

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

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### Profile

- Communications consultant, experienced in public 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 Canadian media companies and a global policy think tank, in public affairs, and in board governance of health care.
- Award-winning journalist.

### Career

**J. FRED KUNTZ COMMUNICATIONS – OWNER / PRINCIPAL CONSULTANT** June 2022 – present  
*Supporting Indigenous engagement and public communications in nuclear energy.*

- Proud to be working with Creative Fire (among other clients), a 100% Indigenous-owned strategic consultancy, part of Des Nedhe Group.

**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.

**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."
- 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)

**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.

- 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 CIG 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](http://www.cigionline.org), with improved design and functionality. Achieved double-digit traffic increase consecutively over multiple years, in online traffic and social media.
- Led teams of financial and economic experts to six consecutive G20 Leaders Summits to achieve record numbers of journalistic citations in international media, quoting CIGI experts.

**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.

**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.

**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.

**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.

- 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**, over 19 years in in Editorial, culminating in Saturday Editor, and previously including Deputy Managing Editor, City Editor, Business Editor, Deputy City Editor, Senior Editor, News Editor, Assistant City Editor, Assistant National Editor, Copy Editor

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

## **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.

## **Professional Development**

### ENERGY SECTOR

- **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

- **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.

## **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** - sampling

- 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.

### **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

- 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.

### **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.