

ISMAEL CALA

S U M M A R Y

Broadcaster with more than 20 years of experience. Produced, created and hosted more than a dozen of radio and TV shows. Considered amongst the three most celebrated radio and television personalities in Cuba in 1998. Founded the first *Radio University* at Universidad de Oriente, Santiago de Cuba, 1987. Specialized in Creative Advertising and Broadcasting Commercials.

Fluent in English and Spanish. Intermediate knowledge in French. (In progress, at York University). Professional highly qualified for Radio and Television on air productions (Producer, writer, director and host). Independent, self-motivated and hard working, able to meet deadlines. Skilled in working with audio/visual software applications: SAW, Avid, Media 100, Final Cut Pro, Pro Tools, Premiere, Director.

W O R K H I S T O R Y

February 2001.

Host and News-anchor of the Spanish show on Radio Uno en español.

Along with Sabrina Macias, Cala opens a new space for Spanish radio in Toronto every Sunday from 10 am to noon. 770 AM. Toronto.

August 20, 2000

Hosted the most important Latin event in Canada.

TLN Carnival gathered more than 15000 attendants in Ontario Place.

August 01, 2000

Produced and hosted "Cuban Night" for Super Latin Fest. Mel Lastman Square, Toronto.

Introduced to the Canadian audience one of the most versatile jazz singers of the world: Mayra Caridad Valdes. The show was considered the best event of the summer by Now Magazine, Toronto.

Summer 2000

Hosted the Latino Entertainment show "Fiesta Ole". TLN TeleLatino, Canada.

Acclaimed by the Latino media and the audience, "Fiesta Ole" was the most watched Hispanic show produced by the network in 2000.

July 09, 2000

Hosted the TLN Latin Fest 2000. Canada's Wonderland.

Entertained more than 15000 participants. Latino Post from Toronto published:

"Ismael brought the afternoon to the night by delighting the audience with games and music in an unstoppable flow of surprises"

Ismael Cala

August 1999- June 2000

Hosted the Cuban variety shows "Havana Nights", "Fuego de Cuba" and "Tropicana 2000"

Created a very own style of hosting the show by including interactive games with the audience and his own acts: singing, dancing and stand up comedy. Enjoyed working for different audiences (General, seniors, minors)

June 1998

Hosted and Co-directed the artistic show for the Cuban Pavilion at The Caravan Festival, Toronto.

Performed for first time for a Canadian audience.

1996-1998

Produced, directed and hosted radio and TV national shows in Cuba.

Transformed the late nighttime slot of National Radio Rebelde into the second most listened to time slot of the station. Designed the weekday night programming for Radio Rebelde. Created the shows "Estaciones" and "Hora Limite"

Hosted nationally acclaimed radio and TV shows

- *De Cinco a Siete (From five to seven) Radio Taino, (salsa show)*
- *Ache. Radio Taino. (tropical music)*
- *Exclusivo. Radio Rebelde (newscast)*
- *Quien Sabe. Cubavision. (game show)*

1995-1980

Performed, acted, hosted and directed radio and TV shows in Santiago de Cuba.

Introduced to the radio at age of 8. Hosted his first TV show at age of 15 (Senal 2000, Tele Turquino)

EDUCATION

- Enrolled in a Specialty Honor BA in Mass Communications at York University (fourth year) GPA 7.15.
- Enrolled in a Television Diploma program, Seneca College, Current GPA 4.0. (A= 4.0)
- Best Graduate from Skills for Change, Toronto.(Computer Applications and Business/Entrepreneurship), 1999.
- Certificate in Academic English Reading and Writing Program, COSTI, Toronto, 1999.
- Diploma from the International Entertainment Institute of Havana, Cuba, 1996.
- Diploma from the National Broadcasting Institute in Cuba, 1995.
- Master in Art History, Universidad de Oriente, Cuba, 1992 GPA 5.0 (A = 5.0)

AWARDS

- Canadian New Pioneers Award, Best "Skills for Change" Graduate 1999-2000.
- Canada Millennium Scholarship for the 1999-2000 academic year. (\$ 3,000)
- National Cuban Award for young broadcaster of the year, 1995 and 1997.
- Cuban National Youth Broadcasting Award on Radio.(Super Show) 1992and 1994
- Distinguished among the three Best Graduates from Universidad de Oriente, Santiago de Cuba, 1992.