

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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GENERAL: Yesterday was it, the end of analog TV – almost. Digital's promise is the leading to higher quality digital OTA broadcasts, freed-up spectrum that could be used to facilitate greater telecom competition, and the promise of billions in new revenues to fund a national digital strategy. But that's not quite what's happening. While some will complete the transition on time, **CBC** got a one-year delay after it couldn't meet the deadline... The federal government may release the rules for its next wireless spectrum auction by the end of the year. Industry Minister **Christian Paradis** has already met with execs from the likes of **BCE, Telus, Rogers** and **Shaw** and asked for input on the spectrum auction. He also asked for their views on how to change Canada's foreign-ownership rules. The companies want the foreign-ownership issue resolved before any such auction so they can assess the spectrum's value and work out the financing on their bids... Toronto journalist **Angelo Persichilli** will succeed **Dimitri Soudas** as **Prime Minister Harper's** Director of Communications. Persichilli is the long-time political editor for **Corriere Canadese**, the Italian-language newspaper, and has deep broadcast roots. In recent years, he's been a political commentator for **OMNI-TV**, host of a weekly program on **CHIN-AM Toronto** and was also an on air-contributor to **RAI**, an Italian broadcaster, periodically reporting on special events from Canada. Before that, he was VP Corporate Development and News Programming and Public Affairs at **CFMT-TV Toronto** (now OMNI)... The **Winnipeg Jets** of the **NHL** will air regionally on **TSN** and **Sports Radio 1290 (CFRW) Winnipeg** for the next 10 years. **TSN Jets**, a regional channel available to viewers in Manitoba, Saskatchewan, Nunavut, the Northwest Territories and parts of Northwestern Ontario, will have the exclusive regional rights... **Mastering Entertainment Law**, gaining an understanding of the changing legal landscape in the entertainment industry, is set for Toronto Oct. 24-25. For details, click <http://www.federatedpress.com/pdf/BD/MELT1110-E.pdf>.

RADIO: While battery-powered radios are always touted as an essential emergency gadget to have on hand, there are those in Quebec who've been questioning that common wisdom. The major problem in Quebec was that no one in media thought for a second that Irene would have any impact in Canada. At least one Quebecer said that in the midst of the hurricane's remnants she tried to find news on her portable radio from local Montreal talk-radio stations but that there was nothing to be heard. She says she called one station at 9 p.m. Sunday



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and was told that the next newscast regarding the tropical storm would be aired at 5 a.m. Monday. Contrast the lack of news in Quebec to Vermont and New York stations just across the border in Burlington and Plattsburgh where listeners heard preparation instructions days in advance. The U.S. border stations also commented on the effects that would visit Quebec... That ***Dire Straits Money for Nothing*** decision early this year by the **Canadian Broadcast Standards Council's Atlantic Regional Panel** has been revised. The original, you may recall, found that **OZ-FM (CHOZ) St. John's** had breached the Human Rights and other clauses of the **CAB Code of Ethics** and the **CAB Equitable Portrayal Code**, specifically for the song's use of the word *faggot*. The Council now says that while the word is inappropriate it has to be taken in context. CBSC suggests that individual radio stations choose whether or not the song is acceptable. The decision can be found at www.cbsc.ca... **Rogers Broadcasting's** Chilliwack, Abbotsford and Vancouver stations, now

collectively branded as **SONiC**, saw licence renewals limited to one year after the **CRTC** was critical in a number of areas. The new licences for **CFUN-FM Chilliwack** and its transmitters **CFUN-FM-1 Abbotsford** and **CFUN-FM-2 Vancouver** will expire Aug. 31/12. Some areas of non-compliance were in failing to air, at least once every half hour, a station ID which included specific reference to the frequency and location of the Chilliwack transmitter; the Chilliwack station identified itself and its transmitters exclusively as Vancouver-based; the Chilliwack station, which originates the majority of programming from Vancouver, has not provided coverage of local news, sports and events of direct and particular relevance to the Fraser Valley, in particular Chilliwack; and, the station did not air traffic reports that related to the areas served by the station and its transmitters... **Evanov Radio Group** launches **Energy 106 Winnipeg** today (Thursday). The Top 40 format will be geared to 18-49s. Over the last while – and in preparation of the official launch – Energy 106 played 10,000 songs in a row and handed out over 15,000 one-of-a-kind T-shirts... **92.5 The Q Montreal** is being rebranded as **The Beat** Sept. 6. **Cat Spencer** with **Sarah Bartok** will debut in morning drive... The **Canadian Broadcast Standards Council** says a song parody on **Z105.5 FM (CIDC-FM) Toronto** didn't involve stereotyping but that there was an offensive word. The tune – *12 Days of a Guido Christmas* – stereotyped Italians, said a complainant. But Z105.3 argued that neither *Guido* nor *paesan* cast Italians in a negative light. *Guinea*, however, was found by the CBSC panel to be “*abusive and unduly discriminatory*” (www.cbsc.ca).



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TV: During his address to over 2,000 TV broadcasters, distributors and other TV industry members, **Google** Chairman **Eric Schmidt** warned that “*the Internet is fundamental to the future of television for one simple reason: because it's what people want . . . It makes TV more personal, more participative, more pertinent.*”

Schmidt was speaking at the **2011 Edinburgh International Television Festival** where many in his audience believe Google has a destructive effect on TV and a cavalier attitude toward copyright. He said that while he senses that the default mode of viewing will inexorably shift, that in 2010 over 90% of TV viewing was live, and that he didn't expect TV would ever switch to being entirely on demand due to the “cultural pull” of some shows. But he warned that “*the Internet is fundamental to the future of television for one simple reason: because it's what people want.*” On matters of copyright and anti-trust, Schmidt apologized for “*inadvertently*” making things worse, “*by sharing our delight in innovations without appreciating others' discomfort*”. He added, though, that Google is more sensitive now about disrupting other people's businesses... The 52 **Gemini Award** winners in *News & Sports*, *Documentary*, *Lifestyle* and *Reality Programming* were announced yesterday (Wednesday) in Toronto. A listing of Gemini recipients, in this twenty-sixth annual celebration of Canadian television excellence, can be accessed at <http://www.geminiawards.ca/gemini26/press/Gemini%20Winners%20Aug%2030%202011.pdf>.

REVOLVING DOOR: **Pat Cardinal** is moving to become the GM at **Astral Media Edmonton**. Cardinal, who's been the Ops. Mgr/Alberta Program Manager at Newcap and based in Edmonton, moved from Toronto in May, 2008, to become Ops Mgr for **Newcap's Edmonton Radio Group**. In 2010, he became PD for

Newcap Alberta's 31 radio stations while retaining his Ops Mgr duties. Cardinal begins at Astral Edmonton Sept. 12... **Aaron Rand** takes over **CJAD Montreal** PM drive Sept. 6, just three months after his last morning shift on **The Q (CFQR) Montreal**. It was back in late February when Rand announced that he would retire from The Q at April's end. In point of fact, his contract was not going to be renewed but management wanted him to stay on until the end of its term... **Red Robinson** wasn't out of work long. When the **Rogers-owned FUN-FM Vancouver** rebranded to **SONiC** Aug. 17 and dropped Greatest Hits for Top 40, it also dropped his **Red Rock Diner**. **Astral Media's AM 650**, which airs '50s, '60s and '70s Rock, brought him back. Robinson was the station's morning show Host from 1993 to 2000. His weekly show begins this Sunday, Sept. 4... **Jordan Schwartz** has been appointed VP, Lifestyle and Entertainment Production at **Rogers Media Television**. His responsibilities include enhancing **Citytv's Breakfast Television** program in five markets, **CityLine** and working with Rogers' stations to strengthen in-house entertainment and lifestyle brands. Most recently, Schwartz was the Sr. VP/GM of the Entertainment Group at **CTV**... **Steven Bickley** has been appointed to the new position of Chief Marketing Officer and Head of Business Development for **Bell Media**. Bickley spent the last six years at Bell where he was most recently Sr VP, Products and Pricing, Bell Residential Services... **Amanda Young** is moving to **Country 93.3 FM Fort McMurray** as PD and as Promotion Director for **Country 93.3** and **ROCK 97.9**. She moves from sister **Rogers Calgary** where she was Promotions Director... Also at **Rogers Fort McMurray**, **Mark Neskar** has been promoted to PD at **ROCK 97.9**. He continues as MD... **Mike Farwell**, Sr. Reporter/Talk Host at **570 News Kitchener**, will join **Rogers Sportsnet FAN 590 Toronto** as Morning Sports Anchor Sept. 19... **Jeremy "DJ NoLuv" Slattery** joined **SONiC** (Chilliwack, Abbotsford, Vancouver) as MD/APD. Most recently, Slattery was MD/APD at **Z103 Halifax**... **Paul Stoutenberg**, most recently with the **Evanov Radio Group** in Toronto, is the new Promotions Director at **Corus Radio Barrie**. He started Aug. 29... After seven years at **CHAT TV/CHAT FM/MY96 FM Medicine Hat**, ND **Rhonda Carlson** is leaving to join husband **Will Desjardins**, now an Associate Coach with the **Dallas Stars** of the **NHL**... **Sonia Brum**, a Publicist at **Global Television** in Toronto, leaves her position tomorrow (Friday). On Tuesday, she begins with **Rogers Media Television** in Toronto, also in publicity.

SIGN-OFFS: **Bill Stovin**, 90, of what was believed to be an aneurysm, in Saskatoon. After his discharge from the **Royal Canadian Air Force**, Stovin became the first GM at **CJBQ Belleville**. From there, he moved to the new **CKOM Saskatoon** and held that position until he retired. Stovin's father, Horace, established a station in Unity, Sask. in 1923 at the back of his drug store. In 1929, the senior Stovin took over management of the Regina's first AM station, **CKCK**... **Ron Haggart**, 84, in Toronto. The award-winning journalist and TV news producer worked as a reporter and commentator in the 1950s, '60s and '70s for the **Globe and Mail**, **Toronto Star** and the **Toronto Telegram**. Haggart switched mediums in 1972, joining **Citytv** as Executive Producer of a two-and-a-half-hour nightly news program. In 1975, he moved to produce **CBC-TV's The Fifth Estate**, staying with the show until his retirement in 1991... **Bill Weis**, 62, of what is thought to be a heart attack, in Collingwood. He worked in the agency business at **McKim** for many years and then joined **TVB** in the mid '80s. He and **Dennis Watson**, now VP/GM at **CTV Southwestern Ontario (CKCO) Kitchener**, partnered in **Watson Weis & Associates** during the late '80s and early '90s. Later, he worked at **Western Broadcast Sales**.

SUPPLYLINES: A German research institute, **Fraunhofer IIS**, has created a dialogue enhancement technology that allows TV and radio audiences to individually adjust the volume of dialogue, music or sound effects within a single broadcast. It's the first of its kind to provide this level of audio control at broadcasting's low bit-rates. Some sports fans want to hear more stadium atmosphere while others prefer play-by-play announcing... Toronto-based **Humber College** has purchased a mobile broadcasting truck, equipped with **HARMANs Soundcraft Vi1** digital console. Installed by **Applied Electronics**, the Vi1-equipped truck provides students with intuitive, portable technology for mixing audio for broadcast.

LOOKING: **Bell Media Toronto** - Executive Producer, Music and Entertainment, a Director of Content, Music and Entertainment Channels and a Show Producer for **SPACE**; **CTV Regina** - Morning Show Director; **CTV Sudbury** - Anchor/Photojournalist and a Senior Weather Specialist; **CHCH Hamilton** - Senior Research Analyst; **Global BC Burnaby** - Senior Producer; **The Jim Pattison Broadcast Group Medicine Hat** - TV/Radio News Director; **CJAY 92 Calgary** - Promotions & Marketing Director; **100.1 Moose FM Fort St. John** - Program Director; **Rogers Radio Timmins** - Afternoon Drive Announcer and a Producer; **JACK FM Calgary** - Promotions Director; **Astral Radio Toronto** - Research Analyst; **BOB FM London** - Morning Show co-Host; **103.5 Big Dog Lac La Biche** - Morning Show Host/MD; **CBC Kelowna** - Reporter-Editor; **CBC Toronto** - Broadcast Technologist (Media Operations & Technology), a Senior Revenue Analyst and a Host, **CBC Sports**; **CBC Regina** - Broadcast Technologist; and, **Ross Video Ottawa** - Broadcast Engineer.

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Toronto to CFRB in March, 1999, succeeds **Alan Carter** who's now Global's Queen's Park Bureau Chief... **Heather Prosak** has been appointed Brand Director at **Big Dog 92-7 Regina**, a promotion. She had been the Assistant Brand Director and remains a co-Host of the morning show... **Chris Walker** became the new morning Host at **CBC Radio Kelowna** Sept. 6. A new afternoon show, too, will begin next month with **Rebecca Zandbergen** as Host... **Ian March**, the APD at **Bell Media Ottawa (Magic/Bob FM)**, will become PD at the company's Kingston cluster (**Fly FM/The Drive**) Sept. 19. Also at **Bell Media Kingston**, **Edward Bowland** joins Fly FM/The Drive as Creative Director. He'd been writing for the **Larche Communications** stations in Orillia, Midland, Owen Sound and Sudbury, but based at the Barrie head office... **Tarzan Dan** (Freeman), who got caught in the format flip at **Rogers CFUN Chilliwack-Vancouver-Abbotsford**, is still with Rogers. This time it's on Vancouver Island as morning show Host at **Jack FM Victoria**. Former morning

Host **Crash Davis**, to spend more time with family, will move to afternoon drive at Jack... **News1130 Vancouver** ND **Treena Wood**, who's been with the station since it went all-news and was appointed ND in May of last year, is now the PD... **Geoff Walsh**, MD/Announcer at **Maritimes Broadcasting System Halifax** the last three years, has been promoted to Ops Mgr at **MBS Saint John**... **Darrell Van Sickle** has been promoted to Retail Sales Manager at **104.7 Heart FM (CIHR-FM) Woodstock**. He began at the station in May, 2010, as an Account Executive... **Regis Philbin**, 80, says he'll retire from "Live with Regis and Kelly" Nov. 18.

RADIO: **Haliburton Broadcasting Group** has bought **CFGM-FM Caledon** and **CJFM-FM Bolton** from **Radio Caledon Inc.** Closing is dependent on **CRTC** approval... **1370 CFOK Westlock**, the 36-year-old Alberta AM station, has been succeeded by **97.9 The RANGE (CKWB)**. The former AC station is now playing Country. The WB in the call letters refers to the towns of Westlock and Barrhead, but the new **Newcap** station also serves Legal, Morinville, Mayerthorpe and reaches as far as Whitecourt and Swan Hills. **Nick Gulka**, known for his 20-years at **CFCW Camrose**, is the new morning Host... **CKAC Montreal** has become **Radio Circulation 730**, entirely dedicated to traffic, road work and weather in the Greater Montreal area. The former CKAC sports programming has been transferred in part to sister station **98.5 FM**. Originally, owner **Cogeco** had applied for the two AM frequencies, which had been surrendered by **Corus**, for traffic programming, one in English, one French. But interventions opposed to the application were considerable. Cogeco had a deal with the Quebec government for funding that totaled \$3 million, \$1.5 for each station, to do traffic programming. Cogeco dropped its application for the French frequency because of the CKAC initiative and now wants only the 940 frequency at 50,000 watts for English traffic, road work and weather... Other applicants to appear Oct. 17 in Montreal are **Dufferin Communications**, **Bell Media** and **7954689 Canada** for both frequencies. Dufferin (Evanov) wants the 690 frequency at 50,000 watts for a French-language station to be called **Radio Fierte**. Its proposed format would include spoken word and music programming directed to Montreal's gay, lesbian, bisexual and transgendered community. Bell Media wants to move its **CKGM Montreal** from 990 to 690 to improve reception on the west island and downtown. 7954689 Canada wants 690 for French-language news information, public affairs and debate, and 940 for the English equivalent. The deadline for interventions is Sept. 22... Kingston's competing Rock stations united to raise \$19,000 in an online auction for the **Cancer Centre of**



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Southeastern Ontario and **Providence Care's Palliative Care Program at St. Mary's of the Lake Hospital. Kingston's Best Rock K-Rock 105.7 (Rogers), Classic Rock FM96 (Corus) and Essential Alternative 98.9 The Drive (Bell Media)** offered a pile of goodies, including the chance to golf, dine and play with Canadian rock stars (**Tragically Hip**) and **Don Cherry, Jayna Hefford** and members of the **Canadian Women's Gold Medal Hockey** team... Winnipeg artists are taking delight in **92 CITI FM's Rock Exchange** where they can showcase and share their music. In just over a month, 100 songs now populate www.rockexchange.ca. CITI FM launched a weekly show called *The 23rd Hour* that's dedicated to featuring those songs. Host is Winnipeg broadcast icon **Howard Mandshein**... The 15-year-old Ottawa boy who ran a pirate radio

station and threatened local radio personalities has been placed on 15 months probation. The judge found that when **Industry Canada** shut him down and seized the boy's equipment in January, 2010, he threatened and harassed one of the agency's investigators. He also was found guilty of threatening to kill **Hot 89.9 Ottawa's Ryan Lindsay** and threatening to hurt **Bob-FM Ottawa's John Mielke**... The **CRTC** said there was no compelling reason to grant **CIRM-FM Moncton** a bump in power and a frequency change. It applied for a power increase to 500 watts from 22.4. Had the change been allowed, the low-power unprotected service would have moved into a situation where the station would have "protected" status... **Astral Radio** will review 13 weeks of currency data for the PPM markets beginning at 2:15 p.m. EST tomorrow (Friday). Presentation and analysis of the results for Vancouver, Edmonton, Calgary, Toronto and Montreal will include market shares, daypart performances, recent market changes and seasonal observations. Go to www.survey.astralradio.ca to hear it... **Win a Baby!** and **Win a Wife!** Both contests are on Canadian radio now, the baby at **Hot 89.9 Ottawa** and wife at **The Bear Edmonton**. And there's applause and criticism for both. In Ottawa, the Win a Baby contest involves actually winning up to three fertility treatments at a local clinic. In Edmonton, the Win a Wife contest won't actually see the (male?) winner win a wife but rather a trip to Russia and some introductions at a dating outfit called Volga Girl.

T**V: DBRS**, the former Dominion Bond Rating Service, is warning BDUs about what it calls "a subscriber revolution". In its report on the communications industry, DBRS describes cable and satellite subscriptions as being akin to ordering the entire menu when all you want is a cheese sandwich with fries on the side. The report predicts that to tackle the threat of alternatives offered by the Internet and the likes of **Netflix**, BDUs will have to move toward an a la carte model. The **CRTC** is expected to announce its position on mandating a skinny basic service within the next couple of weeks. The fly in the ointment for content creators and specialty channels would be the loss of subscriber revenues if cable packages were unbundled... **CityNews Channel** will launch as a digital channel in Toronto Oct. 3, employing much the same formula as its sister all-news radio station, **680News Toronto**. The channel will be anchored by rotating hosts on an hourly basis. There will also be live cameras in all **Rogers Media** newsrooms... The **Sun News Network's (CKXT-TV) Toronto** OTA licence, which was going to be handed back Sept. 1, has been extended by the **CRTC** to Oct. 31. The **Quebecor** property is negotiating carriage with BDUs... **Lloyd Robertson's** final newscast was the most-watched Canadian newscast on record, with 2.1 million viewers. That number is up 74% compared to **CTV News's** average audience in 2010/11. An hour earlier, 1.7 million viewers tuned in for **Lloyd Robertson: And That's the Kind of Life It's Been**... **CTV Montreal** has a new storefront studio downtown (at Papineau and Rene Levesque Blvd). CTV says the makeover includes "a new on-air look and feel, plus a "revitalized" set that seeks to merge the CTV Montreal studio with the bustling city streets"... **Global Edmonton's** morning news coverage is expanding to seven days a week beginning

Sept. 11... An opinion piece in the **Victoria Times-Colonist** suggests that with the Sept. 1 switchover to digital, Canadians can start getting ready for the loss of free TV. Columnist **Howard P. Gibbs**, opines that instead of TV PSAs preceding the Aug. 31 deadline which talked about “mandatory conversion” and “the government has directed broadcasters to convert” they could instead – particularly in larger markets – have said: “Thankfully, we finally get to do what our U.S. broadcast friends did - give Canadians a forced migration away from free TV, narrow the available access points to all TV signals and move them over to our cable, Internet or satellite access, and charge for what used to be free.” He says we’ve come a long way from the time when the only cost to watch television was the TV set itself... **Google** took its fight against **Netflix** into Canada last week, launching a YouTube-based movie rental service. YouTube Movies launched with about 3,000 titles last May in the U.S... Meantime, **Netflix’s** talks with pay-TV operator **Starz Entertainment** collapsed last week after Starz ended talks to renew a deal that expires Feb. 28. After that, Starz will stop providing content, including exclusive rights to first-run **Sony** and **Walt Disney** movies, for streaming on Netflix. Starz movies, said Netflix, account for 8% of U.S. subscribers’ viewing... The **CRTC** has approved **Stingray Digital Group’s** application for **The Karaoke Channel Francais**. Stingray proposed French-language programming for up to 100% of the broadcast week and up to 25% in English. Other language content, up to 10%, might also be offered... (*I’ll see your early morning news and raise you an hour!*) **CHCH-TV Hamilton’s Morning Live First Edition** will debut Monday at 4 a.m., the first morning show to air that early in Canadian TV history. CHCH says the show will cater “not just to suburban commuters and predawn shift workers but also to grateful insomniacs, first responders, parents of infants and, yes, even the occasional late-night club-hopper”.

GENERAL: **Lloyd Robertson** and **Andy Walsh** are about to be inducted to the **Canadian News Hall of Fame**. Walsh, 79, an Anchor at **News1130 Vancouver**, began his radio career in 1951 at Cornwall. He returned to home town Montreal in 1954 for 15 years before moving west. Walsh received a **Lifetime Achievement Award** from **RTNDA Canada** in 2004. Robertson, 77, anchored the **CTV** network newscast for 35 years before calling it quits. Before that, he anchored *The National* at **CBC-TV**... **Shaw Communications** has opted out of building a wireless network saying that the cost of doing so would outweigh the benefits. Instead, the company says, it is a “more prudent approach for us is to provide a managed Wi-Fi network that will allow our customers to extend their Shaw services beyond the home.” Tablets such as **iPad** have changed the way people think about media on the go and wireless providers are counting on that to drive data use on mobile devices on their networks thus driving up revenues... **Vassilios Mimis** will become the **North American Broadcasters Association’s** (NABA) Head of Delegation, leading its international activities at the **International Telecommunication Union** in Geneva. Mimis is NABA’s Director of Technology... **Rogers** wants to start a bank that focuses on credit and payment services. If approved by the federal finance department, **Rogers Bank** would be headquartered in Toronto. At this point, there are no plans to expand into a full-service deposit-taking bank.

SUPPLYLINES: **Panasonic**, the official provider of broadcast equipment to the **2012 Olympic Games** in London, says these Olympics will be the first to be broadcast live in 3-D. More than 200 3-D hours will be transmitted beginning July 27, including the opening and closing ceremonies.

LOOKING: **Newstalk 1010 (CFRB) Toronto** - News Director; **99.9 Virgin Radio Toronto** - Assistant Brand Director/Music Director; **Astral Toronto** - Digital Research Analyst; **Bell Media Radio Toronto** - Account Executive, Retail Sales; **CJSS-FM Cornwall** - Afternoon Drive Host; **BOB FM London** - Promotions Director; **Bell Media Ottawa** - Assistant Program Director/Music Director; **620 CKRM/My92.1/104.9 The Wolf Regina** - Weekend News Anchor/Reporter; **Astral Salmon Arm** - News Anchor/Reporter; **CTV British Columbia** - Weekend Weathercaster; **CTV News Channel Toronto** - Production Manager; **CBC Winnipeg** - Reporter/Editor; **CBC Montreal** - Senior Manager, Regional Communications; **CBC Toronto** - Associate Director; and **CBC Calgary** - Sr. Communications Officer.

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GENERAL: The *Ontario Superior Court* has set a new framework for defamation with political bloggers that may be precedent-setting for media and communications. The ruling says that the context of blogger debates might make it possible to exchange libels without penalty. The Ontario Superior Court pointed to the platform's context in that there is usually much freewheeling comment in the mix and that it might mitigate what would otherwise be considered a libel. For instance, if a blogger was expecting comment and debate, the first remarks might not be problematic. Expectations are that the case will be appealed... **Bell Mobility** got the jump on **Rogers** by launching its next generation 4G LTE wireless network service in areas of Toronto, Mississauga, Hamilton, Kitchener-Waterloo and Guelph yesterday (Wednesday). The network offers – for the moment – the fastest mobile Internet speeds available, and has HD quality online TV and video. Back when **BCE** purchased **CTVglobemedia**, an LTE launch, according to **Bell's** Chief Brand Officer, **Wade Oosterman**, was the reason why the CTV acquisition made such great sense. It let Bell line up all the pieces. There is also wireless video conferencing and chat with quality which was once available only on wireline or high-speed Wi-Fi connections. Rogers is expected to launch its equivalent within the next week or so.

TV: Too loud TV commercials will have to be toned down by next September, says the **CRTC**. Over 7,000 Canadians responded in the affirmative to a question posed by the Commission in February that asked if commercials were too loud. CRTC Chairman **Konrad von Finckenstein** said a voluntary approach was rejected because broadcasters had two years to follow the international standard and did little. The U.S. passed a law requiring broadcasters and distributors to comply with the **Advanced Television Systems Committee** standards by year's end. Most American broadcasters have already adopted the ATSC standard... **Bell Media** and **CBC/Radio-Canada** have a deal to partner on a bid for exclusive Canadian media rights for the **Sochi 2014 Olympic Winter Games** and the **Rio 2016 Olympic Games**. The new broadcast partnership will have no impact on the Bell (80%)-**Rogers Media** (20%) partnership in Canada's Olympic Broadcast Media Consortium which will air the

London 2012 Olympic Games. Rogers Media opted out of further Olympic broadcasts, according to President **Keith Pelley**, because it decided to focus budget and airtime instead on the **Blue Jays** season and **Rogers Cup** tennis tournament. Further, he said, viewers already have a whole range of Olympics options including Bell's

distribution of footage over its mobile phones. Another large consideration for Rogers was that Bell Media, now owned by **BCE Inc.**, would have seen the two telecommunications and sports media competitors in partnership... The *Reason to Rock Telethon*, broadcast on **TV Cogeco** in towns and cities surrounding Brockville, Ont., raised over \$50,000 for **Community and Primary Health Care** (CPHC). The money will go toward paying for CPHC programs such as *Meals on Wheels* and home respite... **Astral Media** says foreign Internet competitors such as **Netflix** should be subject to the same rules as Canadian broadcasters, specifically by contributing to local programming or by paying taxes, or both. Astral CEO **Ian Greenberg**, after a Montreal speech, noted that Netflix "... doesn't help the economy. It doesn't employ people." Astral is part of a 40-member group that has asked the **CRTC** to hold public hearings on the matter... **Bill Chambers**, VP of Brand, Communications and Corporate Affairs for **CBC/Radio-Canada**, wrote an opinion piece in the *Montreal Gazette* Monday responding to a criticism of the public broadcaster. He took exception to a recent Gazette editorial that chastized the corporation for using taxpayers' money to defend its legal position in a court case with the federal information commissioner. Chambers made the points that, 1) There is much more financial information available in the public domain on CBC/Radio-Canada than on any of the private conventional broadcasters in Canada, and 2) That virtually all criticism of CBC is being waged, almost daily for the last year, in the media properties of **Quebecor**. For the full column, click [HERE](#)... On Monday, the **Saskatchewan Communications Network** (SCN) began airing a new look, a new schedule and a new broadcasting approach to what residents experienced back when SCN was owned by the Saskatchewan government. As an example, SCN now airs commercial-free educational and cultural programming early in the day. Later, during prime time, viewers get commercials in U.S.-provided programming... **Gail Asper** has expanded her talents into the rap culture, all in an effort to convince young Manitobans to vote in the upcoming provincial election. Catch Ms. Asper's act [HERE](#).

RADIO: The **CRTC** has approved a frequency exchange between **The Jim Pattison Broadcast Group's The PEAK Vancouver**, now at 100.5, and **Vancouver Cooperative Radio**, now at 102.7. The swap will allow 35-year-old Co-op Radio to continue broadcasting. For Pattison, the exchange will boost their station's metro reach. Co-op gets The PEAK's stereo transmitter and related components, a back-up transmitter and a new transmitter site. Pattison will pick up the costs. The actual swap will not likely occur until well in next year... **The Q Montreal** has become **The Beat**, an english-language AC station targeting women 25-44. The Q signed off with **Bon Jovi's Never Say Goodbye** and 92.5 The Beat launched to a collage of songs with the word "beat" as its theme. **Michael Jackson's** *Wanna Be Starting Something* was the first song played... **JRFM Vancouver** was chosen *Station of the Year* at the **Canadian Country Music Awards**, announced in Hamilton. It's the third time that the station has won the award. Other winners, as of our distribution time, had not been released by CCMA. BD will have them next week... **107.5 Dave FM Cambridge** jock **Brian West** is living in a box this week, raising money for the **United Way**. The storage box-a-thon living quarters conveys the message that not everyone goes home to a warm house and a full larder. West settled in to the mobile storage unit on Monday at about the same time that the local United Way announced its goal of \$2.74 million for 2011.

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REVOLVING DOOR: Paul Fisher has succeeded Madelyn Hamilton as GM of **Astral Radio Hamilton**. Fisher's background includes being PD, then GM/VP of **CHFI Toronto**, VP/GM at **Rogers Radio Vancouver** – promoted to Exec VP BC, overseeing all Rogers BC stations. He joined Astral Hamilton Sept. 12... **The Canadian Press** now has co-Presidents: **The Globe & Mail's Jim Jennings** and the **Toronto Star** and Montreal's **La Presse** newspapers' **Neil Campbell**... **Veronica Low**, ex of **Active** in Toronto and President of the **Broadcast Executives Society**, is now in senior management at **QMi Toronto**... PD **Andy Ross** of **WIRED 96.3FM Saskatoon** the last two years moves to **Rock 101 Vancouver** as PD in late October... **Lyle Walsh**, GM at **Harvard Broadcasting Yorkton**, has resigned as of Dec. 9. He's moving into real estate... Syndicated **Alan Cross** has a new show on **Astral's Orby Media**. Just two months after his departure from his long-time gig at **Corus Radio** in Toronto, Cross – beginning Oct. 11 – will host **The Secret**

History of Rock with Alan Cross. He'll tell the stories behind the classic hits of the '70s, '80s and '90s... **Howie Riemer** has been promoted to PD at **Country 103 (CJKC) Kamloops**. He was the original morning Host when the station signed-on in 2006 and has been with the (owner) **NL Broadcasting** for 18 years. Riemer will continue doing mornings. New MD at Country 103 is **Tim Tyler**, who also does middays... **Scott Morrison** has returned to **Rogers Sportsnet** as Executive Producer of Hockey. He'll also be on **Hockeycentral** and **Sportsnet Radio The FAN 590 (CJCL) Toronto** and **FAN 960 (CFAC) Calgary**. Morrison had been with **CBC's Hockey Night in Canada**... **Megan Gough** is the new (**Bell Media**) **Kool 101.5 Calgary** Marketing and Promotions Director, succeeding **Sonya Koson**. Gough had been with (**Astral**) **CJAY 92 Calgary**... **Dan Ahlstrand**, Host of the New Brunswick Morning News on **Rogers'** news stations in Saint John and Moncton, will move to Halifax to become morning news co-anchor on **News95.7**. He succeeds **Doug Reynolds** who is moving to another Rogers property, **660News Calgary**, as morning Anchor... **Ed Bennett**, the Director of Engineering at **CTV Atlantic**, is set to retire at the end of next week (Sept. 23). He began with the company almost 42 years ago, on Jan. 6, 1969.

SIGN-OFF: **Tom Van Dusen, Sr.**, 90, in Ottawa. The journalist, speech writer, political adviser to both Conservatives and Liberals and patriarch of a clan of Canadian journalists, spent 45 years filling a variety of roles on Parliament Hill. Van Dusen was a key player in the effort to get TV cameras into the House of Commons. He is the father of former **CAB** VP **Tina Van Dusen**, **CBC's Julie Van Dusen** and **Peter Van Dusen** of **CPAC**. Siblings **Lisa**, **Mark** and **Tom** also worked in journalism...

LOOKING: **Bell Media Radio Ottawa** - Radio Sales Account Manager; **Harvard Broadcasting Yorkton** - General Manager; **CJAY 92 Calgary** - Brand Director; **CBC** (flexible location) - Executive Producer of CBC Music Programming; **News 91.9 Moncton** - Radio Talk Show Host; **Astral Toronto** - Digital Account Manager; **Newstalk 610 CKTB St. Catharines** - Afternoon Anchor; **Astral Dawson Creek** - Videographer/Reporter; **Bell Media Agency Scarborough** - CTV News Promo Producer; **CBC Toronto** - Legal Counsel; **CBC Halifax** - Associate Director (News, English Services); and **Rogers Sportsnet Toronto** - Broadcast Engineering Technician.



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Thursday, September 22, 2011

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TV: The **CRTC**, in announcing a new framework for large integrated companies, has decided to:

- Prohibit companies from offering TV programs only to their mobile or Internet subs. Any program broadcast on a TV property must be made available to competitors.
- Allow companies to offer exclusive programming to their Internet or mobile customers provided it is produced specifically for an Internet portal or a mobile device.
- Adopt a code of conduct to prevent anti-competitive behaviour and ensure all distributors, broadcasters and online programming services negotiate in good faith.
- At least 25% of specialty services distributed by a large integrated company must be owned by an independent broadcaster. In addition, broadcasters launching a new pay or specialty service must make it available upon request to all distributors as an individual service, even if a commercial agreement has not been finalized.

CRTC Chair **Konrad von Finckenstein** said "... we felt that some safeguards were needed to prevent anti-competitive behaviour. In particular, Canadians shouldn't be forced to buy a mobile device from a specific company or subscribe to its Internet service simply to access their favourite television programs." The Commission also called upon **Bell**, **Quebecor**, **Rogers** and **Shaw** to provide subs more flexibility in choosing the individual services they want as part of their packages. It wants a report by April 1, 2012, detailing the steps they have undertaken to respond to consumer demands. The new rules follow six days of hearings in June... The **CRTC** has approved **Blue Ant Media's** effective control of **GlassBox Television** and a subsidiary. **Blue Ant** – controlled by former **Alliance Atlantis** Exec Chairman **Michael MacMillan** – can now assume control of specialty channels **Aux TV** and **Bite Television**, as well as the subsidiary's **Travel + Escape** channel... Meanwhile, **GlassBox** has applications in for four new specialty channels: Three Category B channels featuring horror movies, entertainment news and new music, and a Category C news channel... Saudi Arabia, through a legal firm, has threatened legal action against Canadian television stations unless a 30-second spot extolling Canada's oil sands and criticizing Saudi Arabia as a source for oil is pulled. The ad argues against importing oil from Saudi Arabia because of that country's poor human rights record. As of Tuesday, the federal government became involved when Immigration

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Minister Jason Kenney slammed the Saudi embassy for initiating the action in a country that thrives on free speech... **CTV Mobile** has been launched and, according to **Bell Media**, the service makes CTV the first conventional broadcaster in Canada to offer a "simulstreamed" TV line-up. The first carriers of the service are **Bell Mobility** and **Virgin Mobile**. Being offered are roughly 150 hours of programming a week from CTV and **CTV Two**. **George Cope**, **BCE's** CEO, says real-time programming of sports and TV shows on mobile devices will provide new revenue from consumers and other wireless providers. BCE had 300,000 mobile TV subscribers in its second-quarter... The brass at **Netflix** have a major "Oops" on their hands. Just two weeks after price hikes came into effect for existing U.S. members, upwards of a million people have dropped off the subscriber list. Service and pricing in Canada was not affected... Specialty sports channel **The Score** is said to be up for sale. **Score Media Inc.** apparently wants upwards of \$200-million for the channel that brought in \$7.6-million in earnings before interest, taxes, depreciation and amortization (EBITDA) last year. Number three behind **TSN** and **Rogers Sportsnet**, Score Media can't come close to winning bidding wars for desirable broadcast properties... Announcements of new morning shows continue. This week's entries are **CTV Edmonton** with its new show beginning Oct. 17 and **CTV Winnipeg**, which begins airing its new morning show on Monday (Sept. 26).

RADIO: The Bedford Report, which provides investment research in the U.S., says the slowdown in the American economy is causing difficulty for radio broadcasters. And it's just not over the air. **Sirius XM** is negotiating a slowdown in new car sales, while Internet broadcasters are facing increased competition. **Pandora**, the leading Internet radio company in the U.S., took a hit when **Clear Channel** launched its **iHeartRadio** app and website earlier this month. It lets users create customized stations, a core feature of Pandora's business model... Former **Broadcast Dialogue** columnist **Trevor Shand** is the Producer/Host of a new syndicated radio show, **HitStorm... Top 22 Countdown**, that will be heard on **Rogers** stations in Toronto, Ottawa and Edmonton... A celebration of the late **Bob Laine's** life will take place Sunday, Oct. 2, between 6 and 8 p.m., at Toronto's **Seneca College**. For details, contact **Doug Thompson** by e-mail: doug.t@rogers.com... The 2011 **Canadian Country Music Association** broadcast award winners are: Music Director of the Year (Major Market) - **Jay Richards, CJWW Saskatoon**; Music Director of the Year (Secondary Market) - **Kelly Moore, CJKC-FM Kamloops**; On-air Personality(s) of the Year (Major Market) - **Sean Burke & Chris Scheetz, CISN-FM Edmonton**; On-air Personality of the Year (Secondary Market) - **KG Mornings with Greg, Tera Lee & Al, CKGY-FM Red Deer**; Radio Station of the Year (Major Market) - **CJJR-FM Vancouver**, and Radio Station of the Year (Secondary Market) - **CKGY-FM Red Deer**. Next year's Country Music Week and CCMA will be held in Saskatoon... The **Canadian Breast Cancer Foundation CIBC Run for the Cure** is \$12, 230 to the good after **C100 FM Halifax** promised that for every old bra Halifax/Dartmouth residents would give up, the station would donate a dollar. Last Saturday morning, volunteers gathered to hang each and every one of them in the annual **Bras Across the Bridge** campaign... What began as a joke for **Roz Weston** has become reality. The **KiSS 92.5 Toronto** morning co-Host, who wanted a street named after him in his home town of Acton, got part of his wish; a laneway. The alley - "There are a lot of puddles, a lot of mud and a dumpster which realistically is better and cooler than anything I could of possibly have ever asked for" -- connects **The Beer Store** with **Tim Hortons**.

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REVOLVING DOOR: Richard Kroeker, the GM of sales and operations at **Golden West Broadcasting**, has been promoted to Vice President. The 16-year company veteran has had role experience in all areas of the company... **Dana Wigle** has been promoted from her Account Exec position to Director, Sales and Marketing at **JAZZ.FM91 Toronto**. She succeeds **Al Kingdon** who left the station last week. Also at JAZZ.FM, **Heather Bambrick** is the station's new morning Host, succeeding the recently departed **John Donabie**. Bambrick's background includes being a music educator, teaching at the University of Toronto and Humber College, a jazz vocalist, and various broadcast pursuits... New appointments at **Hollywood Suite**, the owner and operator of four HD movie channels, include **Ellen Baine** as VP Programming, **Jeremy McCarthy** as Director, Business Development and **Kerry Connelly** as Director of Marketing. Baine, a 33-year broadcast veteran, was VP of Programming at **CHUM Television**. McCarthy was most recently Manager, Content Up-Sell at **Rogers Communications** and has held

consumer and product marketing roles with **Bell ExpressVu**, CHUM Television, **Alliance Atlantis** and **SEGA of Canada**... (Mr.) **Jean Bureau** has been elected President of the board of the **Association of Film and Television Producers of Quebec** (APFTQ). Bureau is co-Chairman and co-Founder of **Incendo**, which specializes in production and distribution of TV programming for the global market... **Hugh Morrisson** returns to **Astral Atlantic Fredericton** Oct. 3 as head of tech services after a decade at **MBS Saint John**. He will succeed **Dick Cleveland** who's set to retire Oct. 20... **Marc Riddell**, ex of **CBC Ottawa**, is the new Managing Editor at **CBC St. John's**. He succeeds **Janice Stein** who moved to **CBC Yellowknife** a number of months back. Riddell was the developer and Exec. Producer of *Power & Politics*.

GENERAL: A category of **Canada's Top 100 Employers**, which recognizes the companies that offer the country's best benefits for younger workers, has just been published. In it, three organizations in the communications sector were profiled. Alphabetically, rather than by merit, they are: **Corus Entertainment**, Toronto; **Rogers Communications**, Toronto; and **Telus**, Vancouver... Since launching the **Shaw Premium Audience Network** three months ago, **Shaw Media** has nearly tripled its online reach to more than six million unique visitors per month... The former **Canwest Global Place** and **Canwest Place**, Winnipeg's tallest building, has been "rebranded" by the owners. The senior property manager was quoted as saying, "We want to purge the old entity and focus on the new identification that will be the future." The new brand is "201 Portage".

LOOKING: **Vista Castlegar** is looking for a PD/Announcer. See the ad on Page 1... Other jobs we've heard about include: **98.1 CHFI Toronto** - Program Director; **WIRED 96.3FM Saskatoon** - PD; **96.3 Capital-FM Edmonton** - PD; **News1130 Vancouver** - ND; **CKBW/HANK FM Bridgewater** - ND; **NEWSTALK 1010 Toronto** - Producer; **Astral Edmonton** - Account Executive; **Astral RadioPlus Toronto** - National Account Manager; **Newcap Halifax** - Technician; **Shaw Media Toronto** - Manager, Content Monetization; **Global Toronto** - Senior Producer; **High Fidelity HDTV Toronto** - Master Control Operator; **World Fishing Network Toronto** - Senior Director, Marketing; **Newcap Television Lloydminster** - Television Anchor/Reporter and a Senior News Producer; **Canucks Sports & Entertainment Vancouver** - Canucks TV and In-Game Host; **Astral Television Toronto** - Affiliate Marketing Manager and a Digital Content Manager; **Bell Media Toronto** - Senior Operations Manager, Dome Productions, a Manager of Sales & Business Development, Dome Productions, a Senior Producer, Exploration Production (Daily Planet), a Producer, BNN, and an Account Executive - National Sales; **CTV News Toronto** - Anchorperson; **TSN Toronto** - Assignment Editor; **CBC Toronto** - Senior Manager Product Development (Sports properties) and a Procurement Officer (Supply Management); **CBC Moncton** - Communications Officer; and **CBC Edmonton** - Promo Producer-Director.

SUPPLYLINES: **Sean East** is back at Toronto-based **LARCAN** as Sales Manager. Most recently, he was with **Harris** as Regional Sales Manager for their Canadian Radio Broadcast sales division... **The Canadian Press** used **Dejero LIVE+** to stream a selected red carpet events at the **Toronto International Film Festival** (TIFF) to major media... **Corus Entertainment** has deployed **EMC Corporation's Isilon Scale-out NAS** to transform storage infrastructure and streamline content intake and distribution.

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Thursday, September 29, 2011

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REVOLVING DOOR: **CRTC** Chairman **Konrad von Finckenstein** will not be re-appointed after his five-year term in the position expires in January. He and the federal government have butted heads several times since he was appointed in 2007, including von Finckenstein's stand on restricting foreign ownership of telecommunications companies... **Stephen Brunt**, the former *Globe & Mail* sports Columnist, has joined *Rogers Sportsnet* on a full-time basis across all of its media platforms (radio, TV, Internet and magazine)... **Robert Hurst**, the retired President of *CTV News and Current Affairs*, has joined London's *Fanshawe College* as a visiting Professor. Hurst, who retired earlier this year, began his **CTV** broadcasting career in 1973, working as a writer for *Canada AM*, ND at **CFTO Toronto**, and back to **CTV** as a reporter, news editor, author and foreign correspondent at network bureaus in Ottawa, Washington, Moscow and Beijing.... **Mike Le Couteur** is *Global National's* new Ottawa Correspondent, succeeding **Peter Harris** who moved in August to become Exec Producer of *Power and Politics* at **CBC**... **Ryder**, a WIRED 96.3 FM Saskatoon morning show co-Host, and recipient of the 2011 *Alan Waters Young Broadcaster of the Year Award*, leaves at mid-October to become the morning show Host at **SONiC 107.5 Chilliwack (92.5 Abbotsford/104.9 Vancouver)**... **Kris Mazurak**, PD at **90.3 AMP Radio Calgary**, is taking over as morning show Host following **Buzz Bishop's** move to sister station **XL 103** in middays. Mazurak will assume APD duties once a new PD is hired... **Brad and Leanne Hulme** are the new morning show at **KICX 91.7 Sudbury**. While the married couple has previously worked as a duo in radio, this is the first time they've done mornings... **Ashley DeGroote**, ND at **CD 98.9 FM Simcoe**, leaves tomorrow (Friday) to do marketing/PR outside of broadcasting... PD **Kiel Kelly**, after four years at **FREE FM Grande Prairie**, has resigned... Lots of changes at **Pineridge Broadcasting** stations: **Deb Crossen** is now with **Magic 96.7 (CJWV) Peterborough** in mornings as News Anchor, joining **Dan Duran** and **Linda Kash**; **Charlie Toner**, who began with Pineridge as a cruiser driver but whose training and background is in technical and engineering, is now Director of Engineering; and **York Bell-Smith** adds more programming duties and an on-air shift to his Promotions Director/APD role at **STAR 93.3 Cobourg**. Now, he'll oversee programming on a day-to-day basis at both **STAR 93.3** and **107.9 The BREEZE Cobourg**. He'll also be doing middays at The Breeze... **Andy Rooney**,

92, the 33-year commentator on *60 Minutes*, will be retiring after this weekend's edition. It will be his 1,097th rant, or musing.

T**V:** **Bell Media** President **Kevin Crull**, speaking to the **Broadcast Executives Society** in Toronto on Monday, said the **CRTC's** vertical integration decision is "severely misguided" and contemplates imaginary problems that just don't exist. He's particularly critical that OTT (over the top) providers face no regulation. Crull described them as "... well-capitalized foreign competitors who are entering our market without a broadcast licence and aren't facing the same rules as the rest of us". He also took aim at the CRTC's decision that, in his words, "... rewards companies who decided not to invest in broadcasting," as Bell, **Rogers**, **Shaw** and **QMI** have done... Meanwhile, **Rogers** has welcomed the ruling. It had urged the Commission to prohibit total or partial exclusivity on new media platforms by vertically integrated entities, but suggested it could be granted for ancillary content. **Shaw**, though, said it agrees with Bell's concern that "self-interested" proposals by some intervenors would stifle innovation, service differentiation, speed to market and cost and price advantages... **Netflix**, the one-time Wall Street darling, says it has won pay-TV rights to **Dreamworks Animation** movies starting in 2013. It's the first time a major Hollywood studio has chosen an Internet streaming player over a traditional cable channel, in this case, **HBO**. The price has not been disclosed. Dreamworks is the studio behind such fare as *Shrek* and *Kung Fu Panda*... **OMNI Edmonton's** studio has been closed as part of a shift to national newscasts, though about 20 staffers remain to produce local news segments. OMNI National VP **Madeline Ziniak** said the new national newscasts are in Cantonese, Mandarin and Punjabi, and feature daily stories from both Calgary and Edmonton in each of those languages. Personnel moves saw 14 employees offered jobs within **Rogers**; six moving to Toronto's head office, while most of the others will sideshift to **Citytv Edmonton**. Six were laid off... **CTV's Mike Cosentino** is among those who will receive the inaugural *World Screen Content Trendsetter Award*, in partnership with **MIPCOM**, in New York Oct. 5.

G**ENERAL:** The Tories have called upon **CBC** critics and competitors to testify at a parliamentary hearing on access to information. The MPs successfully pushed for a study on the use of taxpayer money in the CBC's court battle with the information commissioner. CBC is in a fight to keep records involving its creative, journalistic and programming activities exempt from the Access to Information Act. Witnesses requested include **Quebecor** President **Pierre Karl Peladeau** and two **Sun Television/Sun Media** commentators, **Ezra Levant** and **Brian Lilley**. The two Quebecor properties feature a continuing series of critical rants against the public broadcaster... An opinion piece by Calgary-based **Troy Media** columnist **Mark Milke** opines that **CTV** caved-in to demands that it not air a 30-second spot from **EthicalOil.org** about Saudi Arabia's human rights record. The oil producing country used law firm **Norton Rose** to spearhead efforts to kill the spot. Milke, taking full aim at both CTV executives and the law firm, wrote that they "... are poster boys for the deliberate obtuseness and moral betrayal of core Western freedoms"... In a recent **Prosper Mobile Insights** analysis of the *Simultaneous Media Usage Survey*, it was found that the most popular devices among adults 18+ are Android/Droid phones (16.5%), iPhones (13.3%) and BlackBerry devices (12.2%). Overall, games at 78.1% are the most popular type of app used on



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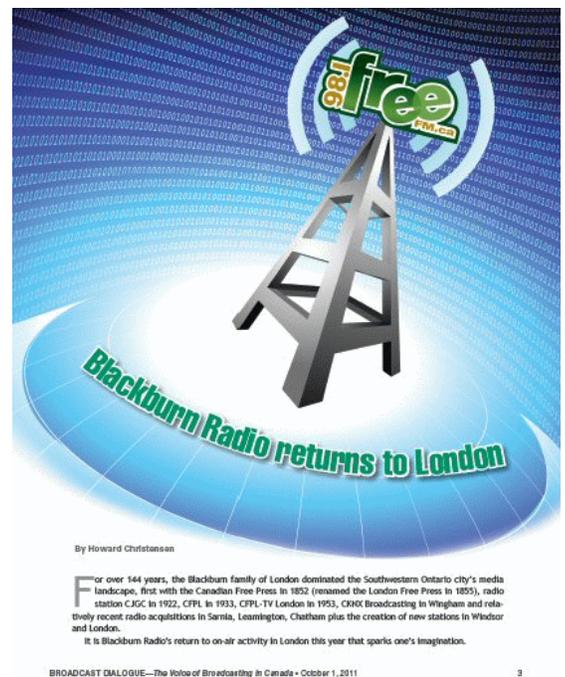
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smartphones. Radio is pegged at 38.1% while Movies/TV shows are 27.8%... A U.S. study on local news consumption conducted by **The Pew Research Center** found that 74% of American adults say they get local information at least weekly from a local TV news broadcast and/or the website of their local TV news station; 55% word of mouth; 51% radio; 50% local newspapers; and 47% Internet... **Rogers Communications** has donated \$600,000 to Ottawa-based **Operation Come Home** to fund its in-house **Achievement Education Centre**. The donation came as the organization that helps street kids celebrated its 40th anniversary. The education centre will now be renamed the **Rogers Achievement Centre**... What goes into creating the world's largest pop star? Before her fame hit, **Lady Gaga's** manager faced decisions that could have derailed the performer's career. A case study by **Harvard Business School** Associate Professor **Anita Elberse** examined the strategic marketing choices that instead created a global brand. Click <http://hbswk.hbs.edu/item/6812.html?wknews=09282011>.

RADIO: CBC will begin new radio and Internet services in Kitchener-Waterloo next fall. Details, however, are scarce though CBC says to expect them within months. CBC's strategic plan is aimed at reaching approximately six million Canadians with new or expanded local services over the next four years. In May, CBC unveiled plans for new services in Kelowna, Kamloops and Victoria... An application by **Dufferin Communications** for a change in **Proud FM (CIRR-FM) Toronto's** frequency has initiated a call for applications from those who want a licence in Toronto. Dufferin, owned by **Evanov Broadcasting**, wants to move Proud FM from 103.9 to 88.1, as well as increase transmitter power. The deadline for applications is December 19/11... Meanwhile, the **CRTC** denied an application from **Dufferin Communications** for an FM licence in the Township of Muskoka Lakes. The Commission cited a competitive situation in which **The Moose Bracebridge** would be financially negatively affected... If you're going to repeat a talk show that encourages texting, be sure to let listeners know that what they're hearing isn't live. The **Canadian Broadcast Standards Council (CBSC)** took **CFRB Toronto** to task for inviting listeners to call or to text during a repeated program. The texters were advised: "Twenty-five cents will be charged to your wireless carrier" for each text. Listeners who presumed the program was live, without appropriate advisories to the contrary, texted to take part and were charged. The **Ontario Regional Panel** acknowledged that there were no specific codified standards that deal with repeated programs or episodes, there are, however, specific principles, e.g. the creation of a "potentially incorrect audience expectation"... **Clear Channel's** two-night concert in Las Vegas, billed as the largest in radio history and a major step toward keeping the industry alive in the dot-com era, was a marketing blitz that drew thousands to the **MGM Grand Garden Arena** and was broadcast to more than 10 million radio listeners across the United States. The event was a salvo fired by CC directly at **Pandora** on behalf of **iHeartRadio**, Clear Channel's revamped free personalized music website. It allows listeners to hear the feeds of more than 800 stations or create individualized channels that stream music along specific genres. Listeners can access 400,000 artists and 11 million tracks, millions more than Pandora, which has more than 30-million listeners a month. But Clear Channel, not about to give web listeners to another company, now has an equal number of listeners and is growing... Last Friday, **Global Montreal** completed a week of one-a-day specials called **Good Morning Montreal**, in it, Global profiled Montreal's most

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Returns to London
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My friend, Bob Laine
Television and the PVR
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Broadcast Dialogue
 magazine!

popular morning radio shows. Featured were, in order of appearance Monday through Friday, **Cat Spencer** of **92.5 The Beat**; **Freeway Frank** of **Virgin Radio**; **Ted Bird** of **K103.7**; **Mike Finnerty** of **CBC Radio One**; and **Andrew Carter** of **CJAD**. Global Senior Anchor Jamie Orchard said: *"I had forgotten how much I love morning radio. It was so much fun to sit in studio with these morning announcers. It was equally fun getting to know them off-air, hang out with them in their favourite Montreal haunts and spend some time with their families. It reminds us what a big part of our mornings these men and women have become."*

SIGN-OFF: **Paul La Frenais**, 53, in Toronto of ALS (Lou Gehrig's Disease). He was a Vice President at **MSC Electronics**, a company his family founded, until it was purchased by **Novanet Communications** in 2005. La Frenais was Novanet's Wireless Sales Manager until 2010 when he retired due to the ALS diagnosis.

LOOKING: **Rogers Media Toronto** - General Manager, Rogers TV; **CKMP-FM (90.3 AMP Radio) Calgary** - Program Director; **Q107 Calgary** - Program Director; **104.7 FREE FM Grande Prairie** - Program Director; **CD 989 Simcoe** - News Director; **CBC Windsor** - Radio Producer and a Managing Editor; **Corus Radio Toronto** - Senior Engineer; **Larche Communications Barrie** - Engineering/IT Assistant; **92.5 JOE FM Edmonton** - Midday Host; **Corus Radio Kitchener** - Account Manager; **Astral Edmonton** - Promotions Coordinator; **Astral Fort St John** - Account Executive; **Astral Toronto** - Junior Digital Account Manager; **Shaw Media Television Toronto** - Publicist; **CTV** and **CTV Two Toronto** - Media Analyst; **Bell Media Toronto** - Account Executive; **CTV Vancouver Island** - News Reporter/Anchor; **CBC St. John's** - Reporter/Editor; **CBC Toronto** - a Senior Manager, Brand Development and a Communications Officer; **CBC Montreal** - an Advanced Maintenance Technician, a Business Intelligence Architect and an Engineer, TV and Radio Production; and **Global Vancouver** - AM Feed Coordinator, two Affiliate AM Producers and four Automated Control Room Directors.

SUPPLYLINES: **Wayne Young** has joined **Ward-Beck Systems** in sales and will represent WBS products to the Canadian and U.S. markets in conjunction with the **Jampro Antenna** line... **Applied Electronics** and **Signiant** will host a *Thought Leadership Forum* titled *File-Based Workflows for the Digital Age* today (Thursday), from 4 p.m. to 8 p.m. at **Corus Quay** in Toronto. The event is open to all broadcast, media and entertainment professionals. Registration and other information is available at www.signiant.com/forum-invite.