

J. Fred Kuntz, B.A., D.Litt. (Hon.)

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Profile

- Communications consultant, with experience in public and stakeholder relations and Indigenous engagement for nuclear energy.
- Landscape painter, with recent public showings, commissioned works, and an online-portfolio.
- Retired business executive, with senior leadership experience in major Canadian media companies and a global policy think tank, in public affairs and government relations, and in board governance of health care and post-secondary education.
- Award-winning journalist.

Career

J. FRED KUNTZ COMMUNICATIONS – OWNER / PRINCIPAL CONSULTANT June 2022 – present

Supporting stakeholder and Indigenous engagement and public communications, as an independent consultant in the clean-energy sector including nuclear.

- Proud to be working with Creative Fire (among other clients), a 100% Indigenous-owned strategic consultancy, part of Des Nedhe Group.
- Supported a nuclear utility's public and Indigenous relations for new nuclear.
- Supported a nuclear utility's public and Indigenous relations for decommissioning.
- Supported a nuclear utility's strategic planning for medical isotopes.

LAURENTIS ENERGY PARTNERS

January 2021 – June 2022

Laurentis, a commercial subsidiary of Ontario Power Generation, is a leader in medical isotopes, nuclear engineering and project management in the global energy sector.

Director of Communications (January 2021 – June 2022)

- Developed and implemented formal communications plan, including campaign to promote Laurentis production of Helium-3 (medical isotope), launch of the Hamilton Clean-Energy Sorting and Recycling facility, and groundbreaking for the Western Clean-Energy Sorting and Recycling facility.
- Built communications team and developed succession plan.
- Maintained strong brand reputation for Laurentis, supported business development and new projects.

ONTARIO POWER GENERATION (OPG)

October 2016 – June 2022

OPG, owned by the Government of Ontario, generates more than half of the electricity in Ontario.

Senior Manager, Corporate Relations and Projects (March 2019 – June 2022)

- Developed (with a cross-divisional team) and implemented campaign to rebrand OPG's nuclear-waste division as "Nuclear Sustainability Services."
- Represented OPG's Nuclear Waste Management division and, in particular, the Western Waste Management Facility.
- Managed relations with municipalities in Bruce County, First Nations and Métis, local MPs and MPPs, civil societies, industry peers and the public.
- Maintained strong local reputation for OPG, on par with the company's best reputational performance among decision-makers in any region of Ontario, as measured by an external third party.

Manager, Corporate Relations and Communications (October 2016 – March 2019)

J. FRED KUNTZ – STRATEGIC COMMUNICATIONS

In 2009 and 2015, between other roles

Principal of independent consulting practice in strategic communications.

- Various projects for a global policy think tank, including writing, editing and production of its annual report, development and implementation of a Community Art Contest on global themes, and staging of a trilateral policy forum in Toronto.
- Marketing and communications campaign for fitness and nutrition company.
- Communications and events work for a regional environmental group's strategic initiatives.
- Strategic planning for group exploring multi-city, for-profit enterprise in content marketing.

CENTRE FOR INTERNATIONAL GOVERNANCE INNOVATION

2010 – 2015

Independent, non-partisan think tank on international governance. CIGI is funded by both private and public sources, including the Government of Canada, to conduct public-policy research.

Vice President of Public Affairs (January 2011 – July 2015)

Responsible for strategic communications in support of CIGI's mandate (through the editing of policy publications, media relations, digital and social media, and key aspects of government relations); and for organization of public and private events.

- Managed communications with the public, media, partners and stakeholders including funders (the provincial and federal governments, as well as private donors). Implemented new CIGI Broadcast Studio to enable live-to-air interviews with television networks around the world; and developed new media relations strategies. Achieved almost thirty-fold increase in CIGI media mentions worldwide to 8,700 annually, including in the Wall Street Journal, New York Times, Financial Times, China Daily.
- Managed CIGI relationships with federal and provincial governments for key high-level events (conferences, international receptions, private roundtable policy discussions, VIP forums in Ottawa).
- Upgraded CIGI website, www.cigionline.org, with improved design, functionality and mobile. Achieved double-digit traffic increase consecutively over multiple years, in online traffic and social media.
- Led teams of financial and economic experts to G20 Leaders Summits (Toronto and Seoul in 2010, Cannes 2011, Los Cabos 2012, St. Petersburg 2013, Brisbane 2014) to achieve record numbers of journalistic citations in international media, quoting CIGI experts on global economic issues.

Senior Director of Communications and Public Affairs (May-December, 2010)

Responsible for strategic communications in support of CIGI's mandate.

- Lead writer of 2010-15 Strategic Plan for CIGI, after consultation among stakeholders. It was the first such plan approved by Operating Board of Directors and International Board of Governors, prompting a restructuring of research programs with focused themes.
- Appointed Editor-in-Chief of G20net.org, a social-media network, in a partnership among Canadian Digital Media Network, Department of Foreign Affairs, and policy-research organizations. Site enabled 10,000 attendees and 5,000 journalists to interact at 2010 G20 Leaders' Summit in Toronto.

THE TORONTO STAR

2006 – 2008

Canada's most-read daily newspaper.

Editor-in-Chief

- Responsible for editorial content and strategy of Canada's most-read daily newspaper.
 - Toronto Star print revenue \$400 million. Readership 2,000,000 a week. Circulation 430,000 weekdays, 600,000 Saturdays. Online, 4 million unique visitors a month.
- Fostered successful new-media innovation. Led ground-breaking Editorial digital initiatives, including video production and new online website sections that achieved record online traffic levels – supporting record, multi-year, double-digit growth in online revenues.
- Led award-winning coverage, with multiple nominations and wins in National Newspaper Awards, Michener Award for Public Service Journalism, and Canadian Association of Journalists Awards.

Many of these stories spurred significant public initiatives, including new funding for supportive housing for the mentally ill, better services for the poor and regulatory reforms in many areas.

- Expanded foreign coverage: opened new Star bureaus in Beijing (the newspaper's first in mainland China) and New Delhi, reorganized bureaus in Jerusalem, London, Washington, and launched a new World News section. Achieved improved reader ratings of the Star's international coverage.
- Expanded the Toronto-based Investigative Journalism team, adding one reporter (David Bruser).
- In dual positions as Editor-in-Chief and VP of Star Media Group, helped develop and execute the wider group strategy to protect dominant position in the Toronto media market, in the face of enormous changes in the industry. Through improvements in Editorial content and new circulation drives, the group maintained stable readership, even amid increased competition from the Internet and two free dailies.
- Developed, in joint effort with Public Editor and wide group of a staff, a draft of a new *Policy & Ethics* manual for the newsroom to inspire and guide responsible journalism.
- Achieved collective labour agreement with greater flexibility for Editorial management, especially in creating new digital roles. Implemented new performance-management system.
- Developed editorial strategy for launch of new *Desi Life* magazine for South Asian audience.

GRAND RIVER VALLEY NEWSPAPERS (GRVN), Torstar Corp.

2001 – 2006

At the time, GRVN was a division of Torstar's Regional Daily Newspaper Group.

Group Publisher

- In five years, grew net profit of the group from \$4.5 million to over \$10 million annually, by building a stronger executive team, reinvigorating the sales force, growing revenues, improving product quality, reviving the brand with improved marketing and community relations, enhancing customer service and increasing operational efficiency.
- Operations included:
 - *Waterloo Region Record*. Daily newspaper, circulation 66,500.
 - Doubled net profit. Grew readership 7% a year.
 - Converted the paper to morning delivery in June 2002.
 - Moved to new leased facility (which won prestigious design-industry award; \$6.4 million capital-neutral project reduced operating costs and raised staff morale).
 - Recipient of prestigious Michener Award for public-service journalism.
 - *Guelph Mercury*. Daily newspaper, circulation 14,500.
 - Grew readership 2% a year, and significantly improved net profit.
 - Launched *Grand* magazine (lifestyles), for affluent demographics, distributed free to 16,000 select homes. Profitable in first year, 2004, still going strong today.
 - Launched *Rex* magazine (for business readers), distributed free to 17,000 businesses.
 - Created a successful Consumer Shows division (Artworks, Total Woman, Grand Lifestyles).

THE GLOBE AND MAIL

February 2000 – July 2001

Canada's premier national and business newspaper.

Associate Editor

- Masthead position in Editorial, at Canada's national newspaper, reporting to the Editor-in-Chief. Circulation 241,000 weekdays, 400,000 Saturdays.
 - Responsible for daily A1 news-story selection and over-all news-editing, photos, design. Chaired the nightly news meeting. Helped maintain readership levels against relatively new competitor, the *National Post*. Led strategic expansion of editing, graphics and photography departments.
 - Improved copy flow, news layout, and on-time production of news pages.
 - Implemented the acclaimed 2000 *Globe and Mail* redesign (directed by Richard Addis, conceived by David Pratt and Carl Neustaedter).
 - Co-winner of two Awards of Excellence, Society for News Design, for "news section design" and "breaking news topic design," 2000.
 - Co-led, with Perry Nixdorf, VP of I.T., the selection of an \$11-million, new Editorial system (CCI) in 2001.

THE TORONTO STAR

1981 – 2000

Progressively senior positions, in Editorial, including:

- **Saturday Editor** – Saturday circulation then 700,000. 1999-2000
– Co-winner of Award of Excellence, Society for News Design, for “Front Page,” 1999.
- **Deputy Managing Editor**– Personnel and budget. 1998-1999
– Member of Torstar task force that acquired four daily newspapers from Quebecor/Sun Media in 1998.
- **City Editor** – Ran 100-person local news operation. 1996-1998
– Launched Star’s first Greater Toronto Area section.
- **Business Editor** – Ran 26-person Business news team. 1994-1996
– Supervised special investigations that won Star’s first two National Newspaper Awards for Business Reporting
– Led Editorial side of company-wide “SOS” strategy review.
- **Deputy City Editor** – Assigned 60 City reporters. 1992-1994
- **Senior Editor, Page A1** – Daily page A1-2-3 editor, main edition. 1989-1992
- **Senior Editor, Overnight**– A1 editor for Afternoon edition. 1988-1989
- **News Editor** – Layout of A-section news pages. 1986-1988
- **Assistant City Editor** – Assigned city reporters, ran copy desk. 1984-1986
- **Assistant Nat’l Editor** – Ran National copy desk. 1982-1984
- **Copy Editor** – National desk. 1981-1982

- **Copy Editor**
THE BRANDON SUN – Brandon, Manitoba. Circulation 20,000. 1980-1981
– Led and implemented a redesign, including new A1 banner, new fonts

- **Copy Editor**
THE TORONTO STAR – Part-time, while studying journalism. 1979-1980
– Sunday Star, National Desk, Entertainment Desk

- **Editorial Intern**
THE TORONTO SUN – Part-time, while studying journalism. 1978-1979

Education

- **Directors Education Program**, Rotman School of Management. 2010. Obtained ICD.D designation.
- **Bachelor of Arts – Journalism**, Ryerson University, 1977-80, graduated 1982. Recipient, Ryerson President’s Award 1980, for “greatest contribution to the campus.” Editor-in-chief of Ryerson in 1980. Volunteer contributor and cartoonist in 1978-80 for Eyeopener student union newspaper. Volunteer on-air news reader in 1979-80 for Ryerson Community Radio station CKLN.
- **Canadian Securities Course**, with Honours. Toronto, October 1994.
- **Faculty of Architecture**, University of Toronto, 1975-77. Member, student-union governing committee.
- **Kipling Collegiate Institute**, Etobicoke, Ontario. Honours graduate, 1975. Valedictorian; Torch Award for scholarship, leadership, character; Yearbook Editor-in-Chief.

Professional Development

ENERGY SECTOR

- **Canadian Nuclear Association** conferences, annually 2017 through current year.
– Including annual CNA Communications Workshops, 2017 through current year.
- **G4SR**, conferences on advanced reactors, Canadian Nuclear Society, Toronto, 2021 and 2022.
- **Working Effectively with Indigenous Peoples; Indigenous Consultation & Engagement; Creating an Indigenous Plan; How to Negotiate with Indigenous Peoples**, training by Indigenous Corporate Training Inc., Ottawa, 2018.

- **Technical Meeting on Learning from the Experiences of Local Communities on Stakeholder Involvement in Radioactive Waste Management Programmes**, International Atomic Energy Agency, Vienna, 2018.

BUSINESS & MANAGEMENT

- **Business Design**, Rotman School of Business conference, Toronto, 2005.
- **The Corporate Athlete**, LGE Performance Systems, Orlando, Fla. 2003.
- **Executive Finance**, Queen's University School of Business, 2002.
- **Developing the Strategic Leader**, Centre for Creative Leadership, Niagara, 2001.
- **Management Development Program**, Kellogg School of Management, Northwestern University, Chicago, Ill., 1998.
- **The Effective Manager**, U of Toronto & McGill, Executive Program Alliance, Toronto, 1998.
- **Management Development Program**, Canadian Daily Newspaper Publishers Association, King City, Ontario, 1985
- **Performance Management**, Thomson Canada, Toronto, 2000.
- **Leadership Management**, Poynter Institute, St. Petersburg, Fla., 1989.

MEDIA

- **Canada 3.0 Forum**, on the future of digital media, Stratford Institute, Stratford, 2009.
- **Canadian Newspaper Association** conferences, annually 1998 through 2008.
- **Newspaper Next**, API digital and business-innovation workshop, Toronto, 2007.
- **AP Managing Editors**, conference in Washington, 2006.
- **Revenue Generation 2005**, World Association of Newspapers conference, Rome, Italy, 2005.
- **Major Daily Metro Operations** (on behalf of the *Toronto Star*), an on-site investigation of local news operations of *New York Times*, *Washington Post*, *Chicago Tribune* and *Los Angeles Times*, 1998.
- **City and Metro Editors**, American Press Institute, Reston, Va., 1993.

Awards and Recognition

- Doctor of Letters (Honourary), Wilfrid Laurier University. In recognition of “outstanding service as a corporate executive” and “commitment to public service.” 2007.
- Michael R. Follett *Community Leader Award*, a Business Excellence award of the Greater Kitchener-Waterloo Chamber of Commerce, 2007.
- Multiple journalism awards including:
 - Twice a co-winner of the Michener Award for Public Service Journalism, in 2001 while Waterloo Region Record publisher (the award was for a newsroom team's expose of a municipal financing scandal), and in 1998 as an editor at the Toronto (leading a team that reported on a series on mental health, one of three health-related series that won jointly).
 - Two Citations of Merit in the National Newspaper Awards, both for Special Project, 1998 and 2007.
 - 2007 Harmony Award for the Toronto Star, while I was Editor-in-Chief, for the newspaper's continuing work to break down diversity barriers in Canada.
 - Canadian Journalism Foundation Award Excellence in Editorial Award, for the Waterloo Region Record newsroom (as led by Editor-in-Chief Lynn Haddrall), 2003.
 - Three-time winner of Award of Excellence from the Society for News Design, including: in 1999, in category of Front Page (175,000 and over), for Saturday Star on the introduction of the federal Clarity Act; in 2000, in category of News Section Design, for The Globe and Mail; and in 2000, in category of Breaking News Topic Design, for The Globe and Mail.

Community Involvement

- Member, **Shoreline Artists**, based in Southampton, Ontario, since 2023. Member of the Publicity Committee.
- Member, Campaign and Community Cabinet, **rare Charitable Research Reserve**, a 900-acre natural conservation area in Cambridge, Ontario. 2015-16.

- Community Member, Board of Directors, **Wilfrid Laurier University Student Publications**. Not-for-profit, student-run media corporation. 2014-16.
- Member, Board of Directors, **Balsillie School of International Affairs**, a three-way partnership among the University of Waterloo, Wilfrid Laurier University and CIGI. 2014-15.
- Member, Board of Directors, **Trillium Health Partners**, 2011-13. Largest hospital in Ontario, as measured by operating beds, inpatient separations and emergency department visits. Created in November 2011 by the voluntary merger of two academic hospitals, the Credit Valley Hospital and Trillium Health Centre. Member of the CEO selection committee, Chief of Medical Staff selection committee, Governance committee, vice chair of Quality & Performance Monitoring committee.
- Member, Board of Directors, **Trillium Health Centre**, from June 2009 until merger with Credit Valley Hospital in November 2011. Member of Joint Steering Committee to guide and implement the merger.
- Community outreach speaker and volunteer media representative, **Canadian Cancer Society**, Mississauga. 2009-10.
- Participant, **Community Innovations**, joint project of Tides Canada and Capacity Waterloo Region, 2010.
- Participant, **Waterloo-Wellington Scenario Thinking**, strategic long-term community planning project of Social Innovation Generation of University of Waterloo and Musagetes Foundation. 2009-10.
- Media adviser, **Creative Enterprise Initiative** of the Prosperity Council, Waterloo Region. 2009.
- Board of Directors, **Kitchener-Waterloo Art Gallery**, 2005-06.
- Board of Directors (and Secretary), **Rotary Club of Kitchener**, 2005-06. Member 2002-06. Named a Paul Harris Fellow by the Rotary Foundation of Rotary International for “tangible and significant assistance” to the foundation’s goals.
- Honouree, Celebrity Roast fundraiser for **United Way of Greater-Kitchener-Waterloo**, 2006.
- Master of Ceremonies, **Leadership Waterloo Region** annual breakfast fundraiser, 2005 and 2006, and 2016.
- Member, **Salvation Army Community Advisory Board**, Waterloo Region, 2005-06.
- Member, Organizing Committee, **Bill Clinton Luncheon**, fundraiser for Catholic Family Counselling Centre (since renamed Mosaic), Kitchener, 2006.
- Leadership Giving volunteer, **United Way of Greater-Kitchener-Waterloo**, 2005.
- Volunteer, Speakers Bureau, **Business-Education Partnership of Waterloo Region**, 2005-06.
- **Big Brother**, **Children’s Aid Society**, Toronto, 1982-87.

Industry Involvement

ENERGY SECTOR

- **Nuclear Energy Roundtable**, annual conference of Canada Europe Roundtable for Business, Toronto, November 2023.
- Participant, **Nuclear for Net Zero** workshop, Canadian Nuclear Association, Toronto, April 2023.
- **Issues Management Committee**, Canadian Nuclear Association, member, 2020-2022.

MEDIA

- **Ryerson Journalism Alumni Association**, director. 2010.
- Co-chair, **Press Freedom Awards** – annual fundraising dinner and global awards, by Canadian Journalists for Free Expression, to recognize journalists jailed or killed in line of duty. 2007 and 2008.
- Member of **Canadian Press Strategy Review**, Commercial Services Committee, 2005-06.
- **Judge, National Newspaper Awards**. 2010-12.
- **Judge, Ontario Newspaper Awards**. 2008-17.
- **Judge, Atlantic Newspaper Awards**. 2004-05.

Teaching experience

- **Ryerson School of Journalism** – guest lectures on topics ranging from design & layout, to copy editing, to newsroom management, in the classrooms of instructors Peter and Shelly Robertson, David Ellis, David Toole, Rick Orchard and others (1980s and 1990s).
- **Conestoga College, Journalism Program** – guest lecture on media careers (teacher Andrew Coppolini), 2009.
- **University of Toronto Law School** – guest lecture on applications of media law, for Media Law course taught by Bert Bruser and Paul Schabas (2006).
- **University of Waterloo** – guest lectures on libel law (for Litigious Literature course) and journalistic style (for Business Writing course), 2005-06.
- **Wilfrid Laurier University, School of Journalism** – guest lecture on personal values in journalism (2005).
- **Brandon University, Continuing Education Program** – co-delivered with Wayne Boyce a year-long course on Design & Layout (1980-81), including designing the curriculum, delivering lectures, assigning and grading projects.
- **Private sector** – Seminars for Public Relations professionals on media relations (in Toronto in 1990s, in Kitchener-Waterloo 2004-05).
- **Secondary schools** – Guest lectures about media and journalism at high schools, in classrooms and at career day events, in the GTA and Waterloo Region, many times over 25 years.

Art Showings

- Art on the Fence, Southampton, 2023.
- Art on the Promenade, Port Elgin, 2016.
- Up the Alley, Southampton, 2016.
- Toronto's Gallery 380, 1992.

Personal

- Born June 5, 1957, in Hamilton, Ontario, Canada.
- Married to Elizabeth Kuntz, B.A., B.Ed., L.L.B., M.A, lawyer and professor. Children Jillian Evans and Robbie Graham-Kuntz.
- Languages spoken: English and elementary Dutch.
- Occasional runner, completed four half-marathons in Toronto. Bicycling, canoeing.