

Chris Pottage
Production Director
Rogers Radio, Toronto Radio Operations
98.1 CHFI / 680 NEWS / THE FAN 590 / 92.5 JACK FM

In 1986 Chris got his start in media at The Image Corporation, a small communications company in Waterloo, producing TV commercials, corporate videos and multi-image shows. (On any given day he could be found wearing the hat(s) of Producer, Director, Editor or Videographer)

After a 2 year stint with The Image Corporation Chris pursued his degree at Ryerson in the Radio and Television Arts Program, and graduated in 1990.

While attending Ryerson he got his first radio job with Q107 where he started as an operator and producer of the Sunday Night Sex Show, and later became a freelance commercial & imaging producer for the station.

In 1993, after 5 years with Q107, Chris took the position of Imaging Producer with a brand-new station; Country radio station 92.5 CISS FM in Toronto. Two years into the gig, Chris became the Production Director (and later Creative Director) overseeing not only the radio station's production, but also the post audio operations of Country Music Television (CMT Canada).

During his tenure with CISS FM, Chris was given the unique opportunity to record, mix and produce live performances by the who's who of Country Music for a radio station feature called **Live at 5** – more than 600 songs by hundreds of Artists; from the Dixie Chicks, to The Band, to Lyle Lovett, to Martina McBride, to Faith Hill, to Alabama, to Blue Rodeo and many more. It was not only a highlight of his years in Country Radio ...but a highlight of his life. (second only to his marriage to wife Alisa, and his 2 kids)

In 1999, CISS Country was purchased by Rogers, which flipped the format to Top 40 and changed the name to KISS92. At that time Chris was brought on board to serve as Production Director for all three of Rogers' Toronto radio stations (now 4 with the FAN). In 2002 KISS92 came to an end and JackFM was born. Chris produced all of the launch imaging for every Jack station in Canada as well as 8 others in the United States and has been instrumental in defining the "sound" of the Jack brand.

Chris has received many awards for his work including: The Grand Award at New York festivals (2006), Best of Show at the Crystals (2002), Gold Ribbon for Promotion Image by the Canadian Association of Broadcasters (2002, 2007), Radio & Production Awards' Best Promo Large Market (2006),

Best PSA at the International Broadcast Awards in Hollywood (2002) as well as many other gold, silver and bronze awards and finalist certificates.

20 years and counting – and he’s loving every minute of it!