

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

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Profile

- Fine artist, specializing in realism and landscapes, with recent public showings, commissioned works and an online portfolio.
- Communications consultant, specializing in the energy sector, media relations, municipal relations and Indigenous relations.
- Experienced in board governance boards, including in health care, education and the arts.
- Retired business executive, with senior leadership experience in major Canadian media companies, public affairs and government relations.

Career

Fine Artist / Owner and Principal Consultant June 2022 – today

J. FRED KUNTZ COMMUNICATIONS & ART

- Fine artist, acrylic on canvas:
 - Commissioned works, online portfolio at www.jfredkuntz.com
 - Showings at: Toronto's Gallery 380, 1992; Art on the Promenade, Port Elgin, 2016; Up the Alley, Southampton, 2016; Art on the Fence, Southampton, 2023.
- Communications consultant:
 - Supported companies in the Canadian energy sector with communications, media relations, branding and marketing.
 - Clients have included a leading utility, a nuclear-engineering services provider, a successful industry-wide project proponent, and an Indigenous-owned strategic consultancy.

Director of Communications Jan. 2021 – June 2022

LAURENTIS ENERGY PARTNERS

- 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.

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

Manager, Corporate Relations and Communications – Bruce County Oct. 2016 – June 2022

ONTARIO POWER GENERATION

- 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 in any region of Ontario, as measured by an external third party.
- Led successful negotiations for 2018 renewal of DGR Hosting Agreement with Kincardine, helping to maintain social licence for a strategically important OPG project.
- Co-led successful renewal (agreement in principle June 2018) of Long-Term Agreement with Historic Saugeen Métis. Participating in ongoing negotiations with Saugeen Ojibway Nation (legacy and DGR) and Métis Nation of Ontario.
- Engaged in relationship-building for OPG in the United States (Michigan).

Owner and Principal Consultant

J. FRED KUNTZ – STRATEGIC COMMUNICATIONS 2015 – 2016

- Completed projects for the Centre for International Governance Innovation, including production of the CIGI Annual Report 2015, development and implementation of a Community Art Contest on global themes, and staging of the 2015 North America 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.

Vice President of Public Affairs Jan. 2011 – July 2015

CENTRE FOR INTERNATIONAL GOVERNANCE INNOVATION

- Managed communications to 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.
- Upgraded CIGI website, www.cigionline.org, with improved design, functionality and mobile. Achieved double-digit 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 2010 – Dec. 2010

CENTRE FOR INTERNATIONAL GOVERNANCE INNOVATION

- Lead writer of the 2010-15 Strategic Plan for CIGI, after consultation among stakeholders. Cohesive plan was approved by Operating Board of Directors and International Board of Governors, prompting a restructuring of research programs with more 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.

Editor-in-Chief

THE TORONTO STAR

Oct. 2006 – Dec. 2008

- 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.
- 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.
- Developed editorial strategy for launch of new *Desi Life* magazine for South Asian audience.

Group Publisher

GRAND RIVER VALLEY NEWSPAPERS, Torstar Corp.

July 2001 – Oct. 2006

- In role equivalent to president/CEO, I led and dramatically improved financial performance of a group of diverse media businesses in Waterloo Region and Guelph. Revenue of \$76 million, 550 employees at two daily newspapers, various magazines and niche publications, websites, commercial printing operation, and consumer shows.
- 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.
- **Grand magazine**. Launched new lifestyles magazine, for affluent demographics, distributed free to 16,000 select homes.
- **Rex magazine**. Launched new magazine for business readers, distributed free to 17,000 businesses.
- **Consumer Shows division**: Artworks, Total Woman, Grand Lifestyles.

Associate Editor

THE GLOBE AND MAIL

Feb. 2000 – July 2001

- 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 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 VP of I.T., the selection of \$11-million Editorial system (CCI) in 2001.

Various roles

THE TORONTO STAR

- 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 National Editor – Ran National copy desk. 1982-1984
- Copy Editor – National desk. 1981-1982

Copy Editor

THE BRANDON SUN

1980-1981

- Led and implemented a redesign, including new A1 banner, new fonts

Copy Editor

THE TORONTO STAR

1979-1980

- Part-time, while studying journalism. Sunday Star, National Desk, Entertainment Desk.

Editorial Intern

- Part-time, while studying journalism.

Education

- **Directors Education Program**, Rotman School of Management. 2010. Obtained ICD.D designation.
- **Doctor of Letters (Hon.)**, Wilfrid Laurier University, June 2007. In recognition of “outstanding service as a corporate executive” and “commitment to public service.”
- **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. Incomplete.
- **Kipling Collegiate Institute**, Etobicoke, Ontario. Honours graduate, 1975. Valedictorian; Torch Award for scholarship, leadership, character; Yearbook Editor-in-Chief.

Professional Development

- **Indigenous Relations: Working Effectively with Indigenous Peoples; Indigenous Consultation and Engagement; Creating an Indigenous Engagement Plan; How to Negotiate with Indigenous Peoples.** Robert Joseph, Indigenous Corporate Training Inc., Ottawa. November 2018.
- **Indigenous Relations.** Ontario Power Generation internal training courses, Ian Jacobsen. 2019 and 2021.
- **Canadian Newspaper Association** conferences, annually 1998 through 2025.
- **Canada 3.0 Forum**, on the future of digital media, Stratford Institute, Stratford, 2009.
- **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, 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.
- **Business Design**, Rotman School of Business conference, Toronto, 2005.
- **The Corporate Athlete**, LGE Performance Systems, Orlando, 2003.
- **Executive Finance**, Queen’s University School of Business, 2002.
- **Developing the Strategic Leader**, Centre for Creative Leadership, Niagara, 2001.
- **Performance Management**, Thomson Canada, Toronto, 2000.
- **Management Development Program**, Northwestern University, Chicago, Ill., 1998.
- **The Effective Manager**, U of Toronto & McGill, Executive Program Alliance, Toronto, 1998.
- **City and Metro Editors**, American Press Institute, Reston, Va., 1993.
- **Leadership Management**, Poynter Institute, St. Petersburg, Fla., 1989.
- **Management Development Program, Canadian Daily Newspaper Publishers Association, King City, Ontario. 1985**

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 (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 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.
- **Ryerson President's Award** 1980, for "greatest contribution to the campus," as Ryersonian Editor.
- **Torch Award**, for "Scholarship, Leadership and Character." Kipling Collegiate Institute, 1975.
- **Senior Shield**, for extra-curricular participation, Kipling Collegiate Institute, 1975.

Governance Boards

- Chair, Board of Directors, **Southampton Arts Centre**, a not-for-profit and registered charity, founded in 1957; operates an Art School and an Art Gallery in Southampton, Ontario. Joined board in December 2024, elected Chair in June 2025. 2024 to today.
 - Led development of first Funding Agreement with Town of Saugeen Shores.
 - Led development of first Southampton Arts Festival (launched in 2025, held annually).
 - Participant, Charity Insights Canada Project, Carleton University. 2026.
 - Participant, **Bruce Country Cultural Roundtable**, 2025.
- Member, Board of Directors, Community Foundation Grey Bruce. June 2026 to today.
- Community Member, Board of Directors, **Wilfrid Laurier University Student Publications**. Not-for-profit, student-run media corporation. 2014-2016.
- 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.
- 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.

Other Community involvement

- Member, **Shoreline Artists**, based in Southampton, Ontario, since 2023.
- Member, Campaign and Community Cabinet, **rare Charitable Research Reserve**, a 900-acre natural conservation area in Cambridge, Ontario. 2015-2016.
- 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.
- 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 SECTOR

- Director, **Ryerson Journalism Alumni Association**. 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 Peter and Shelly Robertson, David Ellis, David Toole, Rick Orchard and others (1980s and 1990s).
- **Conestoga College, journalism school** – 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, while working in Toronto media; several times over 25 years.

Personal

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