact with students and encourage them to consider a broadcast engineering apprenticeship or degree when they reach this level. With universities struggling to recruit both male and female talent in broadcast engineering related courses, the industry is increasingly facing recruitment shortfalls across the whole sector.

Rise has been working with universities and key industry partners to investigate and address the lack of new talent entering the broadcast technology sector, specifically engineering and technical operational roles.

[www.risewib.com](http://www.risewib.com) / [@Rise\\_WIB](https://twitter.com/Rise_WIB)

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