

SFU BUSINESS

Alumni Profile



Art Reitmayer
President and Chief Executive Officer
Channel M
BA Commerce '81

In May 2002, Art brought together a core group of broadcasters to join him in building and launching Channel M. He is responsible for overseeing all aspects of the station, handling any regulatory issues, and actively representing Channel M in the community.

The mission of Channel M is “to bring a vision of diversity, respect, and inclusiveness to our community by celebrating our differences”. Channel M broadcasts in 22 different languages, as well as develops new programs to create 55 hours per week of local programming. As President and CEO, Art has the leadership role on the Channel M team for creating and maintaining the highest standards of programming and promoting the importance of diversity within our community.

Art’s broadcast management career began in 1984 with CKVU in Vancouver. In 1990, he moved to WIC’s radio stations, CKNW and CFMI, as Vice President of Finance. Over the next 3 years, Art was involved in WIC’s radio and television acquisitions as well as new specialty licenses.

In 1993, Art was named General Manager of WIC’s CKRD-TV station in Red Deer, Alberta and in 1996, he became President and CEO of CKRD, ITV, Allarcom Studios and Studio Post in Edmonton.

In December 1996, Art moved back to Vancouver to be appointed President and CEO of BCTV and CHEK-TV and, in 1999, his role expanded to include 10 television stations across Canada as well as its national sales office. In 2001, after the sale of the WIC television

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properties, he was involved in the integration of television and newspaper operations as Vice President of Special Projects for Canwest Global.

Art is a business graduate of Simon Fraser University and received his Chartered Accountant's designation in 1984.

Currently, Art is Chair of the Board of Directors of Arts Umbrella, is a member of the Board for the British Columbia Association of Broadcasters as well as conference Chair for the 2008 BCAB conference, is a member of the Board of the Canadian Broadcast Museum Foundation as well as a member of the Board of the Laurier Institution and an member of the Advisory for the Vancouver branch of the Learning Partnership. In 2006, Art was recognized with a BC Community Achievement Award as well as being honored with the Chartered Accountants Fellowship (FCA) designation. He is the past Chair of the United Way of the Lower Mainland Board of Directors, a former Board member of Volunteer Vancouver, CKNW Orphans' Fund, Seeton Woodward Foundation, Vancouver Safety Council and the Canadian Association of Broadcasters – Television.

Art brings his ideals, energy and significant talents to his career and the community. We are very proud to note that he is an alumnus of SFU Business.

Quote from Art Reitmayer

“ I have one particular memory that has resonated with me from my time at SFU. A number of us were working to complete the requirements of not only our degree, but also the pre-requisites for entry into the Institute of Chartered Accountants. We approached the department head and asked why SFU did not offer courses in Taxation and Audit. His response was, “Simon Fraser is not a technical school but a University; what we do here is teach you to think.” I have come to appreciate that approach and what was really meant by his comment.”