

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

THIS PUBLICATION MAY ONLY BE DISTRIBUTED WITHIN THE SUBSCRIBER'S LOCATION.  
PLEASE DO NOT FORWARD IT BEYOND YOUR STREET ADDRESS.

Christensen Communications Ltd. \* 18 Turtle Path \* Lagoon City ON \* L0K 1B0  
www.broadcastdialogue.com \* howard@broadcastdialogue.com

Thursday, June 2, 2011

Volume 19, Number 5

Page One of Three



## IN THE NEWS AND ON THE AIR That Voodoo Done So Well!

### Listener Audio

The industry standard for stations' caller audio capture. Ideal for on-air use, including your production Director's use for audience testimonials, requests and contests.

### Interactive Promotional Content

Advertisers, promotion director's love using Radio Voodoo to build interactive sponsorship. Create great produced bits with little effort.

### Content

Radio Voodoo builds a database of active listeners with user details. Based on phone number caller ID, Radio Voodoo captures demographic information, phone type and location of callers.

## SPARKNETWORKS

[CLICK HERE](#) to see what Radio Voodoo can do for you!

For more information contact:

Andrew Forsyth | [andrew@sparknetworks.ca](mailto:andrew@sparknetworks.ca) | 905.628.6470

Robyn Metcalfe | [robyn@sparknetworks.ca](mailto:robyn@sparknetworks.ca) | 416.219.5295

**T**V: *Rogers Broadcasting* will launch a new 24-hour, interactive, local news channel in Toronto. The service, to be called **CityNews Channel**, is set to launch in October. Rogers Broadcasting president **Scott Moore** says the company is bringing the **680News Toronto** radio format to television. "By incorporating our news brands from *CityNews*, *680 News*, and . . . *Maclean's*," said Moore, he expects the new channel to quickly become Southern Ontario's "destination local news channel"... The independent, employee- and local investor-owned **CHEK Media Group**, which owns and operates **CHEK-TV Victoria**, has progressed to the point that it no longer rents its facilities: It bought them. CHEK Television took possession of the building housing the station yesterday (June 1). CHEK-TV was purchased from **Canwest Global Communications** back in September of 2009 after Canwest announced it was about to shut down the station... Still with **CHEK-TV**, the **Broadcast Educators Association of Canada** has named the Victoria station as its *2011 Broadcaster of the Year*. BEAC cited CHEK employees for saving the station, for building on its

extensive legacy and for providing continued support to interns and graduates from broadcast colleges in Canada... The **CRTC** will hold a public consultation on the impact to Canadian broadcasting from online programming – or Over The Top (OTT) – services such as **Netflix** and **Apple TV**, and will accept submissions up until June 27. But **Quebecor Media** CEO **Pierre Karl Peladeau** says rather than trying to regulate the likes of OTT services, the Commission should instead terminate all existing regulations for Canada's television operators. That would make the playing field fairer. OTT services, he said, represent a real threat to television networks. Major broadcasters, such as **Astral Media** and **Shaw Communications**, have been calling for regulatory action that would make the competitive process more even-handed. The biggest complaint: *All the OTT services are doing is taking money out of the country. They're not contributing...* An accusation of hatred by all Muslims towards Jews as aired on **Crossroads Television Ontario** is in violation of the Broadcast Code of Ethics. The **Canadian Broadcast Standards Council** said that the "opinion" is a "... a pointed, barbed accusation that all Muslims consider that it is a divine or sacred responsibility to kill every Jew, even when there are no more than a 'few Jews left hiding behind a tree or a rock'." CBSC says such an accusation directed in such general terms against, in effect, all

Muslims is an abusive or unduly discriminatory comment that violates the proscription against such comments in the Human Rights Clauses of the *CAB Code of Ethics* and the *Equitable Portrayal Code*. The complete decision may be found by clicking <http://www.cbcs.ca/english/decisions/2011/110601.php>... **MuchMusic** launched **MuchHD** yesterday (Wednesday) on **Bell Satellite TV** and **Bell Fibe TV**. The new HD channel also provides Dolby 5.1 audio... **Disney XD** launched yesterday (Wednesday). The new advertising-supported digital specialty channel and multiplatform brand from **Astral Media** is targeted towards boys 6-14... **Citytv's** 2011-12 primetime schedule will include two new Canadian series, *Canada's Got Talent* and *Secret Millionaire Canada*. New acquisitions include six dramas and five comedies. The focus of the fall programming, says Citytv, is availability on all platforms... **Shaw Media** unveiled **Global Television's** 2011/12 primetime line-up on Tuesday, putting heavy emphasis on "stability and reliability". Global's slate includes six new dramas and six new comedies, including *Prime Suspect*, *How to be a Gentleman* and *The Firm*. On the specialty service side, there will be at least 35 new series premiering on Shaw Media's 18 channels. **Food Network Canada** renewed *Top Chef Canada* for a second season. **SliceTM** has commissioned *Real Housewives Vancouver*. **History Television** sees the return of *Deadliest Roads*, *Pawn Stars*, *Ice Road Truckers* and *American Pickers*... As part of the Shaw Media upfront on Tuesday came word that **Global News** will launch new morning shows across Canada. *The Morning Show*, as it's to be called in Toronto, will launch early next fall from new street-front studios now being built on downtown Bloor St. The new show features **Liza Fromer**, **Dave Gerry**, **Kris Reyes** and two cast members yet to be announced. Other new Global morning show markets are: **Global Maritimes**; **Global Winnipeg**; **Global Regina**; and **Global Saskatoon**. **Global Edmonton** and **Global Calgary** will both be expanding their existing morning shows to seven days-a-week 7-10 a.m. (Sept.)... **Bell Media's** upfront presentation will be staged in Toronto today (Thursday). Its /A\ TV stations in Victoria, Barrie, London, Windsor, Ottawa and Atlantic Canada will be rebranded to **CTV Two** Sept. 1, scheduled to coincide with the switch to HD. Local newscasts will come under the **CTV NEWS** banner. Plans are also in the works to add a **CKVR-TV Barrie** (/A\) re-broadcast transmitter in southern Ontario in 2012. At today's presentation, expect to see eight new programs for CTV Two, seven in simulcast. The new CTV Two schedule will get promotional support across CTV's main schedule... Just over 25-million 18-49 U.S. viewers watched TV live or recorded at any given time of day this past TV season. **Nielsen** reports that the figure is down 1.4% from the same period a year earlier, and down 2.7% from two years ago. While the overall American TV audience grew 1.5%, to about 61.3 million people watching at any given time, the continued decline among younger viewers is odd in that TV has seen growing consumption in recent years... The **CRTC's** hearing on vertical integration is set to begin June 20 in Gatineau. The focus, says the Commission, will centre on five key areas: Perceived problems and benefits; concerns regarding the exclusivity of content distribution (includes mobile and broadband platforms); requirement for the protection of independent broadcasters and/or distributors; the adequacy of present regulatory measures to address vertical integration concerns; and the need for a code of good business practices applicable to vertically integrated companies... **TVA Sports** will launch in September, going head to head with the other French-language sports network, **Bell Media**-owned **RDS**. While RDS broadcasts all **Montreal Canadiens** games, TVA wants them. For the time being, however, it will broadcast 25 Ottawa Senators games next season. TVA also signed an exclusivity agreement with **Ultimate Fighting Championship** and the **Toronto Blue Jays**... Vancouver-based **Lionsgate** pulled in \$46.1 million in fourth quarter profits, turning around a loss by slashing expenses. The company's fourth quarter profits are equal to 34 cents per share, compared to a net loss of \$22.3 million, or 19 cents per share in the same quarter last year. Revenues were \$376.9 million, down from \$401 million. Lionsgate has offices in Vancouver and California and produces shows such as *Mad Men* and *Weeds* and films like *Precious* and *Saw3D*.

**REVOLVING DOOR:** **Mike Boothman** will become managing producer at /A\ **Barrie** June 20, succeeding **Tony Panacci**. Boothman moves from /A\ **London** where he has been a news producer/line-up editor since 2007. Before that, he was the evening anchor at **CTV Sudbury**... **Roy McKenzie**, the regional sales manager for **Astral's** B.C. Interior stations, is no longer with the company. His position was eliminated May 12... **Kathleen Petty**, host of **CBC Radio's** *Ottawa Morning* and the weekly political program, *The House*, is leaving for **CBC Radio One Calgary** to be host of *Eyeopener*. Petty will continue in Ottawa while a search begins for her successors on the two programs. Her new job begins at the end of August, succeeding **Jim Brown**. He is taking on a new role with CBC national radio.

**RADIO:** **CKHJ/Capital FM/105FM Fox Fredericton** has laid off two full-time news staffers and dropped **The Canadian Press** audio service. The stations will retain CP wire. GM **Pat Brennan** said **Astral Media Atlantic** did some restructuring related to a new national news handling system being implemented (**Burli**)... **My Broadcasting Corp.**, based in Refrew, has been recognized as one of the Top 100 companies in the 23rd

**Wheatstone** NEW SMALL STUDIO MIXER FOR NEWS & VOICETRACKING



**SIDEBOARD**  
WHEATNET-IP CONTROL SURFACE

- Ideal for Voice Tracking, Production, News Studios
- Add-On to E1, E4, E5 or E6 & WheatNet-IP BLADE
- Up to Two Side Boards supported per BLADE
- 4 or 8 fader versions
- ON/OFF switches & input source selector
- PGM, AUD busses & headphone output
- LED bargraph metering & TEXT LCD display
- Stand-alone unit using WheatNet IP BLADE (additional cost)

▶▶ \$3,495.00 4 Fader Version

Call us for best pricing and to arrange your demo - Toll Free 1.866.460.3119

 **RON PALEYBROADCAST.COM**

annual ranking of Canada's fastest-growing companies by **PROFIT Magazine**. Ranking of Canada's fastest-growing companies is measured through five-year revenue growth. My Broadcasting was founded in 2004 by **Jon Pole** and **Andrew Dickson**. It now operates with a focus on small and medium size markets in Ontario... The third annual *Radio for Radiology Radiothon* at sister stations **104.1 The Dock Midland** and **KICX 106 Orillia** raised over \$105,000 to support the new **Simcoe Muskoka Regional Cancer Centre**. The Larche Communications stations have pledged \$500,000 to support the new facility and these most recent funds will go toward the purchase of a new Interventional

radiology machine. It will allow Simcoe and Muskoka residents to receive less invasive treatment and be closer to home... The **2011 Corus Caring Hearts Radiothon** raised \$112,855 for the **Cornwall Community Hospital Foundation**. The funds will go toward the purchase of a new surgical video camera system and a surgical table... *The Kin and Friends Radiothon* on **740 CHCM Country Marystown** raised \$41,000 on Sunday in support of the **Burin Peninsula Health Care Foundation**. Health Minister **Jerome Kennedy** says the province will kick in another \$40,000.

**GENERAL:** **CBC** has provided the first details of its initiative to provide an increased local focus. First up are new radio and online services in Kamloops. **CBC Kelowna** will expand its service to include a new afternoon radio program focused on serving the B.C. interior, while **CBC Victoria's** programming will be enhanced to better serve the needs of the Vancouver Island audience. Victoria and Kelowna's new programming will begin this Fall, with Kamloops to follow next Spring. In addition, new weekend TV news programs and expanded weekend news programming on radio and online will be launched in Toronto this fall and in Calgary during the winter of 2012... **ZoomerMedia** says third-quarter losses were tightened to \$886,782 as the company's revenues grew. The broadcast, Internet and print company that focuses on Canadians aged 45+ said it turned out a deeper loss of \$985,964 in the same period a year earlier. Revenues grew to \$13.6 million from \$2 million. The company, headed by **Moses Znaimer**, operates specialty channels and three radio stations in Toronto and Cobourg... **comScore** numbers reveal **Bell Media** as being the only Canadian company in the top five highest-ranked companies by videos viewed. Second only to **Google**, according to comScore's April 2011 ranking, Bell Media was #2 in Canada for videos viewed and #3 for time spent watching video online...

The **Broadcast Executives Society** golf registration site is now ready to accept booking for Aug. 11: <https://www.eplyevents.com/Event.aspx?l=1&c=2&evt=026777fb-3e24-4bd1-9f0d-ffc5a0c197f5>.

It was sold out last year so you may wish to click on the link soon.

**LOOKING:** **News1130 Vancouver** - PD; **Rogers Radio Victoria** - technician; **630CHED/630CHED SPORTS/iNews880 Edmonton** - sales account manager; **Corus Entertainment Toronto** - systems engineer; **Moose FM Kapuskasing** - morning show host; **CTV Edmonton** - video journalist; a reporter; a graphic artist; an assignment editor; a reporter/anchor; **CTV Calgary** - reporter/producer; a news producer; a morning show anchor; **Canada's Olympic Broadcast Media Consortium Toronto** - development manager, digital media; **CP24 Toronto** - assignment editor; **CJDC Dawson Creek** - videographer/reporter; **CBC Saint John** - reporter/editor news; **CBC St. John's** - associate producer, news; **CBC Toronto** - associate business manager, media operations and technology, and a procurement officer; **CBC Prince George** - reporter/editor; **CBC Kelowna** - reporter/editor, a producer, and a host; **CBC Corner Brook** - reporter/editor; **CBC Halifax** - reporter/editor; **CBC Winnipeg** - reporter/editor; and **CBC Ottawa** - web area head and an associate director.

**SUPPLYLINES:** Groundbreaking at **Ross Video's** main factory takes place tomorrow, June 3, at its Iroquois, Ont., location. The expansion will triple the footprint of the main facility and allow consolidation of some temporarily leased space as well as room for growth... Montreal-based **Miranda Technologies** has reported a first-quarter profit of \$2.3 million, reversing a year-earlier loss on stronger revenues helped by the recent acquisition of **OmniBus Systems**, a creator of an integrated system for managing media content. Miranda, which provides infrastructure and monitoring systems, said it earned 11 cents per share, versus a loss of \$1.6 million or seven cents per share in the same period last year. "The recovery in broadcast markets that began last year continued and strengthened in the quarter," said president and CEO **Strath Goodship**.

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

THIS PUBLICATION MAY ONLY BE DISTRIBUTED WITHIN THE SUBSCRIBER'S LOCATION.  
PLEASE DO NOT FORWARD IT BEYOND YOUR STREET ADDRESS.

Christensen Communications Ltd. \* 18 Turtle Path \* Lagoon City ON \* L0K 1B0  
www.broadcastdialogue.com \* howard@broadcastdialogue.com

Thursday, June 9, 2011

Volume 19, Number 6

Page One of Three



**Reliable.  
Trusted.  
Proven.**

**2000 Studios can't be wrong!**

Axia is the most trusted name in IP Audio. More than 2000 radio studios are equipped with Axia AoIP networks, with over 25000 Livewire-equipped devices in service, and counting. Put our experience and expertise to work in your studio.



Call toll FREE 1-888-508-4677  
www.pippintech.com

**REVOLVING DOOR:** Ron Cohen, the national chair of the **Canadian Broadcast Standards Council** (CBSC) since its inception 18 years ago, will retire at the end of 2011. The **Canadian Association of Broadcasters** (CAB), the sole voting member and major funder of the CBSC, has launched a search for a new national chair... **Eric Morrison**, president of **The Canadian Press**, is no longer in that position. An interim leadership team is in place while the board seeks a successor... **Newcap Halifax** GM **Ted Hyland**, after 14 years with the company, will retire June 17. He was promoted from his sales rep position in 2000 to GSM and in 2005 to GM. Succeeding him is **Ron Ryan**, VP operations Atlantic Canada, who is moving from St. John's... **Rick Doughty**, VP, Ontario North (**Rogers**) Radio Cluster and GM of **Sudbury Radio**, has announced his retirement. Doughty, who joined **Telemedia** 22 years ago and carried on when Rogers purchased the stations, has set his departure date for next March... **Sylvia Kuzyk**, after almost 38 years at **CTV Winnipeg**, will step away from her news anchor duties. Her departure is scheduled to take place this fall... **Ron Kronstein** is the new senior anchor at **Global Maritimes**. His appointment marks the re-launch of the Atlantic stations' evening news programs. He begins June 13 as host of both the **New Brunswick Evening News** and the **Nova Scotia Evening News**. Kronstein's career includes long anchoring stints with **CTV/ATV Halifax**. He left broadcasting to serve in the Canadian Forces overseeing communications strategy as an army public affairs officer... **Jay Lawrence** is the new PD at **VOCM St. John's**. He's in the unusual position of programming **Newcap's 100.5 K-Rock Fort McMurray** from his base at St. John's, and will continue to do so for the immediate future... Former **CBS** anchor **Katie Couric** will host and produce a syndicated one-hour daily daytime show premiering in September, 2012. She will also join **ABC News**.

**T**V: The **CRTC** says revenues for private conventional television rose by 9% to \$2.15 billion for the fiscal year ending Aug. 31, 2010. Profits before interest and taxes improved to \$11.5 million from the previous year's \$116.6 million loss. CBC saw its ad revenue grow by 14.1% to \$338.8 million. Revenues for pay and specialty services grew by 11.1%

to \$3.46 billion, with profits up 25.4% to \$877.3 million. The bulk of conventional broadcasters' revenue came from national advertising at \$1.6 billion while local ad sales accounted for \$350 million. Despite the improved performance, the private sector employed 6.3% fewer people last year, down to 11,761 staffers... About 10% of

plugged-in Canadians are viewing Internet content on their TVs but survey results parsed by the **Media Technology Monitor**, a product of **BBM Analytics**, suggests the trend could soon “grow rapidly”. People who get the web on their TVs are now averaging more than four hours a week accessing Internet content on their big screens. And one-third of Canadian households already have the ability to connect a TV to the Internet. **Netflix** subscribers report watching less broadcast TV, but virtually all still subscribe to cable TV, satellite and other methods. As a result, it is too early to conclude that Netflix will change how Canadians receive TV content... **NBC** outbid **Fox** and **ESPN** for the rights to four **Olympic Games**, paying \$4.38 for the 2014 to 2020 period. **Fox** offered \$3.4 billion for four games and \$1.5 billion for two while ESPN's bid was \$1.4 billion for two... The annual **IWK Telethon for Children** on **CTV Atlantic** has raised \$5,424,413, all targeted toward helping to buy priority medical equipment, fund research and support special programs for patients and families. The money will also help fund spiritual health and bilingual services to provide comfort for children and families. The original **Izaak Walton Killam Hospital for Children** opened in 1970. In 1996, the IWK Hospital for Children and the adjacent **Grace Maternity Hospital** (operated and funded by the **Salvation Army**) merged and were known as the **IWK Grace Children's Hospital** until the early 2000s when the institution shortened its name to the **IWK Health Centre**... **CTV Ottawa's** telethon for the **Children's Hospital of Eastern Ontario** raised \$6,335,595, the highest amount ever. The money will be used to buy medical equipment, fund new research and train new nurses and physicians as well as stocking the hospital's playrooms with new games, toys and books. This was former CTV Ottawa anchor **Max Keeping's** 28th telethon for which he's been host... Independent **CHCH-TV Hamilton**, owned by **Channel Zero**, will launch the first Canadian morning television news show to air at 4:00 a.m. **Morning Live First Edition** will air weekdays and is slated to launch early this Fall. The news release says CHCH-TV now airs 76.5 hours of local news every week. With the addition, it will take that count up to 84, more, it says, than any other local television station in North America... While **Lloyd Robertson's** last newscast on **CTV's** national package is set for Sept. 1, he isn't leaving the private network. Instead, he'll take part in on-responsibilities at **W5** plus other select news responsibilities. Robertson began at CTV News in 1976 as a co-anchor with **Harvey Kirck**. In 1983, he became the chief anchor and senior editor.

**RADIO:** The **CRTC** has approved the purchase of **Niagara Radio Group's CFLZ-FM Niagara Falls** and **CKEY-FM Fort Erie** and its transmitter **CKEY-FM-1 St. Catharines** by **Haliburton Broadcasting Group**.

The purchase price is \$5.5 million... Still with **Haliburton**, the company's **Moose 93.1 (CHMT-FM) Timmins** has won permission to hike power from 3,600 watts to 16,400... **Richard Costley-White**, a descendant of London's first broadcaster, is making a comeback with the soon-to-be launched **98.1 Free FM (CKLO-FM) London**. The LO in the call letters mean London Ontario. **Blackburn Radio**, which sold its **CFPL-AM** and **FM 96** 12 years ago, are making a return to the market with an AA format – a mixture of classic rock, jazz, folk and blues. Costley-White's great-grandfather, **Arthur Blackburn**, introduced radio to London when he launched **CJGC** in 1922. It evolved into **CFPL-AM** and, later, the addition of **FM 96**. Free FM has 18 employees. The studio work is nearing completion and the new station is expected to go live in four to six weeks... Seven local radio stations pooled resources during the **On Air for Health Care** radiothon at the Bay of Quinte Golf and Country Club in Quinte West. Joining forces were **Quinte Broadcasting's Mix 97**, **Rock 107** and **CJBQ 800**; **Starboard Communications'**



**IN THE NEWS  
AND ON THE AIR**  
**That Voodoo Done So Well!**

#### Listener Audio

The industry standard for stations' caller audio capture. Ideal for on-air use, including your production Director's use for audience testimonials, requests and contests.

#### Interactive Promotional Content

Advertisers, promotion director's love using Radio Voodoo to build interactive sponsorship. Create great produced bits with little effort.

#### Content

Radio Voodoo builds a database of active listeners with user details. Based on phone number caller ID, Radio Voodoo captures demographic information, phone type and location of callers.

## SPARKNETWORKS

[CLICK HERE](#) to see what Radio Voodoo can do for you!

**For more information contact:**

Andrew Forsyth | [andrew@sparknetworks.ca](mailto:andrew@sparknetworks.ca) | 905.628.6470

Robyn Metcalfe | [robyn@sparknetworks.ca](mailto:robyn@sparknetworks.ca) | 416.219.5295

**95.5 Hitsfm** and **Cool 100**; **91X Loyalist** and **CKJJ-FM - UCB Canada (CKJJ-FM)**. The day-long fundraiser encouraged listeners to donate funds to three hospital foundations from Belleville, Trenton and Prince Edward County for the purchase of medical equipment. The day's tally was just short of \$100,000... **Astral Radio** will review 13 weeks of currency data for the PPM markets beginning at 2:15 p.m. ET tomorrow (Friday). Analysis of the Vancouver, Edmonton, Calgary, Toronto and Montreal markets will take priority. Material presented will include market share; daypart performance; recent market changes and the Federal election impact on tuning. To listen in, click [www.survey.astralradio.ca](http://www.survey.astralradio.ca)... **Magic 96.7 Peterborough's** launch saw co-host **Dan Duran** at the AC station and his co-host, **Linda Kash**, communicating via Skype from Budapest. She's in Hungary filming a mini-series on the Titanic. She's also the angel in the Philadelphia Cream Cheese TV commercials. Ops manager **Joel Scott**, who oversees (overseas) staffing, says her filming had to take priority. The magic of radio shone through.

**GENERAL:** **B.C. Children's Hospital Foundation** raised \$17,886,339 during the 24th annual *Miracle Weekend Telethon* on **Global BC TV** June 4-5. The amount sets a record. Annual events, such as *A World of Smiles Telethon* on **Shaw** and radiothons on **98.5 The OCEAN Victoria** and **Virgin Radio 95.3 Vancouver** contributed to the total. *The Chinese-Canadian Telethon and Radiothon*, airing on **Fairchild TV**, **CHMB AM 1320 Vancouver** and **Fairchild Radio AM 1470** contributed \$950,000 to the total. Donations are used to support the purchase of life-saving equipment, research into the treatment, prevention and cure of childhood diseases, recruitment and educational programs for caregivers, and programs in communities throughout the province... **Richard (Dick) Sienko** will be presented with the **Ontario Association of Broadcasters'** Lifetime Achievement Award at the OAB's annual conference Oct. 20 in Toronto. The award goes to individuals who have brought distinction or have made major contributions to the broadcasting industry. Sienko, the founder of **Target Broadcast Sales**, began his broadcast career in 1955. In 1976, he and his wife, **Donna**, opened Target Broadcast Sales, the only independently owned national radio rep firm in Canada... **Astral Media** has created its first annual corporate social responsibility report. It presents the company's major cultural, community and environmental commitments in 2010-2011.



Dick Sienko  
Target Broadcast Sales

**LOOKING:** **Q99 Grande Prairie** - creative writer/producer; **Citytv Toronto** - anchors / reporters, director – news, production manager, camera operators, producers, lighting directors, operations floaters, master control operators, assignment editors, production floaters, live eye operators, technical directors, writers, audio operators, editors, graphics operators/designers, media operations coordinators; **Loyalist College** - professor, radio broadcasting; **Astral Television Networks Toronto** - operations manager; **Bell Media Toronto** - manager of developing platforms (MTV Digital) and a publicist (Much MTV Group); **CBC Toronto** - senior systems designer (Media Operations and Technology); **Corus Television Toronto** - promotions project manager; **CTV Regina** - weather/community anchor, a news reporter, a co-anchor/host and a chase producer; **CTV Saskatoon** - weather/community anchor; co-anchor/host; chase producer; **Newcap Television Lloydminster** - news director; **Shaw Media Toronto** - broadcast technician; **Rogers Sportsnet Toronto** - broadcast technician; **Astral Hamilton** - account executive; **Astral Kelowna** - assistant regional brand director; **CJDC Dawson Creek** - morning show host; **Harvard Broadcasting Edmonton** - account executive; **103.1 Fresh FM London** - MD/announcer; and **CFPL AM980 London** - newscaster/reporter.



**SUPPLYLINES:** **Paul Salvini** has joined Kitchener-based **Christie Digital Systems** as Chief Technology Officer. He is the former CTO at **Side Effects Software** and succeeds **Bob Rushby**, who retired in February.

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

THIS PUBLICATION MAY ONLY BE DISTRIBUTED WITHIN THE SUBSCRIBER'S LOCATION.  
PLEASE DO NOT FORWARD IT BEYOND YOUR STREET ADDRESS.

Christensen Communications Ltd. \* 18 Turtle Path \* Lagoon City ON \* L0K 1B0  
www.broadcastdialogue.com \* howard@broadcastdialogue.com

Thursday, June 16, 2011

Volume 19, Number 7

Page One of Three

Proven.  
Stable.  
Familiar.  
**ENCO**

### Classic interface - Proven DAD engine

A studio interface designed by announcers for announcers and built on the renowned DAD engine, Presenter continues the ENCO legacy of success. Using a familiar interface, Presenter is the most intuitive, user-friendly, and powerful on-air system yet!

 **Pippin  
Technical**  
We Are Broadcast Engineering!



Call toll FREE 1-888-508-4677  
www.pippintech.com

**G**ENERAL: **CRTC** Chair **Konrad von Finckenstein** thinks it's time the feds got in step with the digital world by drafting a new all-encompassing act more in tune with what's happening now. In a speech at the Banff TV festival, von Finckenstein said that the act now in place, and which governs broadcasters and telecoms, is outdated; that something more comprehensive is needed. He pointed to the distinction between the two regulated industries as now being virtually meaningless since the big players have fingers in both pies. *"It has become a single industry, thoroughly converged and integrated. Yet it continues to be regulated under three separate acts which date from 20 years ago,"* he said. The best approach, in his opinion, would be to encompass all communications policies under one comprehensive act, and possibly under one minister... A **Deloitte and Touche** study estimates that the **CBC** contributes a net \$1.3 billion to the Canadian economy every year through activities and funding for productions. Those actions, concludes the analysis, has helped create clusters of creative businesses across the country. CBC has also been instrumental in establishing production facilities in such markets as Halifax and Winnipeg. The analysis was commissioned by CBC to put a dollar figure on its economic impact on the country. The study also says the public broadcaster has helped other broadcasters by leading the way in developing new technologies and promoting digital content... With the passing of **Corus Radio** Technical Director **Jack Hoepfner**, who was also the chair of the **Technical Coordinating Committee (TCC)** which works under the auspices of the **Canadian Association of Broadcasters**, there is a new panel in place. The new chair of the Technical Coordinating Committee is **Kirk Nesbitt**, VP, Corporate & Radio Engineering, **Rogers Media**. The radio sub-committee is chaired by **Wally Lennox** of **Astral Media** and the TV sub-committee is chaired by **Bruce Cowan**, Director of Engineering at **Corus Entertainment**. **Wayne Stacey** remains as the TCC Secretary... The first extension of cable TV's **Sportsnet** by **Rogers Media** was to two radio stations: **The Fan 590 Toronto**, now **Sportsnet Radio Fan 590** and similarly with **Sportsnet Radio Fan 960 Calgary**. Now, the line extension continues with the proposed launch this fall of **Sportsnet** magazine. The biweekly publication will debut with an estimated circulation of 100,000 copies... American news media regulations are out of sync with the information needs of U.S. communities, according to a new **FCC** report. Entitled *The Information Needs of Communities: The changing media landscape in a broadband age*, the report includes a critique taking aim at the

shortage of local, professional accountability reporting, this despite the proliferation of news sources in a digital environment... **Dr. Veena Rawat**, who retired as President of Industry Canada's **Communications Research Centre (CRC)** earlier this year, has been awarded the **2011 Public Service Award of Excellence** in the Outstanding Career

category. The award is in recognition of her lifelong contribution to telecommunications and to women in leadership roles.

**RADIO:** *Statistics Canada* reports 2010 revenues for private radio broadcasters were up over the year before, with operating revenues reaching \$1.6 billion in 2010. That's up 3.2% from 2009. Profit margins rose to 19.1% before interest and taxes, up from 17.9% in 2009. StatsCan says 2009 marked the first year-over-year drop in revenues since 1993. But, even with last year's gains, revenues have yet to surpass 2008 revenues before the general economic downturn. Ontario private radio operators were the most profitable, with 22.9 cents of profit before interest and taxes per dollar of revenue. The lowest profit margin was in Saskatchewan where there was 11 cents of profit. Profit margins exceeded 10% in all regions of Canada for the first time since 1976... **Newcap** says net profits more than doubled in the latest quarter as the company booked higher revenues and had lower corporate expenses. Newcap earned \$2.9 million or 10 cents a share for the three months ended March 31, up from a net profit of \$1.4 million or four cents a year ago. Revenue in the quarter rose to \$26.9 million from \$25.7 million... A contest on **90.3 Amp Calgary** is being criticized for its sexist nature. Entrants are competing for online votes to win a breast augmentation. The "*Breast Summer Ever*" asks entrants to upload a photo of themselves and a statement about why they should win the \$10,000 surgery. One opponent says he's already filed complaints with the **Ad Standards Council** and the **Canadian Broadcast Standards Council**... Final regulatory and government approvals have been received that allow **Canadian Satellite Radio Holdings**, the parent of **XM Canada**, and **Sirius Canada** to move forward with their merger. It is now scheduled to close June 21... The **CRTC** has issued calls for radio licence applications at Miramichi, New Brunswick and Fredericton. Both have due dates of Sept. 12 and both calls were prompted by applications from **Newcap**... **NEWSTALK 1010 (CFRB) Toronto** has won the National **Edward R. Murrow Award** for Excellence in Breaking News for *G20 Black Block Party in Toronto*. The award, presented by the U.S. RTDNA, saw CFRB compete against stations from 30 countries... The first **96.3 Capital FM Edmonton Capital Cares Radiothon** for **Make-A-Wish Northern Alberta** raised almost \$50,000 in a one-day event that took place aboard the Santa Maria Ship in the West Edmonton Mall. The donations will now allow Make-A-Wish Northern Alberta to grant at least six wishes.

**REVOLVING DOOR:** **Bill Bodnarchuk**, the VP/GM at **Bell Media Radio Toronto**, will retire Aug. 31 after a 38-year career with the company. He spent the first 28 years at **CHUM Halifax**, beginning as an overnight announcer and working his way up to GM. He was promoted and transferred to **CHUM/CHUM-FM Toronto** where he's been leading those two stations the past 10 years. Bodnarchuk, 60, plans on returning to his home in Halifax... **Mike Keller**, the VP Industry Affairs in Ottawa for **Newcap**, is no longer with the company. Newcap eliminated the position... **Astral Fredericton's** Group Brand Manager, **Tom Blizzard**, is no longer with the operation. Blizzard was a 34-year veteran at the Astral stations in New Brunswick... Some changes at **Corus Radio**, including **Victor Giacomelli** being promoted to VP Sales for all Corus stations. He moves up from Director of Sales at mid-August. Also at mid-August, **102.1 the Edge Toronto** PD **Ross Winters** returns to the West Coast to become PD for **Rock 101 Vancouver** and **Q107 Calgary**. He will also assist **Chris Duncombe** as APD at **CFOX Vancouver**. **Suzanne Carpenter**, VP/GM **Corus Radio Toronto** will also become responsible for **Corus Radio Hamilton**. That additional duty falls into place at the middle of August. **David Huszar**, VP/GM Interactive and Emerging Platforms at **Corus Entertainment** in Toronto is no longer with the company. As well, **Renee Roth**, the sales manager at **AM 640 (CFMJ)**

**COOL STUFF AWARD**  
RADIO WORLD  
2011

**THE WORLD  
HAS A BRAND NEW  
PLAYOUT SYSTEM.**

**Z E T T A**  
ADVANCED RADIO AUTOMATION

**RCS** rcscanada.com  
Sound Software

RELIABLE, INTUITIVE, FLEXIBLE

**Toronto** is no longer in that position... (Ms) **Kim McKechnie**, the Sales Manager at **103.9 The Juice Kelowna**, has resigned... **Sherida German** has been appointed to **Shaw Media's** newly created role of Senior Director, Marketing - Global News. German's work, since 1998, has been focussed on the company's specialty channels... Also at **Shaw Media**, **Jason Keown** has become Senior Director, Marketing - Global Entertainment. Keown arrived at Shaw from his previous consumer marketing position at **Burger King Canada**... **Joanne Kerr** is the new VP, Technology Services at **Accessible Media Toronto**. She succeeds **Paul Campbell**. Her background includes **Bell ExpressVu**, **XM Radio** and **Canadian Telecommunication Group**... **Dave Sturgeon** is the new GSM at **100.5FM News Radio (KXNT) Las Vegas**. Sturgeon's News/Talk experience includes eight years doing morning drive at **570 News (CKGL) Kitchener/Waterloo** and two years as GM/GSM at **CKWR Waterloo**. He moves to Nevada from **Three Eagles Communications** in Mankato, Minn. where he was Market Manager... **Sean Craig** is the new station engineer at **Bell Media Brockville**. He's a recent **Algonquin College** grad and an 18-year veteran in the IT field.

Wheatstone NEW SMALL STUDIO MIXER FOR NEWS & VOICETRACKING



**\$3,495.00** 4 Fader Version

Call us for best pricing and to arrange your demo - Toll Free 1.866.460.3119

**SIDEBOARD**  
WHEATNET-IP CONTROL SURFACE

- Ideal for Voice Tracking, Production, News Studios
- Add-On to E1, E4, E5 or E6 & WheatNet-IP BLADE
- Up to Two Side Boards supported per BLADE
- 4 or 8 fader versions
- ON/OFF switches & input source selector
- PGM, AUD busses & headphone output
- LED bargraph metering & TEXT LCD display
- Stand-alone unit using Wheatnet IP BLADE (additional cost)


RON PALEYBROADCAST.COM

**T****V: Rogers Communications** CEO **Nadir Mohamed** says **Netflix** is a content provider that doesn't need more regulation. Netflix Canada, he says, isn't a competitor to Rogers' on-demand TV service or to other content that Rogers provides. Mohamed acknowledges, however, the concerns that such online services raise as they relate to the public interest of Canadian content. Meanwhile, a coalition of 40 companies, including Rogers, wants the **CRTC** to examine the operations of such Internet-based services... At the **Banff World Media Festival** during a panel looking at the state of the Canadian television industry, **Bell Media** President **Kevin Crull**, **Rogers Communications** Vice-Chairman **Phil Lind**, **Shaw Media** President **Paul Robertson**, **CBC** Executive VP, English Services **Kirstine Stewart** and **Astral Television Networks** President **John Riley** all agreed that there have been exciting changes that will provide new opportunities for broadcasters, content providers and viewers. Concern was expressed, however, over the upcoming **CRTC** hearings on vertical integration. While they agreed vertical integration was a good thing, worry was expressed that regulation "... will take us two steps back" (Crull) and that "... we have to watch out to make sure that some of the small and independent players have fair access" (Robertson)... Toronto-based **Peace Point Entertainment Group** has acquired **DIDtv**, a U.S. content development and production company. It has been re-launched as Peace Point Entertainment USA and is based in New York. The company has produced programming for most major North American broadcasters. Its content is seen in over 80 countries on broadcast and specialty channels... The average American has more ways to watch video – whenever, however and wherever they choose. In **Nielsen's Cross-Platform Report**, the overwhelming trend shows Americans spending more time watching video content on traditional TVs, mobile devices and the Internet than ever. On traditional TV, overall viewership increased 22 minutes per month per person over last year. Mobile Video, though accounting for only a handful of hours per month, has increased 41% over the last year and more than 100% since 2009. Internet video streaming also saw increases in time spent; this behavior is the highest among a younger and diverse subset of the population.



**L****OOKING:** **102.1 The Edge Toronto** - Program Director; **News1130 Vancouver** - Program Director; **Astral Kelowna** - Assistant Regional Brand Director; **Bell Media Brockville** - Promotions and Marketing Director/Announcer; **Astral Prince Rupert** - Account Executive; **Bell Media Digital Toronto** - Social Media Manager; **Corus Television** - Director of Original Programming-Unscripted; **CTV Edmonton** - Senior Reporter/Anchor Morning News, a Reporter and a Weather Anchor; **CTV Winnipeg** - Weather Anchor and a Supervising News Producer; **Niagara News Television St. Catharines** - Account Executive; **CBC Ottawa** - Manager, Government Relations; **CBC Toronto** - Business Manager, Factual Entertainment; and **CBC Vancouver** - Executive Assistant (Revenue Group)

**S****UPPLYLINES:** **Incospec** has been enlisted by **RGB Networks** as its Eastern Canadian representative for its line of video processing solutions... Winnipeg-based **Linear Systems** is closing its doors. Company President **Tom Thorsteinson** says it's time to retire. The company is working with **Computer Modules** toward a formal agreement to transfer its technology and manufacturing.

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

THIS PUBLICATION MAY ONLY BE DISTRIBUTED WITHIN THE SUBSCRIBER'S LOCATION.  
PLEASE DO NOT FORWARD IT BEYOND YOUR STREET ADDRESS.

Christensen Communications Ltd. \* 18 Turtle Path \* Lagoon City ON \* L0K 1B0  
[www.broadcastdialogue.com](http://www.broadcastdialogue.com) \* [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

Thursday, June 23, 2011

Volume 19, Number 8

Page One of Three



**Reliable.  
Trusted.  
Proven.**

**2000 Studios can't be wrong!**  
Axia is the most trusted name in IP Audio. More than 2000 radio studios are equipped with Axia AoIP networks, with over 25000 Livewire-equipped devices in service, and counting. Put our experience and expertise to work in your studio.



**Call toll FREE 1-888-508-4677**  
[www.pippintech.com](http://www.pippintech.com)



**GENERAL:** The **CRTC** is toying with the idea of putting regulations in place proscribing the holding back of any content, on any platform, to competitors by those companies which own broadcast companies/distribution concerns. Further, the Commission would also create swift dispute resolution mechanisms that would prevent content blackouts on any screens. Concerns over anti-competitive behaviour in the newly converged landscape began being addressed Monday at a hearing in Gatineau in response to **Shaw Communications'** \$2-billion acquisition of **Canwest Global** and similar action by **BCE** in its purchase of **CTV**. Those two deals added enough property to the mix so as to put large telecom service providers in control of more than 75% of the broadcast assets watched by Canadians. The "vertical integration" hearing was instigated by firms such as **Telus** which suggested the new structure had to be regulated so that programming did not get locked into an content owner's BDU or its other distribution properties. Among other things, the Commission will consider the establishment of a business practices code that would prevent exclusivity on broadband platforms. In previous hearings, Shaw and BCE defended their acquisitions in that they combine the largest broadcasters with the biggest distribution assets. Doing so, they argued, would give the domestic industry gains that would keep it competitive with foreign "over the top" competitors. The deals also stabilized conventional TV networks faced with declining revenues. On day one, **Rogers** Vice-Chairman **Phil Lind** said users shouldn't be prevented from watching TV shows on a mobile device just because another wireless company has the exclusive rights. But Rogers also proposed that content produced specifically for websites or mobile devices should not be required to be made available to other companies. BCE and **Quebecor** called for fewer rules and for the Commission to allow exclusive deals for content on new devices like smartphones and tablets. Exclusive deals, they say, help drive innovation. On Tuesday, the Commission asked BCE to submit proposals by July 8 on how it would compete without exerting monopolistic power. Yesterday (Wednesday), it asked the same of Shaw. Both agreed... **Lloyd Robertson's** memoir has been scheduled for release in the fall of 2012. The publisher, **HarperCollinsCanada**, says the book will chronicle Robertson's life and the historic events he's covered in more than 50 years in

broadcast journalism. Before moving to **CTV** in 1976, he'd been with **CBC Television** and, at the time of his

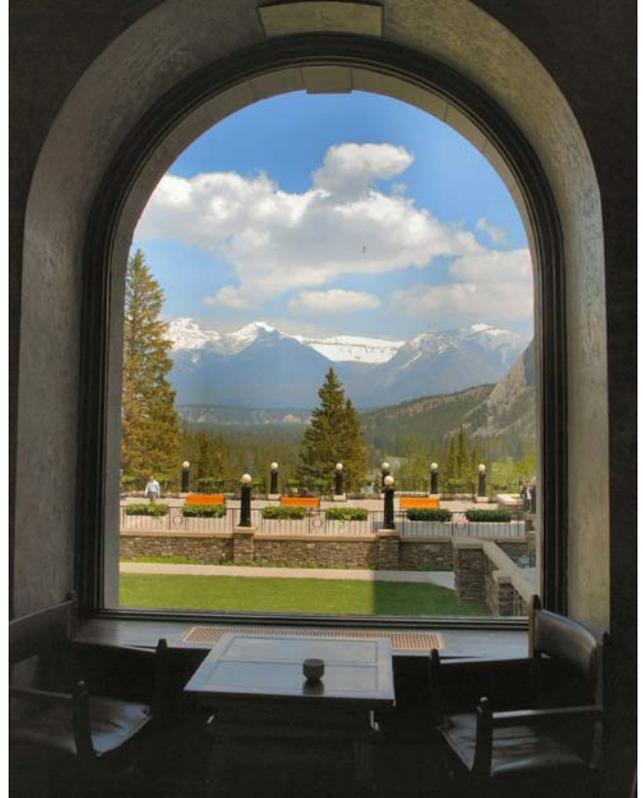
resignation, was Anchor of *The National*. The 77-year-old Robertson will deliver his last CTV newscast Sept. 1 and hand over the anchor chair to **Lisa Laflamme** Sept. 5. He plans to stay on as a *W5* correspondent.

**G**ENERAL: **CBC/Radio-Canada** wants three things from the **CRTC**: Streamlined regulation that will allow it to adapt to audience interests; stable funding under programs such as the Local Programming Improvement Fund; and prominent access to all distribution platforms. It made those desires known in advance of its renewal hearings... A study commissioned by the **National Association of Broadcasters** reveals that local TV and radio stations support 2.52 million American jobs and add \$1.17 trillion a year to the American gross domestic product. NAB ordered the study as it battles for preservation of airwaves that the government wants for wireless broadband. The study also indicates local broadcasting accounts for 7% of the U.S. Gross Domestic Product (GDP). **Gordon Smith**, who heads the NAB, used the figures to answer the mantra that wireless broadband will inject billions into the American economy. Researchers focussed on the 13,077 commercial TV and radio stations only. Non-commercial stations and networks were not considered... **Simon Fraser University** in Vancouver has former broadcaster **Carole Taylor** as its tenth Chancellor. Taylor, who is a business leader and former politician, took up the role at SFU's spring convocation.

**R**ADIO: **Rogers Radio** in Chilliwack has saved the city's Santa Claus Parade after the downtown business association pulled its sponsorship. **Star-FM** Promotions Director **Teresa Laynes** sent a letter to the mayor saying that Star, along with sister station **Fun FM Vancouver**, want to partner with the City of Chilliwack for the 2011 parade. For its contribution, Star FM has asked that it (and Fun FM) and the city be recognized as the sole sponsors... The **New York Festivals** International Radio Program & Promotions Awards, honoring the world's best radio programs, were presented at a Monday night gala in Manhattan. Toronto's **Pirate Group**, led by **Terry O'Reilly**, won one of three international Grand Awards (the others went to Ireland and to Texas). Pirate earned its Grand Trophy for *Age of Persuasion Goes to the Movies* for the **CBC**, winning in the Business/Consumer Issues category. The entry explores great movie marketing, discussing the way Hollywood sold its films. Canadian winners are:

**Battery Radio** - Gold - Client: Parks Canada - Information/Documentary - Environmental  
**CBC** - Gold - The Early Edition - Information/Documentary - Health/Medical  
**CBC** - Gold - The Sunday Edition - Information/Documentary - Profiles/Community Portraits  
**CBC** - Gold - CBC News - News Reports/Features - Best Breaking News Story  
**CBC** - Silver - Quirks & Quarks - Information/Documentary - Educational  
**CBC** - Silver - ReVision Quest - Information/Documentary - History  
**CBC** - Silver - The Current - Information/Documentary - Human Relations  
**CBC** - Silver - CBC Radio - Information/Documentary - Culture and the Arts  
**CBC** - Silver - Radio One Calgary - News Reports/Features - Best Ongoing News Story  
**CBC** - Silver - Writers & Company - Talk Programs - Best Regularly Scheduled Talk Program  
**CBC** - Bronze - "Malcolm" - Craft and Technique - Best Narration  
**CBC** - Bronze - Entertainment - Best Regularly Scheduled Drama Program  
**CBC** - Bronze - The Current - Information/Documentary - Health/Medical  
**CBC** - Bronze - The Women Are Coming - Information/Documentary - History  
**CBC** - Bronze - The Current - Promotions & IDs - News Promotion (Special Series)  
**Corus Radio Toronto** - Bronze - Classic Rock Song Worms - Promotion Spots and IDs - Station ID  
**KiSS 92.5 Toronto** - Bronze - Commercial Free Monday - Promotion Spots and IDs - Programs/Series Promotion  
**Pirate Group, Toronto** - GRAND - Age of Persuasion - Information/Documentary - Business/Consumer Issues

Coming up in next week's Broadcast Dialogue magazine are highlights, photos and videos from the Western Association of Broadcasters convention at the Fairmont Banff Springs Hotel!



**Pirate Group, Toronto** - Gold - Age of Persuasion - Information/Documentary - Business/Consumer Issues  
**Pirate Group, Toronto** - Silver - Age of Persuasion - Craft and Technique - Best Writing  
**Pirate Group, Toronto** - Silver - Age of Persuasion - Craft and Technique - Best Writing  
**Pirate Group, Toronto** - Bronze - Age of Persuasion - Information/Documentary - Business/Consumer Issues  
**Sarah Boothroyd** - Gold - La Muse En Circuit - Craft and Technique - Best Sound  
**Sound Venture Productions** - Gold - Canadian Heritage Information Network - Audio Podcast - Education  
**The Canadian Press** - Silver - One Bomb, Many Lives - News Programs - Best News Documentary/Special.

**REVOLVING DOOR:** Terry DiMonte is returning to mornings at **CHOM-FM Montreal** after being at **Q107 Calgary** the last four years. DiMonte began in CHOM-FM mornings back in 1984. A dispute with the station led to his departure. The date for his comeback has not been announced by Astral... **Joanne MacDonald**, VP of News at **CTV**, has become GM at **CP24 Toronto**. MacDonald has 25 years experience with CTV News. Her title is now Vice-President, News and General Manager, CP24... **Sam Corea** is the new Manager, On Air Operations at **CTV Calgary**. He succeeds **Karen Irvine** who retired earlier this year. It's a promotion for Corea who's been with the CTV operation in Alberta since 1991. Moving into his old position as Supervisor in the Master Control/VTR department is **Valera Shaw**, also moving up from within... **Dean Fox**, Chief Engineer at **Rogers Radio Victoria**, has been named Regional Engineering Manager BC and will move to Vancouver at the beginning of July. With Rogers since 1996, Fox succeeds **Rick Dal Farra** who moved to **Rogers Radio Toronto** at the beginning of this month... **Catherine Sherriffs**, beginning July 4, becomes **CTV Montreal's** new Late News Anchor, succeeding **Debra Arbec** who moved to **CBC Montreal**. Sherriffs has been a reporter for CTV Montreal the past two years and worked as a newscaster on Montreal radio. Ms Sherriffs is the niece of veteran **Q92.5 The Q Montreal** morning show News Anchor **Murray Sherriffs**... **Adam Wylde** and **Danaye Maier** begin co-hosting mornings at **Virgin 98.5 Calgary** June 27. Wylde moved from **Virgin Radio 999 Toronto** while Maier's last stop was at **JACK FM Victoria**. She'd been at **The BEAR Edmonton** prior to that... New local Sales Manager at **Country 103 (CJKC) Kamloops** is **Chris Wilson**. Wilson was promoted from his Account Exec role... **Grace La Rose**, the former Promotions Director at **Bell Media Radio Brockville**, has moved to **Corus Radio Kingston** in that same capacity... The new Promotions Director at **Lite 92.9 Halifax** is **Stephanie Wall**. Before moving to the **Rogers** station she was Promotions Assistant at **Newcap Halifax**... News veteran **Roger Currie** is no longer anchoring and commenting at **CKRM Regina**. Before moving to the **Harvard** property, Currie, among other things, had been the long-time morning Anchor at **CJOB Winnipeg**. He can be reached at [rcurrie@sasktel.net](mailto:rcurrie@sasktel.net).

**SIGN-OFF:** **Graham Scott**, 38, suddenly at his Edmonton home. Scott was a weekend announcer at **Sonic FM Edmonton**.

**LOOKING:** **Bell Media Radio Ottawa** - General Sales Manager; **Astral Toronto** - Revenue Director; **Astral Hamilton** - Account Executive; **Astral Terrace** - Television Switcher; **Astral Prince Rupert** - Account Executive; **CBC Radio Kelowna** - Producer; **Jack FM Victoria** - Morning Show Host and an Announcer; **Rogers Radio Victoria** - Promotions Director; **Newcap Radio Kentville** - Morning Show Co-Host/News; **Bell Media Toronto** - Sr. Motion Graphic Designer - CTV Creative Agency; **CTV British Columbia** - Reporter; **CBC Montreal** - Director, Resource, Technology and Process Optimization (Revenue Group) and a Director, IT Solutions and Services Management (Information Technology); **CBC Toronto** - Manager, Technical Crafts (Media Operations & Technology); and **Newcap Television Lloydminster** - Anchor/Reporter.

**SUPPLYLINES:** **Global Television** will upgrade their entire news graphics workflow in Toronto, Edmonton, Calgary and Vancouver, in addition to news bureaus in nine other cities, with **Ross XPression 2D/3D CG** units and associated workflow tools... **Ward-Beck's Eugene** and **Colleen Johnson** were profiled in the **Toronto Star** for their other business interests at Niagara-on-the-Lake. Click [HERE](#) to have a look!

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

THIS PUBLICATION MAY ONLY BE DISTRIBUTED WITHIN THE SUBSCRIBER'S LOCATION.  
PLEASE DO NOT FORWARD IT BEYOND YOUR STREET ADDRESS.

Christensen Communications Ltd. \* 18 Turtle Path \* Lagoon City ON \* L0K 1B0  
[www.broadcastdialogue.com](http://www.broadcastdialogue.com) \* [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

Thursday, June 30, 2011

Volume 19, Number 9

Page One of Four

BellMedia

Position: General Sales Manager, Bell Media Radio Ottawa

Responsibilities: Reporting to the V.P / General Manager, the General Sales Manager will provide strategic leadership and overall management, for all four radio stations. They will develop and implement the sales plan and ensure attainment of revenue and profit objectives. Specific responsibilities will include:  
Developing strategic sales plans to ensure revenue and profit objectives are met.  
Developing plans on an annual basis and as warranted to improve performance to meet sales plan and profit objectives.  
Communicating vision, plans, goals and objectives to the sales team to ensure effective execution and optimize productivity of sales professionals.  
Responsible for manpower planning including routing, recruiting, retention and engagement.  
Responsible for recruiting, on boarding and training as well as coaching and developing current and new sales personnel.  
Evaluates sales professional development growth and provides effective performance monitoring and correction plans.  
Tracks, monitors and evaluates profitability of existing business and directs the pricing decisions of sales representatives to ensure that maximum levels of profitability are maintained.  
Perform other duties as required.

Qualifications: A University degree, plus 10+ years of proven successful sales and sales management experience, preferably in a media environment  
A track record of achieving profitable sales growth and managing a team of experienced sales professionals with a strong emphasis on market growth, manpower and customer planning, engagement and building a team environment.  
Exceptional interpersonal and presentation skills with demonstrated success in negotiating and assisting clients.  
Ability to work effectively both independently and a team environment.  
Ability to prioritize, multi-task and work under pressure of constant deadlines.  
Strong leadership, development and solid experience in managing sales employees.  
Financial acumen with strong decision making skills.  
Ability to embrace change.

Application Details: Interested candidates are encouraged to apply online at [www.bellmedia.ca](http://www.bellmedia.ca), or forward a current resume, in confidence to:

Human Resources                      Please quote reference number: CN -064  
87 George Street  
Ottawa, ON K1N 9H7  
e-mail: [cindy.newell@bellmedia.ca](mailto:cindy.newell@bellmedia.ca)

Only those applicants selected for an interview will be contacted. No phone calls please.

Bell Media Inc. is dedicated to equity in the workplace.

**T**V: The “vertical integration” hearings wrapped up in Gatineau Tuesday with **CRTC** Chair **Konrad von Finckenstein** admitting that he was “*confounded*” by the Canadian media industry’s “*new world*”. But now, the Commission’s task is to try coming up with new rules. von Finckenstein asked appearing parties to make suggestions on a code for good commercial practices. Such a code, he said, could be used to resolve disputes and keep the industry in check. **Shaw Communications** and **BCE** argued that more video is being watched online and that they need more market power to compete with unregulated players offering this service. They claim that their existence will be threatened if they’re restricted from using their size and assets to expand their businesses. Conversely, companies that do not own broadcast assets say that the giants have dangerous market power. They fear that the likes of **Bell Media** and **Shaw Media** could raise fees that BDUs pay for their specialty channels or might force competing channels into less desirable cable or satellite packages. Further, those in favour of regulation fear that the big companies could keep their TV content for exclusive distribution on their wireless

networks or mobile devices. Combined, BCE, Shaw, **Rogers** and **Quebecor Media** control more than three quarters of all Canadian TV programming and distribution revenues. They also control well over two thirds of all wireline and mobile phone subscribers... According to a new report, cable operators in the U.S. lost 3.8% of their subscribers in the top 15 markets during the first quarter. **SNL Kagan** also found that satellite and telco providers picked up nearly the same number of video customers. Cable subscriptions fell to 23.2 million from 24.1 million in big American cities while satellite had an increase of 0.1% to 10.6 million. Telco subs jumped 24% to 4.4 million. The number of multichannel subscribers fell 0.1% to 38.2 million... **Sportsnet** personality **Damian Goddard**, who was fired after tweeting about his support of the Catholic position on marriage, says he’ll be filing a Human Rights complaint against **Rogers Communications**. The tweet, he says, was from his personal account.

# Proven. Stable. Familiar. ENCO

## Classic interface - Proven DAD engine

A studio interface designed by announcers for announcers and built on the renowned DAD engine, Presenter continues the ENCO legacy of success. Using a familiar interface, Presenter is the most intuitive, user-friendly, and powerful on-air system yet!



Call toll FREE 1-888-508-4677  
www.pippintech.com

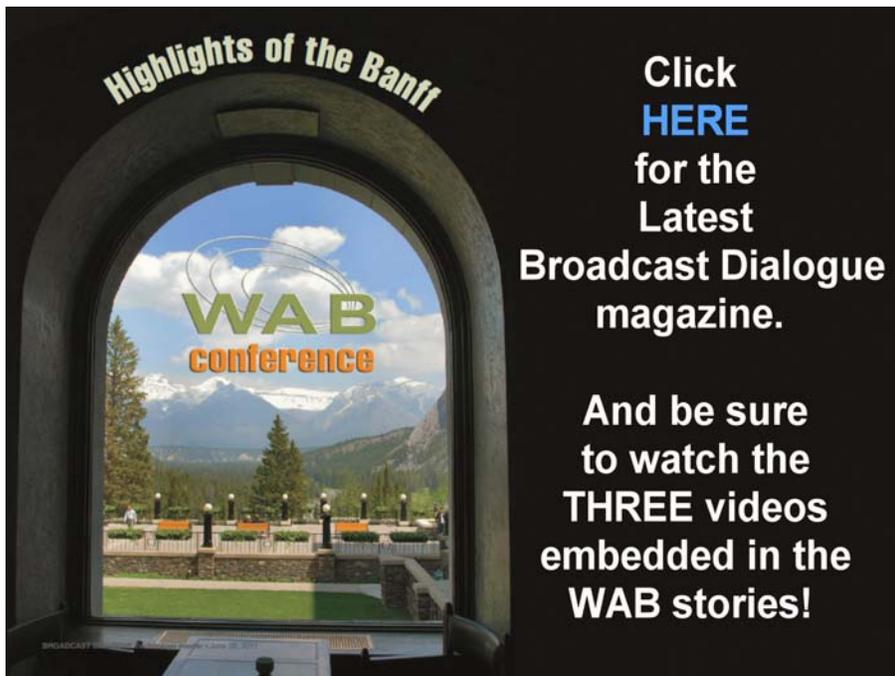
**RADIO:** Three new members of the **FACTOR** Board are from Western Canada: **Rick Arnish**, President, **Jim Pattison Broadcast Group** in Kamloops who represents independent private radio broadcasters; **Stephen Carroll** of Winnipeg, an Artist Manager/Guitarist (for **The Weakerthans**) an independent representative; and **Mark Jowett** of Vancouver, the VP International A&R/Publishing at **Netwerk Music Group**, representing the **Canadian Music Publishers Association...** English-language play-by-play broadcasts of **Montreal Canadiens** games have moved – in a seven season deal – to **The Team 990 Montreal** from **CJAD Montreal**. Along with all 82 regular season games, the station will also air Canadiens' playoff games and all pre-season games.

**REVOLVING DOOR:** VP/GM **Tom Peacock**, of **Astral Radio's** Calgary cluster, retired last Thursday. He is no longer with the stations. **Stewart Myers**, VP/GM at **Astral Edmonton**, is overseeing the Calgary operation. Ops. Mgr. **Chad Martin** is handling day-to-day business until a successor for Peacock is in place... **Sylvain Lafrance**, Executive VP of French Services, after more than 33 years, will be leaving **CBC/Radio-Canada** this fall following the Corporation's 75th-anniversary celebrations... **Lars Wunsche**, Director of Sales for **Corus Radio Toronto**, has added the **Corus Hamilton** cluster to his sales responsibilities. Hamilton GSM **Carolyn Thorn** reports to Wunsche... Longtime **CTV (Kitchener) Southwestern Ontario** weatherman **Dave MacDonald** will retire today (June 30), leaving to enter politics... **Owen Charlebois**, who moved to **Arbitron** from the presidency of **BBM**, is now **Google's** Global Manager of Advertising, Marketing and Media Research. He works at offices in both New York City and Washington, D.C... **Andrew Krystal** is no longer with **Sportsnet The Fan 590 Toronto**. He began there last September after working for five years at Rogers sister stations in the Maritimes (**News 95.7 (CJN1-FM) Halifax** and simulcast to the **Rogers News/Talk** stations at Moncton and Saint John). Krystal, according to a station exec, is pursuing other interests within Rogers... **Sally Catto**, **CBC-TV's** Executive Director Arts & Entertainment Programming based in Toronto, won't be returning from maternity leave. Instead, Catto, who's been in Vancouver during her leave, will join New York-based

**Cineflix Studios** at its Vancouver location as Executive VP. She will oversee development and production of Canadian dramas and comedies for sale at home and internationally... **Aboriginal Peoples Television Network (APTN)** has promoted (Mr.) **Sky Bridges** to COO, based in Winnipeg. Bridges had been Director of Marketing... This is **Wayne Scrivens'** last day (Thursday) at **Bell TV** after nine years as Director Broadcast Engineering. Scrivens has resurrected his engineering consultancy. His first project is with **High Fidelity HDTV Inc...** Still with **Bell TV**, **Tim Dinesen**, VP of Operations and Technology, is gone from the organization. His position was eliminated... **Russ White** has announced his retirement, effective Nov. 8. He's been with **Global Maritimes** as its Cape Breton Bureau Chief in Sydney for the past 12 years and was with **CJCB Sydney** for 25 years before that, the last few years there as ND... **Ashley Elborne**, who'd transferred from **Family** in early 2011 to become Brand Manager at **Disney XD**, has departed the broadcasting industry to join **Indigo...** **Stewart Leese** is the new Creative Director at **Teletoon**. Leese began at **CFMT-TV Toronto** in 1987 as a Commercial Producer and made other stops at **CHCH-TV Hamilton**, **CBC Television** and **Corus Entertainment**.

**GENERAL:** The federal **Competition Bureau** has ruled that **Bell Canada** must pay a \$10-million fine for using misleading advertising on prices for satellite TV, wireless services, Internet and home phone

services. The federal watchdog said Bell's advertised prices were not available because of additional mandatory fees related to modem rentals, phone and digital television services that were hidden from consumers in "fine print disclaimers". The fine is the maximum amount allowed under the Competition Act... The **Canadian Broadcast Standards Council** has seen an avalanche of complaints regarding a show on **Sun News Network** that Sun owner **Quebecor** says was prompted by a campaign launched on **Facebook**. The issue is an interview conducted by **Krista Erickson** with dancer **Margie Gillis** related to public funding. Viewers have sent almost 4,500 complaints since the interview aired. By comparison, the CBSC receives an average of 2,000 complaints annually. CBSC Chair **Ron Cohen** says a clause requiring "full, fair and proper presentation of news, opinion, comment and editorial" will likely be the focus of Council panel's adjudication... Third-quarter profits at **Shaw Communications** rose 28% to \$203 million as it booked stronger revenues but saw a decline in cable subscribers. Earnings were equal to 45 cents per share. In the same period a year earlier, Shaw posted a profit of \$158 million or 37 cents a share. Operating revenue rose 36% to \$1.28 billion, well above the \$943.6 million in the same quarter last year. Shaw saw a decline of 13,577 cable subscribers during the period, compared to 2,322 in the same quarter last year... The U.S. television and newspaper media, according to a new annual **Gallup** poll on institutional trust, is regaining lost ground after years of all-time lows. Roughly 28% said they had a lot of trust in newspapers while 27% said the same about TV. But that positive news is offset by the fact that the new numbers are considerably lower than those recorded in 2003. The biggest gains in approval came from 35-49s. Younger Americans expressed greater trust in TV and less in newspapers. In a similar report, the **Pew Project for Excellence in Journalism's** annual report on *The State of the News Media* suggests that media improved in 2010 as content providers found new ways to meet the changing needs of their audiences as well as new revenue models. Gallup's September update will help gauge if the industry as a whole is rebuilding integrity... For news of the RTNDA Canada name change and a list of winners announced last weekend in Halifax at the annual national convention, see Page 4.



Highlights of the Banff

Click **HERE** for the Latest Broadcast Dialogue magazine.

And be sure to watch the **THREE** videos embedded in the **WAB** stories!

WAB conference

Click **HERE** for the Latest Broadcast Dialogue magazine.

And be sure to watch the **THREE** videos embedded in the **WAB** stories!

share. In the same period a year earlier, Shaw posted a profit of \$158 million or 37 cents a share. Operating revenue rose 36% to \$1.28 billion, well above the \$943.6 million in the same quarter last year. Shaw saw a decline of 13,577 cable subscribers during the period, compared to 2,322 in the same quarter last year... The U.S. television and newspaper media, according to a new annual **Gallup** poll on institutional trust, is regaining lost ground after years of all-time lows. Roughly 28% said they had a lot of trust in newspapers while 27% said the same about TV. But that positive news is offset by the fact that the new numbers are considerably lower than those recorded in 2003. The biggest gains in approval came from 35-49s. Younger Americans expressed greater trust in TV and less in newspapers. In a similar report, the **Pew Project for Excellence in Journalism's** annual report on *The State of the News Media* suggests that media improved in 2010 as content providers found new ways to meet the changing needs of their audiences as well as new revenue models. Gallup's September update will help gauge if the industry as a whole is rebuilding integrity... For news of the RTNDA Canada name change and a list of winners announced last weekend in Halifax at the annual national convention, see Page 4.

**LOOKING:** **Bell Media Radio Ottawa** is looking for a GSM. See the ad on Page 1... Other positions we've heard about include: **89.5 The Hawk Chilliwack** - Marketing Representative; **LITE 92.1 FM Regina** - morning Host; **620 CKRM Regina** - News Anchor; **Astral Toronto** - Producer (Astral Integrated Solutions); **Astral Radio Kelowna** - Special Products Division Supervisor/Account Executive; **Astral Dawson Creek** - Videographer/Host; **Astral Vernon** - Account Executive; **105.7 EZ Rock St. Catharines** - weekend Swing Announcer; **Classic Rock FM96 Kingston** - afternoon drive Announcer; **Jim Pattison Broadcast Group Prince George** - Maintenance Technician; **Peace River Broadcasting** - all positions talent bank; **Rogers Radio Edmonton** - Retail Sales Manager; **Rogers Radio Timmins** - Broadcast Technician; **Bell Media Toronto** - Manager, Independent Production, a Manager, Corporate Communications, a Director, Independent Production; Directors, Independent Production; and a Production Manager, CTV News; **CTV Regina** - Director; **CBC Vancouver** - Reporter/Editor; and an Associate Producer; **CBC Ottawa** - Supervisor, Technical Maintenance and a Promo Producer; **CBC Toronto** - Creative Director, English Communications; **Global Regina** - Weather & Traffic Anchor/Reporter, a Technical Producer, a Videojournalist and a Writer/Producer; and **Newcap Television Lloydminster** - a Videographer and a Producer/Director.



Envision Even MORE Career Opportunities

Click This Button

**RTNDA Canada**, the Association of Electronic Journalists, has – after 49 years as RTNDA – voted to change its name to conform with **RTDNA International**. Effective immediately, the association is the **Radio Television Digital News Association**. The name change effectively eliminates the exclusionary “News Directors” term while recognizing the strength of digital news dissemination... At its last national convention as RTNDA, held in Halifax this past weekend, national awards were presented to:

### The 2010 NATIONAL RADIO winners

#### **Byron MacGregor Award - Best Newscast**

- **CKBX Kamloops** for B-100 Noon News - (Small Market)
- **News Talk 980 CJME** for Regina@Noon - (Medium Market)
- **Newstalk 1010** for The 6 O'Clock News with Dave Agar - (Large Market)

#### **Charlie Edwards Award - Spot News**

- **CBC News** for Christmas Marketplace Explosion

#### **Dan McArthur Award - In-depth/Investigative**

- **580 CFRA** for Ottawa's On Street Prostitution Crisis

#### **Dave Rogers Award - Short Feature**

- **CBC Fredericton** for Text-ed - (Small Market)
- **CBC Sudbury** for Suicide Watch - (Medium Market)
- **CBC Edmonton** for Back of the Class - (Large Market)

#### **Dave Rogers Award - Long Feature**

- **CBC Prince George** - Positively Alive: HIV in Northern British Columbia - (Small Market)
- **CBC Cape Breton** for Test of Faith - (Medium Market)
- **CBC Calgary** for Gaston can live with us - (Large Market)

#### **Gord Sinclair Award - Live Special Events**

- **CBC Radio Edmonton** for Grey Cup Edmonton

#### **Ron Laidlaw Award - Continuing Coverage**

- **Newstalk 1010** for The G20 Weekend in Toronto

#### **Best Use of Sound Award**

- **CBC Cape Breton** for Leblanc Smith Alderwood Animal Visit
- **Peter Gzowski Award - News Information Program**
- **News 88.9** for Clifford Olson - Pension Plea

#### **Adrienne Clarkson Award - Diversity**

- **CBC Radio One 99.1** for Turning Point Town Hall - Beyond Stereotypes of Family Violence in South Asian Communities

#### **Use of New Media Award**

- **CBC Newfoundland & Labrador** for Hurricane Igor

### Combined Radio & TV Award winner

#### **Sam Ross Award - Editorial/Commentary**

- **Global Edmonton** for Cookie Monster

### The 2010 NATIONAL TELEVISION winners

#### **Bert Cannings Award - Best Newscast**

- **CFJC TV Kamloops** for CFJC Evening News - (Small Market)
- **/A\ News Barrie** for /A\ News at 6 - (Medium Market)
- **Global Toronto** for G20 Summit - (Large Market)

#### **Charlie Edwards Award - Spot News**

- **Citytv** for Barrie Missing Boys

#### **Dan McArthur Award - In-depth/Investigative**

- **CBC Newfoundland & Labrador** for Kids in Care

#### **Dave Rogers Award - Short Feature**

- **CKPG TV** for CKPG News - (Small Market)
- **CTV Atlantic** for In Our Backyard - (Medium Market)
- **Global Calgary** for Miracle Reunion - (Large Market)

#### **Dave Rogers Award - Long Feature**

- **CHAT TV Medicine Hat** for The Forgotten War: 65 Years Later - (Small Market)
- **CTV Saskatoon** for Higher Calling - (Medium Market)
- **Global BC** for Beyond Fair Trade - (Large Market)
- **Gord Sinclair Award - Special Events**
- **CP24** for Your Vote

#### **Ron Laidlaw Award - Continuing Coverage**

- **Global Edmonton** for Maddox Flynn

#### **Hugh Haugland Award - Creative Use of Video**

- **CTV British Columbia** for Irish Pride

#### **Trina McQueen Award - News Information Program**

- **Global Toronto** for Focus Ontario: A Piece of Myself

#### **Adrienne Clarkson Award - Diversity**

- **Radio-Canada Acadie** for Les gais dans les Forces canadiennes: un parcours difficile

### The 2010 NETWORK RADIO winners

#### **Byron MacGregor Award - Best Newscast**

- **CBC Radio News** for World at Six

#### **Charlie Edwards Award - Spot News**

- **The Canadian Press** for Pardon for a Pedophile

#### **Dan McArthur - In-depth/Investigative**

- **CBC News** for Fake Job, Failed Dreams

#### **Dave Rogers Award - Short Feature**

- **CBC News** for Amanda's Story

#### **Dave Rogers Award - Long Feature**

- **CBC News** for Bringing Down the Barricades on C'est La Vie

#### **Ron Laidlaw Award - Continuing Coverage**

- **CBC News** for From Commander to Convict, The Russell Williams Story

#### **Best Use of Sound Award**

- **CBC News** for Bangkok Bloodshed

#### **Peter Gzowski Award - News Information Program**

- **CBC Radio One** for The Main Ingredient

#### **Adrienne Clarkson Award - Diversity**

- **CBC Radio** for The Paralympics, Betsy Trumpener

### The 2010 NETWORK TELEVISION winners

#### **Bert Cannings Award - Best Newscast**

- **CBC News: The National** for October 20, 2010

#### **Charlie Edwards Award - Spot News**

- **CTV Toronto** for G20: A Summit of Violent Protests

#### **Dan McArthur Award - In-depth/Investigative**

- **CBC News: The National** for Risking it All

#### **Dave Rogers Award - Short Feature**

- **CTV National News** for Praying for Help

#### **Dave Rogers Award - Long Feature**

- **CBC News: The National** for Getting Away with Murder

#### **Gord Sinclair Award - Special Events**

- **Global National** for Canada Remembers

#### **Ron Laidlaw Award - Continuing Coverage**

- **Global National** for Russell Williams Case

#### **Best Use of New Media Award**

- **CBC News** for [www.cbcnews.ca](http://www.cbcnews.ca)

#### **Hugh Haugland Award - Creative Use of Video**

- **16:9 The Bigger Picture** for Field of Dreams

#### **Trina McQueen Award - News Information Program**

- **CTV W5** for Episode 6 - Leave It To Bieber & Nightmare on Quebec Street

#### **Adrienne Clarkson Award - Diversity**

- **CBC News: The National** for Surviving the Survivors