



## **CHCH-TV Welcomes Greg O'Brien as News Director**

### **For Immediate Release**

October 1, 2021

HAMILTON - CHCH-TV today announced the next chapter of news leadership at the station. Greg O'Brien, formerly of Cartt.ca as founder and publisher, will be stepping into the News Director role effective immediately, overseeing the generation of news content across all CHCH-TV and all Channel Zero platforms, including television, digital, social media and podcasting.

O'Brien brings over 30 years of journalism experience to the role, 24 of which have been immersed in the Canadian cable, radio, television, and telecom sectors. At CHCH, he will provide ongoing leadership of the region's most-watched television product. From Morning Live to the CHCH Evening News, CHCH daily news programming draws hundreds of thousands of viewers every day in Canada's most competitive market. O'Brien will lead the on-air activity of CHCH's newsroom, and will also be responsible for developing new content streams and focusing on digital audience development.

"We're very pleased to welcome Greg to our team," said Romen Podzyhun, Chairman and C.E.O of Channel Zero. "Digital audience development is a strategic priority for our organization and Greg has the vision, experience, leadership and fresh ideas to help us reach our goals."

O'Brien launched Cartt.ca in May 2005, a digital outlet that quickly became a news leader for the Canadian media industry. Cartt.ca offers needed intelligence geared specifically towards the men and women working in the intertwined industries of cable, radio, television, and telecom in Canada. A Hamiltonian since 1994, Greg has always admired the tenacious, creative, vibe of the city and has enjoyed exploring Burlington, Oakville, St Catharines, Niagara, Brantford and the surrounding regions.

"I'm very passionate about local media, a student of current journalism and believe, contrary to many narratives which say other things, we're still in the beginning stages of a major open transition in which CHCH is uniquely positioned to take advantage, thrive and grow,," said O'Brien. "I also know how much has changed recently," he added. "I've covered it closely."

“Many of those changes have really hurt. But now I look at the digital tools spread out at our disposal and marvel at the opportunities we have to engage our fellow citizens in the kinds of local journalism we know they need, want, and deserve.”

O'Brien is preceded in the role by Mike Katrycz, recently retired after 21 years at the station.

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**About CHCH:**

CHCH-TV started broadcasting in 1954 and is proud to be the news leader for Hamilton and the surrounding Halton and Niagara regions. CHCH produces over 24 hours of original local news programming each week. With a primetime line-up anchored by movies, news magazine shows, and hit dramas, CHCH is available to over 92% of Ontario households and is viewed by millions nationally each week. CHCH News is produced daily out of its broadcast studio located in Hamilton, Ontario.

**About Channel Zero:**

Channel Zero is an independent Canadian media company that owns over-the-air channel [CHCH-TV](#) and specialty channels [Rewind](#) & [Silver Screen Classics](#). Channel Zero's digital sales agency [Junction Digital](#) offers advertisers marketing solutions on our owned and operated websites and social media platforms and beyond via our trading desk. The film division of Channel Zero features [Ouat Media](#), an Academy Award® winning film sales and distribution company, and [Channel Zero Studios](#), a creative production arm that brings scripted and unscripted projects to life with innovative partnerships. Channel Zero's head office is located in Toronto, Ontario. For more information, please visit [chz.com](http://chz.com).