

# SAVE JAZZ.FM91

## **Audio Script – Pat Holiday**

Hi, I'm Pat Holiday

I look forward to being a part of the new board of JazzFM and to help rebuild it into one of the world's great Jazz stations. It can be done. I tell you that from almost 50 years of experience building, running, managing, consulting, and programming some of the biggest iconic radio stations in Canada AND the U.S.....

Virtually every format, including Jazz. Many of these stations were in trouble before we turned them around. I say 'we', because a happy, caring, creative staff is ultimately what makes a radio station successful. Not any one person.

Radio is a very personal medium and Jazz is about as personal as you can get. Jazz Air talent and Jazz stations perform to a definite higher standard. They know more about the music, they're intelligent, they're deeply passionate about Jazz in all its forms and can't wait to share it all with their audience. That and so much more make a great jazz station one of such high quality and integrity that you WANT to listen and WANT to be associated with it and eagerly tell you friends about it.

JazzFM isn't that station now. But it can be, if it's fixed immediately.

You've no doubt heard about the allegations of employee harassment and toxic workplace. I can tell you first hand that in any professional work environment, including radio, you should never treat your people like that, and they should feel that you don't either. They're your lifeblood. They're the personal attachment to every listener. The trusted friend.

The music, synergies with the local jazz scene, on air promotions, air talent, and everything else are things that can be restored. With the right leadership.

To my ear, it's obvious that leadership is missing at JazzFm right now.

And it's obvious to many of you, too, that something's wrong. You've told us so. The station can be turned around....IF...the board is turned over and competent radio management is put in and allowed to get it done.

THAT all comes down to you and your vote. If you can't attend the meeting, complete and return the BLUE proxy form as soon as possible.

Thank you.