



### **Canadian Private Broadcasters Welcome Kevin Desjardins as President**

The Canadian Association of Broadcasters (CAB) is pleased to introduce Kevin Desjardins as its new President, effective November 16, 2020. Mr. Desjardins will be responsible for working with members, policymakers and the CRTC to build substantive policy and regulatory measures to support local news and broadcast infrastructure in Canada. This marks a return to the organization for Mr. Desjardins, who previously served in communications, members' services and public affairs roles at the CAB from 2005 to 2007.

“We are very happy to welcome Kevin back to the CAB and to the broadcast industry,” said Lenore Gibson, Chair of the CAB Board of Directors. “Kevin is an accomplished association leader, with a wealth of experience in federal advocacy and communications. We look forward to working with him to raise the profile of the sector and pursue a more fair and sustainable future for private radio and broadcast in Canada.”

“I am thrilled at the opportunity to work with Canada’s private broadcasters again,” said Mr. Desjardins. “I have always believed that broadcasters are essential connectors in their local communities, and are increasingly innovative enterprises that can contend on the global stage. While the sector faces many challenges, I look forward to serving and representing the CAB’s members as we address these issues now and in the years to come.”

Mr. Desjardins brings a wealth of experience in all aspects of association management for industry and professional groups, coming to the CAB after more than seven years in a senior management role at the Canadian Dental Association. He has previously also served at the Tourism Industry Association of Canada and the Canadian Conference of the Arts. He also served for six years on the Board of Directors of the Government Relations Institute of Canada.

#### **For more information, please contact:**

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