

Be nice to people on your way up, says Storey

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field as a teen hosting a CBC show called *Drop In*, where he acted, sang, played guitar and interviewed guests. By the time he reached his early twenties he realized that he wanted a change.

"I much preferred the stuff behind the camera," he said.

After attending Ryerson University for radio and TV arts, he became a production assistant, working his way up to a spot as assistant director—a process that took 12 years.

"If you're going to get into this industry, you have to start young and do an apprenticeship and work your way to the top," he said, noting those who experience "quick luck" in the arts field, such as Justin Bieber, are few and far between. "The rest of us have to work our asses off to get there and it's going to take time."

With the introduction of Much Music in Canada, Storey then began directing low-budget music videos, followed by a couple of videos for Canadian sensation Stompin' Tom Connors and then his big break— *Life*

is a Highway for Tom Cochrane, which garnered international attention, a Juno nomination and several Canadian Music Video Awards.

He went on to direct music specials for artists like Corey Hart and Anne Murray, along with TV commercials for clients that ranged from McDonald's to the Ontario Lottery Corporation.

Storey's decision to switch gears after this and return to the television show scene ended up leading to the biggest success of his career. He was directing a CBC show called *Comics* when he met Canadian comedian Brent Butt.

"We later hooked up in Vancouver and *Corner Gas* was born," he told the crowd.

But the show would've never come to be if Storey hadn't made a good impression on a young man named Brent Haynes, who offered him a coffee in the CBC control room way back when.

"He started asking me questions and apparently I was very nice to him. Fast-forward 10 years and he is now the head of the Com-



Shaela McCracken and Jon O'Neill, winners of the United Way of Halton Hills' Eudaimonia youth music video contest, perform before a packed audience at the Halton Hills Cultural Symposium Friday evening.

edy Network," said Storey. "I'm working on one of his shows and he flew out (to Vancouver) to see me and said, 'You don't remember me, but you were really nice to me on set. Why don't you fly out to me in Toronto and pitch five ideas for a comedy show?'"

Haynes was intrigued by Storey's *Corner Gas* pitch and ultimately brought it to life.

"My lesson there is, always be nice to the people you're meeting on the way up,"

he said. "That may not have happened if I hadn't talked to him in the control room that day and been nice to him."

With hopes that the show would be well-received and garner at least 500,000 views, *Corner Gas* hit the air.

"And we got 1.5 million views," said Storey. "We jumped in with both feet, did what we wanted to do, and it was successful."

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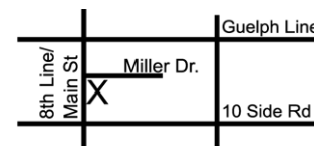
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