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PEOPLE

TSN's Rick Brace earning his keep during seasons of discontent

By MIKE TOTH
Special

Back in the early '70s when he was studying broadcast journalism at Ryerson Polytechnical Institute, Rick Brace entertained high hopes of a career in front of the television camera.

Fate, that unpredictable arranger of life's mysteries, had other plans for him and instead of being an announcer, Brace wound up as the man behind the cameras.

Sports lovers can thank their lucky stars for this twist in fate. They are much better off for it.

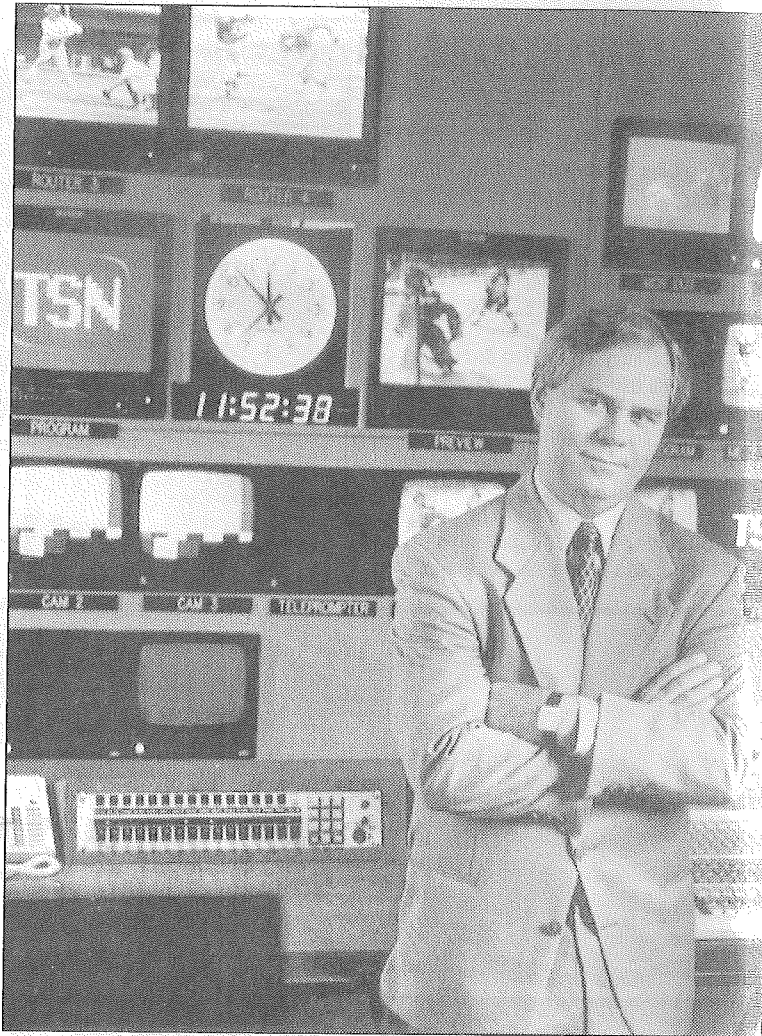
Brace, 40-something, eloquent, articulate and possessing all the marbles and savvy his job requires, is Vice-president of programming at The Sports Network. He's a key figure in the fortunes of the popular sports-only cable network.

He, his wife Lynn and their two children have been residents of Mississauga for the past 15 years. It takes Rick about an hour each way (give or take a minute or 15 depending on traffic) to drive from Meadowvale to the TSN offices in Scarborough, but he doesn't mind the long haul. The job more than compensates for the inevitable headaches.

TSN is committed to diversified programming to satisfy fans' increasing appetite for sports, he explains. "We have to keep our noses to the grindstone to see what's happening in the sports world."

In addition to shouldering responsibility for programming where gut reaction means at least as much as relying on surveys, Brace is also in charge of on-air promotions, customer relations and TSN radio programming.

"Other than that, I don't have much to do," he says.



Rick Brace, TSN's Vice-President of Programming, stands in the control room of the new LCI Broadcast Centre, one of three fully digital facilities in the world.