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## Bell Media Radio Appoints Taylor Jukes Senior Manager, National Content, iHeartRadio; Karen Steele Named Program Director, 99.9 Virgin Radio Toronto

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**TORONTO (November 10, 2017)** – Rob Farina, Head of Radio Content, Strategy, and iHeartRadio for Bell Media announced today the appointment of **Taylor Jukes** to the role of Senior Manager, National Content, iHeartRadio. Farina and Val Meyer, Vice-President and General Manager of Bell Media Toronto Radio, also announced today that **Karen Steele** assumes the role of Program Director, 99.9 Virgin Radio Toronto. Both appointments are effective Nov. 13.

“Taylor is a tremendous asset to our radio operations and I am delighted for her to expand her scope in a new, nationally focused role,” said Farina. “Taylor is a proven leader and a tremendous supporter of talent, both on and off the air. In this role, she will apply her creative content expertise across our leading radio brands, as we continue to innovate and invest in iHeartRadio Canada.”

Reporting to Farina, Jukes’ newly created role sees her overseeing the creation and production of original content, marketing communications, and project management for iHeartRadio Canada, Bell Media’s industry-leading radio network. Since joining Bell Media in 2015, Jukes has held the position of Program Director, 99.9 Virgin Radio Toronto, following a move from Newcap Vancouver.

“Karen brings substantial leadership skills and strong relationships to the Virgin Radio Toronto team,” said Meyer. “With a wealth of experience in promotions and programming, particularly in the Toronto market, Karen is a perfect fit for this new expanded role as we continue to elevate these strong Virgin Radio brands.”

Reporting to Meyer, Steele takes on the role of Program Director, 99.9 Virgin Radio Toronto in addition to her current role as Program Director, 105.3 Virgin Radio Kitchener. Her past accomplishments in the Toronto market include the roles of Program Director of the former Mix 99.9, Promotions Director of CHFI, and Program and Promotions Director of KISSFM.

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Bell Media Radio is Canada's top-ranked radio broadcaster, with 105 licensed radio stations in 54 markets across Canada, including Virgin Radio, Canada's #1 ranked contemporary hit radio network, along with top brands TSN, ÉNERGIE, CHUM FM, Rouge fm, and QMFM. Bell Media Radio stations are all part of iHeartRadio Canada, the company's best-in-class customizable digital listening experience and live events brand. Recognizing the diversity of each market it serves, Bell Media Radio has a strong reputation for providing exemplary service to these communities and is a leader in innovative programming. In addition to music, news, weather, and sports, listeners also tune in for information on local politics, events, entertainment, and other community issues. Across Canada, Bell Media Radio is the largest radio provider and is ranked first in people reached and hours tuned.