



DAVID KINES, VICE PRESIDENT

***MuchMusic / MuchMoreMusic /
MuchLOUD / MuchVibe /
MuchMoreRetro / PunchMuch / Razer***

A driving force behind the distinctive Much style of LIVE television, David Kines has been key to the brand's enduring popularity on the ever-changing pop culture landscape. A twenty-three year adventure in broadcasting that "continues to surprise and inspire", has been filled with diverse challenges and unique influences.

In 1983, Kines began his career at Citytv as an editor for *The NewMusic*, helped launch MuchMusic in 1984, and welcomed progressive challenges as Coordinating Producer, Director Music Operations and Program Manager in subsequent years. He helped launch Much sister station MuchMoreMusic in 1998, and oversaw the build and launch of MuchMusic affiliates in Argentina, Finland and the United States.

From the historic *Live Aid*, *Berlin '90* and *Woodstock '99* concerts to the first incarnation of the *MuchMusic Video Awards* (broadcast from a train going cross-Canada in 1991) - to Gemini Award winning coverage of Canada's 1993 Federal Election and his critically acclaimed efforts as an organizer of the national 9/11 *Music Without Borders* benefits, Kines has been long known as 'first to arrive, last to leave', and continues to have more fun making TV than just about anybody.

He took on the role of Vice President for MuchMusic and MuchMoreMusic in November 2000, and continues to develop and grow music and youth lifestyle brands for CHUM across multiple platforms – MuchLOUD (2001), MuchVibe (2001), MuchMoreRetro (2003), Razer (2005), and PunchMuch (2005).

Kines currently sits on the Board of Directors of *Serve Canada* – a national organization providing opportunities for youth to develop leadership and teamwork skills and achieve personal growth through community involvement, education and training.

A graduate of Ryerson Polytechnic University in Toronto, Kines holds a degree in Radio and Television Arts. Born in Ottawa, he has lived in Ottawa, Montreal, New York, Geneva, Nairobi and Brandon, Manitoba.
