

Peter Lockyer

Career Summary

Extensive national and international experience as a radio and television broadcaster and video producer; created and managed television projects generating over \$700,000 in revenues through partnerships with government agencies, Canadian TV networks and non – profit agencies; thorough knowledge of media industry, international development, aboriginal issues, agriculture and volunteer sector; experience working with volunteer boards and organizations to raise funds through direct mail, events, grant applications and projects; teaching experience as a sessional lecturer at the School of Journalism, Carleton University, Ottawa, as a broadcasting instructor with aboriginal communication societies, international organizations in Guyana, Columbia and Indonesia and volunteer agencies in Canada.

Employment History

1996 to present **Communications Consultant**

Provide a wide range of communication services to clients including research and writing, communications planning, media relations, media training and video production. Recent projects include:

*Producer/writer **Co-operative Micro-Finance In Rural China**, a video case study of a Canadian development project providing loans and business training to Muslim women in western China (2002)*

*Writer/editor **New Strategies and Business Models: A Guide for the Canadian Retail Travel Services Industry**, study prepared by the Trellis Group Inc. of Ottawa for Industry Canada (2002)*

*Video training/production **Mines Action Canada** providing training to staff traveling to document initiatives to assist land mine victims in Cambodia for use in a national media relations campaign (2002)*

*Producer/Writer **Field Notes: Canadian Co-operators Abroad**, a video about Canadians working overseas in the co-operative and credit union sectors. The video was shot on-location in Ghana, Africa and Indonesia. (2001)*

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*Writer/editor of the study **Electronic Commerce in the Retail Travel Services Industry in Canada** undertaken by The Trellis Group Inc. of Ottawa for Industry Canada (2001)*

*Senior Communications Advisor, **Canada Customs and Revenue Agency***

developing and implementing strategic communication initiatives (2000)

*Regular contributor of articles to **Emergency Digest**, a publication of Emergency Preparedness Canada (2000/2001)*

1988 to 1996

Executive Producer, Broadcasting for International Understanding (BIU) Ottawa, Ontario

Responsible to the Board of Directors of this charitable organization for the development, management and implementation of television and video projects on international development issues. Managed staff, developed and marketed international television projects to funding agencies and broadcasters, negotiated broadcast contracts, developed and supervised direct mail, special events and other fundraising initiatives, researched, wrote and produced several BIU television/video productions, and developed media training workshops for the volunteer sector in Canada and abroad. (See page 5 for list of productions)

1983 - 1988

Television Writer /Broadcaster

*Host of a weekly tv feature profiling interesting residents of Ottawa. The items were broadcast on “**Newsday**”, CBC Ottawa’s evening newscast. Many of these features aired nationally on CBC Television and in the United States on CNN. Researched and wrote scripts for “**Country Report**”, an award - winning television show produced for CBC Ottawa.*

1982 - 1983

Communications Consultant

Press officer for the House of Commons’ Special Committee on Indian Self - Government accompanying MPs across Canada, arranging media interviews and news coverage, writing media materials, and serving as a communications advisor. Also arranged news conferences and prepared background materials for clients such as the Canadian Real Estate Association and the Yukon Government.

*Wrote, edited and supervised editions of the newsletter, “**Cultures Canada**”, a monthly publication of the Multiculturalism Directorate of Secretary of State*

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1970 - 1982

Radio Broadcaster

Served as an announcer, host, and producer for CBC Radio in locations across Canada and in Europe.

Other Projects include:

*Writing/ communication services to the Department of Indian Affairs producing publications on **The Native Languages of Canada**, **The Comprehensive Land Claim of the Labrador Inuit Association**, **The Native Agenda** of the federal government, and **Self - Government for Aboriginal Peoples***

*Researched and wrote strategic communications report **Opportunities in Television for Development Issues in an Age of Restraint** for Asia Branch, Canadian International Development Agency (CIDA)*

Sessional Lecturer, School of Journalism, Carleton University, Ottawa (1999); radio/TV instructor, WaWaTay Aboriginal Communications Society, Sioux Lookout, Ontario (1985-88)

Awards

Produced and wrote a four part series on the services and “behind - the-scenes” operations of OC Transpo. The programs were judged the best of 200 video entries in an awards ceremony sponsored by North American Urban Transit Authorities;

*Other awards include **Best Video**, 1999 Canadian Co-operative Communicators Awards for my production, **In A Distant Place**, a video profiling a micro - finance project in western China. The program was produced for the Canadian Co-operative Association. My corporate video produced for the CCA, **Partnership for Changing Times**, won 3rd place in the video category at these same awards*

*Profile of Ottawa eye surgeon, Dr. Brian Leonard, won **Best TV Feature** at the 1987 Ottawa ACTRA Awards. Nominated several times for national ACTRA awards*

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Volunteer Experience

Chair, Fundraising Committee, Glenwood Cemetery Company, Picton, Ontario (2001/2002)

Developed vision paper for organization, facilitated board retreat to discuss vision, prepared fundraising plan to increase revenues from operations, a direct mail campaign, appeals to service clubs and business

community, grant applications and through special events. Half of the fundraising goal of \$50,000 was raised in the first three months of the campaign.

Past board member of Ottawa charities Languages of Life and Broadcasting for International Understanding

Education

*Master of Journalism degree from Carleton University, Ottawa (1986)
Master's thesis – **An Uncertain Harvest: Hard Work, Big Business and Changing Times in Prince Edward County, Ontario**, an industrial history of the canning industry in the region*

References

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Television Productions

Produced and wrote the following broadcast productions:

- ***Soldier of Peace***, a documentary on the life of Dr. Lotta Hitschmanova, the founder of the Unitarian Service Committee of Canada (1988). Narrated by Peter Trueman.
- ***The Haste to Help***, a documentary about Canada's response to the famine in Africa (1989) Narrated by Peter Trueman.

- ***A Literate Life***, a documentary on the life of Canadian missionary surgeon Dr. Robert McClure and his commitment to literacy as a vehicle of change in developing countries (1991) Narrated by Marguerite MacDonald.

Each of these programs received widespread broadcast in Canada and internationally. Also assisted in the creating and development of other television initiatives such as:

- ***African Discovery***, a one-hour documentary profiling the work of two of Africa's leading scientists (1992). Narrated by Ann Medina
- ***The World At Our Doorstep***, a series of interviews with leading citizens from developing countries taped during their visits to Canada (1991)
- ***The Newsmakers Fund***, a communication strategy designed to encourage television programming on development issues in partnership with private broadcasters in Canada
- ***Inside Television***, a media training workshop for community groups which introduced their staffs to basic journalistic and technical TV skills. These workshops were conducted across Canada and internationally in Guyana, Indonesia and Colombia

Video Productions

- ***Field Notes: Canadian Co-operators Abroad***, a view of life overseas through the eyes of Canadians working in the credit union and co-operative sectors in Ghana and Indonesia (2001)
- ***Measured Steps: The Global Movement to Ban Landmines***, an overview of Canadian initiatives to reduce the threat from these weapons of war (2001)
- ***The Health Canada InfoWay***, a video announcing the inauguration of this electronic health information network for Canadians (1999)
- ***In A Distant Place***, a documentary on the impact of a micro-finance project for poor women living in the remote desert areas of Xinjiang Province in western China (1999)
- ***Help With the Harvest***, the development of agricultural co-ops in rural Vietnam (1998)