RADIO/AUDIO:

Rdio’s death may only be the beginning, says Toronto Star Tech Reporter Raju Mudhar. In an article published this week, Mudhar — commenting on Pandora’s $US75-million purchase of Rdio — described music streaming as a “competitive market where it’s not clear what success looks like”. Spotify, the largest, has 75 million users, only 20 million of whom pay. Apple Music, after the free three-month trial that drew 100-million subscribers, now has 11 million people still using the service...

Songza is being retired by owner Google Jan. 31, a year and a-half after it bought the popular streaming music service. Songza’s Concierge playlist features will be integrated into Google Play Music...

There have been layoffs at Newcap stations across the country based, said a company executive, on “consistency to overall operations”. The same type of restructuring at Newcap happened last year but didn’t get much attention, he said. Gone are upwards of 18-19 people from news, programming and sales positions. Newcap explained that the broadcast journalism losses relate to some formats not being conducive to a full-time news department...

A week after Torres Media was given the CRTC green light to acquire French-language CKOD-FM Valleyfield, the new owner rebranded the station to Max 103. Torres also moved the station from its old basement location in a rundown building to a new studio location and a whack of new equipment. Purchase price for the station was $250,000...

The application by Christopher Clarke for a low power FM commercial licence in Ridgetown, ON — at 101.5 with power of 50 watts and offering Top 40, Classic Rock, Alternative Rock and New Country music — has been rescheduled for Feb. 16. It was originally set for Nov. 18 but postponed. The Commission didn’t receive any interventions...
after its previous notice but will still consider them, as well as replies, in the context of this hearing...

Elliot Kerr, who won the 960 AM frequency in Mississauga, has had his deadline to get on-air with a News/Talk format extended to Nov. 30 of next year. It’s the third such CRTC extension. Industry Canada, apparently, advised him on June 26 that his transmitter site was rejected. The problem was that IC made that determination a year earlier and failed to tell Kerr...

Submissions open Dec. 7 for The Crystal Awards, celebrating outstanding radio creative. The awards ceremony, scheduled for May 4 in Toronto during Canadian Music Week, is presented by Bell Media Radio Sales, Canadian Broadcast Sales and Target Broadcast Sales. Details at www.crystalawards.ca...

Red FM radiothons in Surrey and Calgary have raised $1.1 million for two major hospitals. Red FM Surrey took $829,000 in donations and Calgary received $311,000 from listeners. This was the seventh Red FM radiothon in support of Surrey Memorial Hospital for expansion of its Kidney Centre and the second radiothon by Red FM Calgary for the Calgary Health Trust to support the women’s health triage area at the Peter Lougheed Hospital...

Bob Irving of CJOB Winnipeg, known as the “voice of the Blue Bombers,” has won the CFL’s Hugh Campbell Distinguished Leadership Award. The award, first presented in 2006 to the CFL legend for whom it’s named, is for an individual who has strengthened the League, Canadian football, along with solidifying their place in Canada’s sports culture. Irving has made a career of covering the CFL during his 41-years in broadcasting...

On Tuesday morning, 107.9 The Breeze Cobourg became involved in a police action involving a missing senior. The 76-year-old walked into the Classic Rock station after a night spent outdoors in the cold and was reunited with family...

The ZED 98.9/KG Country 95.5 Red Deer annual Stuff a Bus promotion this past weekend saw record levels of giving. Over $55,000 in cash and an equal amount in value of toys, and 7,175 lbs. of food was donated, all bound for the Red Deer Christmas Bureau and the Red Deer Food Bank...

Citing a deteriorating AM transmitter at CKDR 4 Ear Falls, Acadia Broadcasting has applied for an FM flip.
GENERAL:
The Supreme Court of Canada has decided, in CBC v. SODRAC, that broadcasters must pay royalties on reproductions of audiovisual works (incidental or ephemeral copies) because they add value to broadcasts. The decision falls in line with international treaty obligations regarding such royalties...

There’s just one day left before the Dec. 4 annual awards nominations deadline for women or men who have made a contribution to the advancement of women. WCT, formerly Women in Communications, seeks nominations for stand out leaders e.g. inspirational trailblazer, outstanding mentor or a technology innovator for a Leadership Excellence Award. See https://www.wct-fct.com/en/programs/awards-gala for more...

Among winners of the Women’s Executive Network (WXN) 2015 Canada’s Most Powerful Women: Top 100 Award are: Joanne MacDonald, VP, CTV News; Shahrzad Rafati, founder/CEO, BroadbandTV; Eleanor Wachtel, host, CBC Radio’s Writers & Company and Wachtel in the Arts; Sandy McIntosh, EVP, people & culture & chief human resources officer, TELUS; Louise St-Pierre, president/CEO, COGECO Cable Canada; Kathy Kinloch, president, British Columbia Institute of Technology; Nathalie Cook, VP, brand partnerships, Bell Media; and Monique Mercier, EVP, corporate affairs, chief legal officer & corporate secretary, TELUS...

According to Forbes, the three most underemployed U.S. college majors now are: 1. General Science - 49%; 2. Radio/Television & Film Production - 48%, and 3. Social Science - 48%...

Rock 101 Vancouver and Global BC combined efforts to support the Pan Pacific Hotel’s annual Christmas Wish Breakfast to help make the season brighter for families across the Lower Mainland. Collected were toys weighing over 40,000 lbs., $20,000 in cash, 216 gift cards and 950 bicycles.

TELEVISION/VIDEO:
Prime Time 2016, the annual conference of the Canadian Media Production Association (CMPA), will take place Feb 3-5, a month earlier than previous years, at the Westin in downtown Ottawa. Speakers include: Mary Ann Turcke, president, Bell Media; Christine Shipton, senior VP/chief creative officer, Shaw Media; Christina Jennings, chairman/CEO, Shaftesbury/Smokebomb; Steve DeNure, president/COO, DHX; Stuart Garvie, president, media sales, Bell Media; Lisa Godfrey, head of original content, Shaw Media; Kaan Yigit, president, Solutions Research Group; Barbara Williams, president of Shaw Media and exec VP of broadcasting; and Heather Conway, exec VP, CBC. Check www.primetimeinottawa.ca for details...

Numeris reports that live TV viewing commands approximately 90% for overall 2+ Canadian consumption. But, it says, catch-up viewing is growing rapidly. Services such as VOD are on the rise and On-Demand (OD) is now being measured by Numeris. An initial study was conducted Jan. 1 through May 28 this year of OD viewing by 2+ audiences from a sampling of English programs. Some of the 415 episodes in the study had as many as 300,000 people watching during an average minute. The number of people who watched during an average minute of an OD episode added up to between 5-10% of the audience from the original broadcast. The benefit to broadcasters (and to advertisers) is that OD viewing numbers, along with 0-28 day play back, provides a more complete picture. For more, click HERE...
Global Winnipeg, in a copyright dispute with Manitoba’s opposition Progressive Conservatives, has demanded that the provincial Tories pull a 30-second ad that’s based almost entirely on Global News footage. Global stopped airing it and wants the ad removed from other channels and online sites. The Global video portion of the spot was used without permission. Further, the network’s mic logo was blurred out...

Accessible Media says its coverage of the 103rd Grey Cup exceeded expectations, garnering more than 24,000 viewers per minute. AMI partnered with TSN and the CFL to broadcast the Grey Cup with live described video, making the game accessible to Canadians who are blind or partially sighted.

R Evolving Door:

Lesley Conway, most recently senior VP of sales at Bell Media in Toronto, has joined Montreal-based IMPAX Media as executive VP/GM with the start-up company which specializes in digital out-of-home advertising technology...

Michael Melling has been appointed GM/regional news director at Bell Media Kitchener, TV and radio. He’s also been the regional ND for CTV Barrie, CTV Kitchener, CTV London and CTV Windsor the last three and a-half years and retains that responsibility. His previous duties with CTV were as ND, Southwestern Ontario, as a reporter at CTV News, and as a line-up editor at ROB TV...

CTV Regina News Director Carl Worth has retired after a long career in broadcast journalism. He began while still in high school at CKDM Dauphin doing a Sunday morning op shift. After graduating, the station hired him on a full-time basis in news, sports and hockey play-by-play. In 1974, he moved to CJGX Yorkton, then to CKCK Regina, to CFQC Saskatoon before settling down at CKCK-TV Regina, now ID’ed as CTV Regina...

Ray Hebert, the assistant PD/MD and afternoon host at Country 105 (CKQM-FM) Peterborough, will retire after 42 and a-half years in broadcasting. He began his career at CHSC St. Catharines doing evenings and then moved into mornings. He was also the production manager. After two years, he moved to CKPC Brantford where he did evenings before moving to CKQM-FM...

Dug Joy and Jeff Daniels have been released as the morning show team at FAB 94.3 Winnipeg. Alix Michaels, now filling-in on morning drive, will move to middays. Kelly Parker has moved into afternoon drive, returning to the on-air slot he’s held in the market for over two decades... Mark Morris, middays at sister station QX104, is going across the street to 92 CITI FM Winnipeg to do afternoon drive beginning next month. Succeeding him at mid-January is Jeff Molnar, the PD/morning show host at The River (CKRV-FM) Kamloops...

Broadcast IT Technician - Toronto
For Details or to Apply,
Click HERE.
Pat Cugliari, the director of creative services at Bell Media, Astral, Standard Broadcasting in Toronto the last 15 years, is no longer with Bell Media. He was among those caught in the restructuring...

Joe Pavia, the 570News Kitchener news director, is no longer with the Rogers station. He joined the operation in 1995 as a CHYM Kitchener news anchor. In February, 2008, he was promoted to ND at 570News. Before moving to Kitchener, Pavia worked at CJOP Guelph, DC 103.5 Orangeville, CJEZ Toronto and CFRB Toronto...

Dave Welch (known on-air as Bryan Davis) was also released due to restructuring by Rogers Kitchener after almost 15 years in PM Drive at CHYM-FM and Country106.7. Before moving to Kitchener he was with CHQM-FM/CFUN Vancouver and 96 K-Lite (CKRA-FM) Edmonton...

The Forbes & Marshall morning show on 98.5 The Ocean Victoria is no longer on the air there. The long-time morning team with the Rogers station — Michael Forbes and Lisa Marshall — are also married off-air...

Meteorologist Michael Kuss, restructured from his position at CTV Vancouver, has landed a part-time gig with Global BC. Kuss is filling in for Kristi Gordon, now on maternity leave...

Mitch Dent, VP client solutions at Rogers Communications, leaves the company on Friday. He’d been with Rogers for 15 years as SVP sales for Rogers Publishing and EVP sales for Rogers Media before he moved to his current position. Dent’s official last day with Rogers is Dec. 31...

Diane Kashton is gone from CTV Winnipeg where she had been the promotion direction the last 12 and a-half years, another person affected by the Bell Media restructuring. Her background includes CKXL Calgary where she was music director and, later, promotions director. Kashton then moved to Winnipeg to become sales promotion director at the Television Marketing Group (CKY-TV/Global)...

Sonia Deol will be joining the Global BC Morning News as co-host alongside Steve Darling. Her background includes CBC Vancouver where she most recently had been doing newscasts. Before that, her broadcast experience was with BBC Breakfast and BBC News in London where she won Best Presenter and Best Female Presenter awards...
Rob Roberts becomes the new Atlantic bureau chief in Halifax for *The Canadian Press* Jan. 4. He had been with the *National Post* since it launched in 1998. Roberts began his journalism career at CKCW/CFQM Moncton...

Jeremy Keefe is moving from his ND position at *Bell Media BC Peace Region* Dec. 11, bound for the *Global News* Fredericton bureau where he’ll be a video journalist. Keefe begins there Dec. 28...

Bill Roach becomes the new host of *CBC Maritimes Weekend Mornings* this Saturday, taking over from the late Stan Carew who died this past summer. Roach has worked on *Mainstreet Halifax* as the traffic and weather correspondent, and he regularly filled in as host. Roach joined CBC in 2001...

Marcia Douglas has been appointed director, business affairs and digital initiatives at the *Canadian Media Production Association* (CMPA) in Toronto. For the last five years, Douglas has been program manager of the *Bell Fund*...

*Community Radio Fund of Canada* Executive Director Jean Malavoy has departed the organization. He led the campus and community radio organization since 2013...

Charlie Toner will become manager of IT services at *Durham Radio* in Oshawa Dec. 14, reporting to Technical Manager Ron Comden. Toner spent 10 years at *Pineridge Broadcasting Cobourg* (now *My Broadcasting Corporation*), starting as a jack of all trades: weekends and swing, technical services and in the promotions cruiser. Later, he became technical services manager and PD at 107.9 *The Breeze*. In 2011 he was appointed director of engineering...

Matt Mise, the director of digital media at *Larche Communications* in Barrie, has moved to *Indie88 Toronto* as manager, digital sales and partnerships. He starts Monday. Mise had been with Larche since 2009 in Sudbury, Owen Sound, Midland and then Barrie...

Owen Martin, after 11 years on an engineering contract with *Newcap*, is returning to focus on his own broadcast engineering company, *KTC Technology*, located in Sherwood Park, AB...

David Bachner has joined *Corus Vancouver’s CKNW/Rock 101/CFOX/AM730* as a broadcast engineer. He moved from the Corus stations in Kitchener and Guelph.

**SIGN-OFFS:**

Doug Lennox, 77, in Toronto. The prolific Toronto voiceover artist began in radio at CKAR Huntsville in 1965. From there, it was to CKBB Barrie and CKVR-TV Barrie, CHFI Toronto, and CBC Radio & Television Toronto. Lennox was also known for *Now You Know*, his radio and book trivia series. He was on the big screen in such movies as *Police Academy* and *Police Academy 3*...

Larry Hudson, after a lengthy illness, in St. Alban’s, NL. The *CBC* reporter began there in 1971, working in both
television and radio. Hudson’s best known story was the 1985 Arrow Air disaster at Gander in which 356 American lives were lost. He retired in 1992.

SUPPLYLINES:
Shaw Media has partnered with Moat to provide viewability measurement and real-time brand analytics to deliver greater transparency for clients and to help them optimize their media dollars.

Be Sure to Read
Wray Ellis’s
Feature Article on
Effective Radio Salesmanship
and Solid Creative Client Propositions,
Beginning on the Next Page.
Wray Ellis focused on information-gathering techniques to use and common radio approaches to abandon to stop bad radio before it starts, doing so during his recent session at the Ontario Association of Broadcasters conference.

In radio sales, the ultimate goal is to sell more radio, either by attracting more clients or by selling more radio to existing clients. But either way, clients need proof that their radio campaigns are working.

How can this be achieved?

Ellis believes that the effectiveness of a radio commercial is determined at the creative meeting. Don’t ask the client what he or she wants in the commercials because you’re likely to hear such commonalities as phone number, website, street address, hours of operation, years in business, parking details, special offers, easy financing, friendly helpful staff, or with catch lines such as “one call does it all,” “for all your (product/service) needs,” and “there’s never been a better time,” to describe only a few.

According to Ellis, this commercial is doomed—because the wrong question was asked. By asking what the client wants to say, you’re essentially giving him or her a green light to expect a “brochure ad”.

It’s paramount to educate clients and prospects on what does—and what doesn’t—belong in the script. Doing so now will avoid disappointment. Instead, he stresses, when it comes to creative there’s only one question to ask: “WHAT NEEDS TO HAPPEN?”

That question is paramount because it determines the client’s definition of success. It’s the objective.

Be prepared to probe. If a car dealer says he wants the parking lot full of people this weekend, more work needs to be done. Filling up the parking lot doesn’t make them any money.

Why not? If someone goes to a dealership and kicks the tires, there’s a one-in-35 chance that they’ll buy a car. But, the
chances increase to about one-in-eight if they take a test drive. Car dealers need people to take test drives so say it in the spot: “Take a test drive”...”sit behind the wheel”...”smell the leather”...”feel how it handles on the road”, and so on. Make a compelling case, pushing the test drive and finish by giving the location.

Another example Ellis described was with restaurants. If the owner wants more reservations on Wednesday nights, you create a commercial extolling the virtues of dining there on Wednesday night—and just Wednesday night. The spot needs to generate reservations so give the phone number and nothing but the phone number. The goal is to boost calls. Callers can get the address when they make their reservations.

Every commercial should have one objective, he says. The objective says what the call to action needs to be. If the objective is to make the phone ring, the action is “Call this number now...” The client gets phone calls; your commercial is working.

Ditto with the car dealer. If the objective is to sell cars, the action is “Take a test drive today.” When people arrive for test drives, the spots are working.

Always focus on benefits. A benefit is an emotional asset. The fact that you can unlock your car door when your arms are full of groceries is the benefit of keyless entry. Always sell benefits—not features. Properly leveraged, the benefit does the selling—not repeating the phone number. The action is merely the mechanism to achieve the objective.

Ellis stressed to keep in mind that radio is a one-to-one medium. Speak to the listener, not a crowd. The most compelling word in our vocabulary which is rarely used is YOU.

When I say: “This is a message you need to hear” you are listening. It’s far more engaging than “Attention food lovers!” They both have the same target audience, but “you” draws you in.

By using guidelines such as these, Ellis said he feels certain that clients will see tangible evidence that their radio advertising is making them money. It follows, then, that when clients see greater results, the goal of radio sales executives for selling more radio is far more achievable.

Wray Ellis has spent 30 years creating jingles and commercials. The former creative director for the Radio Marketing Bureau has published the how-to radio handbook: “Solve the Right Problem … And Your Radio Ads Will Never Go Wrong.” Ellis can be reached at wrayellis@hotmail.com or via www.wray-ellis.com.
The Numeris Fall diary numbers from markets across the country are available beginning on Page 5...

The application to erect radio towers just south of the international border in Point Roberts, Washington, is dead. Nov. 30 was the deadline for BBC Broadcasting Inc. -- which beams Sher-E-Punjab AM 1550’s signal into the Lower Mainland -- to file a further appeal in U.S. court. None was...

CAB-K Broadcasting’s new station, CKVG-FM Vegreville has begun testing. The Country station targeting 25-64s operates at 106.5 with power of 13,000 watts. The launch is scheduled for early next month, according to Jamieson Brown, the station manager and morning host. CKVG is the third CAB-K Alberta station, owned by Brian and Melanie Hepp. The others are Rock 104 (CKJX) and Country station 96.5 CK-fm (CKLJ-FM), both in Olds...

Online chatter in Montreal suggests that Evanov Radio Group’s LGBT station, once ID’ed as Radio Fierte and now AM980 (CHRF), is moving away from serving that community after its Christmas music programming comes to an end. Not true, says an ERG senior executive. Instead, the music format — which does not define the LGBT market — is being expanded to allow for broader appeal. LGBT listeners will continue to be served with spoken word, news and information of importance to the community through general and some dedicated programming while adding some easy listening music...

CJAD Montreal celebrated its 70th anniversary this week by inducting three people into its newly-established hall of fame: George Balcan, Gord Sinclair and Ted Blackman. All three are deceased. Balcan was the morning host a generation of Montrealers woke up with, Sinclair was the booming voice of provocative editorials and authoritative newscasts, and Blackman was the sports broadcaster who did more, including filling the role of program director...

The 38th Annual CKNW Vancouver Orphans’ Fund Pledge Day raised a record-breaking $2,065,233 for children with special needs. The day-long broadcast included interviews with philanthropists, business leaders, media personalities and the children and families helped by the fund...

Steve Garrison, 61, ex of Bell Media’s AM 1290 (CJBK) London and who was restructured out of his hour-long...
weekday morning slot there last month, has been given the opportunity to say goodbye on-air. But there’s a twist to this story. It won’t be on AM 1290. Tomorrow (Friday), Garrison will have the hour between Noon and 1 p.m. on AM 980 (CFPL) London, a Corus station, to do so. The 40-year CJBK veteran — 27 of those years as morning host — describes the air time as a gift, a show to say goodbye to listeners, the show he didn’t have the opportunity to do on CJBK...

The 11th Annual Stuff A Bus campaign at 99.9 Sun FM/101-5 EZ Rock/AM 1150 Kelowna saw $24,920 in cash donated ($74,760 with the Food Bank’s buying power) and 47,000 lbs. of food, toys and other non-food items collected...

97-5 The River (CKRV) Kamloops’s 23rd annual Toys For Kids Breakfast saw 1,990 toys and $7,000 donated to Christmas Amalgamated and $11,600 donated to the Royal Inland Hospital Foundation’s pediatrics ward. The breakfast attracted 857 guests...

News Talk 770 Calgary’s Pledge Day saw $328,000 raised on behalf of the Calgary Children’s Foundation. Over 90% of it will go to support local charities and organizations working with kids...

Power 99 (CFMM-FM)/Mix 101 (CHQX-FM)/Country 900 CKBI Prince Albert, the Jim Pattison stations recently acquired from Rawlco, raised $393,239 during a 12-hour event for the Victoria Hospital Foundation. The 10th Annual Give a Little Life Day Radio-a-thon had a goal of just $320,000 to pay for seven telemetry units. Gord and Jill Rawlinson (Rawlco) donated $50,000. In any hospital’s ICU, static machines monitor vital signs but restrict patients to their beds. Telemetry units are portable and let patients move about the hospital while still providing their vital signs...

Bayshore Broadcasting’s 76th annual Christmas Fund Broadcast for Owen Sound/Grey County charities raised $18,626. The funds will be divided among 23 local charities, each with emphasis on children, youth or seniors...

The 23rd annual CHYM Kitchener Tree of Hope Radiothon in support of Family and Children’s Services raised $336,371.00. All donations are geared toward providing parents with the help and opportunities they need to create a better life for their families...

Almost $53,000 was raised during a four-hour event at CJHR-FM Renfrew. Dubbed the Annual Valley Heritage Radio Holly Jolly Fundraiser, this year’s proceeds will go to Hospice Renfrew...

boom 101.9 (CFLG-FM) Cornwall helped collect 14,000+ lbs. of food for St. Vincent de Paul Family Christmas Baskets through its Stuff The Studio event...

Radio-Canada’s morning radio show on P.E.I. took in 1,492 pounds of food for the Upper Room food bank by way of a challenge that saw host Denis Duchesne shave his head live on air. Duchesne says his challenge to listeners was to break last year’s record of 1,300 lbs. “It was fun,“ he said, “to see people from the community bring heavy things just to ensure we reached the goal.”
**GENERAL:**

The new Canadian Association of Broadcasters’ CEO Radio Council has been elected at the association’s annual general meeting. They are: Julie Adam, senior VP, Rogers Media; Mario Cecchini, executive VP, president, Corus Radio and Corus Média; Sylvain Chamberland, président, Attraction Radio; Elmer Hildebrand, CEO, Golden West Broadcasting; Richard Lachance, président et chef de la direction, Cogeco Diffusion; Randy Lennox, president, entertainment production and broadcasting, Bell Media; Ian Lurie, COO and head of radio, Newcap Radio; Geoff Poulton, president, Vista Radio; and Rod Schween, president, Jim Pattison Broadcast Group. The Chair and Vice-Chair of the Council are yet to be elected. The new officers on the CAB Board are: Chair: Susan Wheeler, Rogers Media; Vice-Chair: Glenda Spenrath, Newcap; Treasurer: Sylvie Courtemanche, Corus Entertainment; Secretary: Kevin Goldstein, Bell Media; Directors: Rick Arnish, Jim Pattison Broadcast Group; Paul Cowling, Shaw Media; and Nathalie Dorval, Cogéco...

The Liberal government reaffirmed support for CBC/Radio-Canada in its Speech from the Throne last week. It said it would reverse the funding cuts to CBC’s budget, re-invest in CBC and review the appointment procedure for board directors and its CEO...

CBC Vancouver’s Open House and Food Bank Day raised $630,314. The theme all day was the idea of grace, something says writer and former CBC host Bill Richardson, people understand better as they age.

**TELEVISION/VIDEO:**

The Television Bureau of Canada (TVB) has been rebranded thinktv. The marketing arm of Canadian television broadcasters says the new brand reflects “its ongoing evolution, as well as its vision for the future”. thinktv President Catherine MacLeod says the brand “reflects the re-positioning of the organization in the context of a complicated and complex media landscape”... Corus Entertainment has become a new member. And new to the thinktv board of directors are Stuart Garvie, president, media sales, Bell Media, and Gerry Mackrell, EVP, head of sales, Corus Entertainment...

American media and entertainment senior executives are showing record confidence in the global economy even as industry challenges persist. In the 13th Global Capital Confidence Barometer (a survey by EY), 81% said the economy is improving compared with 52% who felt that way a year ago; 73% say the media and entertainment market is improving, up from 49% last year; and foreign exchange volatility is an increasing concern with U.S.-dominated costs and the strengthening dollar. Among other findings, digital continues as the greatest threat to M&E companies’ core business and acquisition strategies. And, 58% of executives said their focus during the next 12 months will be cost reduction and operational efficiency...

CFJC-TV Kamloops has added a new platform that includes real estate and auto listings, classified ads and obituaries - each of which is provided free. The president of the Jim Pattison Group, Glen Clark, describes the service as the next step in the evolution of local broadcasting. Clark says CFJC Today will be the dominant hub for online local information...
**BCE** is hiking, by $2 a month effective Feb. 1, the price of its **CraveTV** video streaming service. Now, it’s $4. A listing on the **Bell Canada** and **Bell Alliant** website details price increases to services such as television, Internet and home telephone. CraveTV, after Feb. 1, will still be less expensive than **shomi** ($8.99) and **Netflix** ($7.99 for standard def to $11.99, for ultra high-def)... 

**Groupe Média TFO** has offered cable operators an approach to extending educational French language service to Canadians. They can add TFO at no charge to their entry-level basic service for six months, beginning March 1...

**CTV Atlantic’s Christmas Daddies Telethon** raised $423,911.48, all dedicated to children and families in need through the **Salvation Army**. It’s estimated that roughly 17,000 children in the Maritimes will receive toys and other gifts on Christmas Day. Donations were accepted at CTV locations in Sydney, Moncton, Charlottetown and Halifax.

**SIGN-OFF:**

Ralph A. “Sandy” Green, 74, of prostate cancer in London. The chairperson of the **Blackburn Radio** board of directors, joined the Blackburn Group in 1975 as a VP of marketing and special projects. Green’s involvement with Blackburn Radio began in 1995. In 1997 he was appointed as president.

**REVOLVING DOOR:**

Devon Tschritter will begin as director of sales at **Newcap Vancouver** Jan. 4. He moves from **Corus Vancouver** where he began in 2004 as a sales rep, became AM sales manager and then, his most recent responsibility, general sales manager...

Louis Douville, a senior management executive at **Bell Media Montreal** caught amongst those in the company’s October restructuring, is back. Douville is now Bell Media’s director, local sales, Québec and based in Montreal. He began Dec. 7...

Sean Eckford, the nine-year news director of **Vista** stations **Coast FM Nanaimo/Sechelt**, resigned. He’d been with Vista for 11 years and, says the **Canadian Association of Journalists**, quit over a dispute involving news staff being asked to work for a day in a sales capacity...

New executive producer at **Global Edmonton** is **Deb Zinck**, promoted from senior news producer. Zinck began at **Global Maritimes**, spending 13 years there as a reporter/anchor/producer before joining Global Edmonton.

**OPS:**

In last week’s edition, we erroneously reported that Diane Kashton of **Bell Media Winnipeg** was gone, a victim of restructuring. The fact is she remains at her job as **CTV Winnipeg’s** creative and promotion director, a post she has held for the last 12 and a-half years. Kashton was not part of the lay-off discussion... We also made some factual errors regarding staff changes at **FAB 94.3 Winnipeg** last week. The **Jim Pattison Broadcast Group** station saw Dug Joy of PM drive and Jeff Daniels of middays depart. In the weeks to come, and after a new morning show to succeed **Kelly and Alix** has been determined, Alix Michaels, who’s handling mornings for the moment, will move to middays. Kelly Parker has already settled-in to PM drive.
NUMERIS Top-line Radio Statistics  
Fall 2015 September 7–November 1, 2015  

Source: Numeris  
Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015  
Demographic: A12+  
Daypart: Monday-Sunday 5am-1am  

Top-rated stations in each market are as follows:

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<th>Station</th>
<th>Station ID</th>
<th>Owner</th>
<th>Fall 2015</th>
<th>Spring 2015</th>
<th>Fall 2014</th>
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- MANUFACTURERS / SUPPLIERS
- RESEARCH AND INFORMATION SERVICES
- STATION REPRESENTATIVES
### ASSOCIATIONS / PROFESSIONAL ORGANIZATIONS

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<tr>
<th>Association</th>
<th>Address</th>
<th>Contact Information</th>
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<tr>
<td>Academy of Canadian Cinema &amp; Television</td>
<td>49 Ontario St., Suite 501, Toronto ON M5A 2V1</td>
<td>P: 416-366-2227 <a href="mailto:communications@academy.ca">communications@academy.ca</a></td>
<td><a href="http://www.academy.ca">www.academy.ca</a></td>
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<tr>
<td>ACTRA</td>
<td>625 Church St., 3rd Floor, Toronto ON M4Y 2G1</td>
<td>P: 1-800-387-3516/416-489-1311 <a href="mailto:national@actra.ca">national@actra.ca</a></td>
<td><a href="http://www.actra.ca">www.actra.ca</a></td>
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<tr>
<td>ADISQ</td>
<td>6420, rue St-Denis, Montreal QC H2S 2R7</td>
<td>P: 514-842-5147 <a href="mailto:info@adisq.com">info@adisq.com</a></td>
<td><a href="http://www.adisq.com">www.adisq.com</a></td>
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<td>Advertising Standards Canada</td>
<td>175 Bloor St. E., South Tower, Suite 1801, Toronto ON M4W 3R8</td>
<td>P: 416-961-6311</td>
<td><a href="http://www.adstandards.com">www.adstandards.com</a></td>
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<tr>
<td>Alberta Music Industry Association</td>
<td>10722-103 Avenue, Suite 102, Edmonton AB T5J 5G7</td>
<td>P: 780-428-3372 <a href="mailto:info@albertamusic.org">info@albertamusic.org</a></td>
<td><a href="http://www.albertamusic.org">www.albertamusic.org</a></td>
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<tr>
<td>Alliance québécoise des techniciens de l’image et du son (AQTIS)</td>
<td>533, rue Ontario est, bureau 300, Montréal QC H2L 1N8</td>
<td>P: 514-844-2113 <a href="mailto:info@aqtis.qc.ca">info@aqtis.qc.ca</a></td>
<td><a href="http://www.aqtis.qc.ca">www.aqtis.qc.ca</a></td>
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<tr>
<td>ARC du Canada</td>
<td>1, rue Nicholas, bureau 1206, Ottawa ON K1N 7B7</td>
<td>P: 613-562-0000</td>
<td><a href="http://www.radiorfa.com">www.radiorfa.com</a></td>
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<td>Association of Canadian Advertisers</td>
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<td>Bell Fund</td>
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<td>P: 416-977-8154 <a href="mailto:info@bellfund.ca">info@bellfund.ca</a></td>
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<td>Broadcasters Association of Manitoba (BAM)</td>
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<td><a href="http://www.cmf-fmc.ca">www.cmf-fmc.ca</a></td>
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<td>Canadian Association of Broadcasters (CAB)</td>
<td>770-45 O’Connor St., Ottawa ON K1P 1A4</td>
<td>P: 613-233-4035</td>
<td><a href="http://www.cab-acr.ca">www.cab-acr.ca</a></td>
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<td>P: 506-849-1334 <a href="mailto:info@ccsa.cable.ca">info@ccsa.cable.ca</a></td>
<td><a href="http://www.ccsa.cable.ca">www.ccsa.cable.ca</a></td>
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<td>Canadian Communications Foundation</td>
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<td>Canadian Country Music Association (CCMA)</td>
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<td><a href="http://www.ccma.org">www.ccma.org</a></td>
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<td><a href="http://www.cimamusic.ca">www.cimamusic.ca</a></td>
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Athabasca University  
1 University Dr.  
Athabasca AB T9S 3A3  
P: 1-800-788-9041  
www.athabascau.ca

British Columbia Institute of Technology (BCIT)  
3700 Willingdon Ave., Bldg. SE6  
Room 222  
Burnaby BC V5G 3H2  
P: 604-432-8863  
www.bcit.ca/business/broadcast

Canadian Film Centre (CFC)  
2489 Bayview Ave.  
Toronto ON M2L 1A8  
P: 416-445-1446  
www.cfccreates.com

Canadore College  
100 College Dr., Box 5001  
North Bay ON P1B 8K9  
P: 705-474-7600  
www.canadorec.on.ca

Capilano University  
2055 Purcell Way  
North Vancouver BC V7J 3H5  
P: 604-986-1911  
www.capilanou.ca

Centennial College  
PO Box 631 Stn A  
Toronto ON M5A 2N4  
P: 416-289-5000  
www.centennialcollege.ca

College Of Sports Media  
115 George St.  
Toronto ON M5A 2N4  
P: 647-427-4242  
info@collegeofsportsmedia.com  
www.collegeofsportsmedia.com

Conestoga College  
299 Doon Valley Dr.  
Kitchener ON N2G 4M4  
P: 519-748-5220  
www.conestogac.on.ca

Confederation College  
1450 Nakina Dr., PO Box 398  
Thunder Bay ON P7C 4W1  
P: 807-475-6110  
www.confederationc.on.ca

Durham College  
2000 Simcoe St. N.  
Oshawa ON L1H 7K4  
P: 905-721-2000  
www.durhamcollege.ca

Fanshawe College  
1001 Fanshawe College Blvd. PO Box 7005  
London ON N5Y 5R6  
P: 519-452-4277  
www.fanshawec.ca

Gulf Islands Film & Television School  
75-43 C-12, RR#2  
Galiano Island BC V0N 1P0  
P: 250-539-5729  
gifts@giftsfilms.com  
www.giftsfilms.com

Harris Institute  
118 Sherbourne St.  
Toronto ON M5A 2R2  
P: 416-367-0178  
info@harrisinstitute.com  
www.harrisinstitute.com

Herzing College  
Ottawa • Toronto • Winnipeg  
www.herzing.ca/media/

Humber College—School of Media Studies  
205 Humber College Blvd.  
Etobicoke ON M9W 5L7  
P: 416-675-3111  
enquiry@humber.ca  
www.humber.ca

Lethbridge College  
3000 College Dr. S.  
Lethbridge AB T1K 1L6  
P: 403-320-3200  
info@lethbridgecollege.ca  
www.lethbridgecollege.ca

Loyalist College  
376 Wallbridge-Loyalist Rd. P.O. Box 4200  
Belleville ON K8N 5B9  
P: 613-969-1913  
www.loyalistcollege.com

Mohawk College  
135 Fennell Ave. W., PO Box 2034  
Hamilton ON L8N 3T2  
P: 905-575-1212  
www.mohawkcollege.ca

Mount Royal University  
4825 Mount Royal Gate SW  
Calgary AB T3E 6K6  
P: 403-440-6901  
www.mtroyal.ca

National Screen Institute Canada (NSI)  
141 Bannatyne Ave., Suite 400  
Winnipeg MB R3B 0R3  
P: 204-956-7800  
info@nsi-canada.ca  
www.nsi-canada.ca

Niagara College Canada  
300 Woodlawn Rd.  
Welland ON L3C 7L3  
P: 905-735-2211  
www.niagaracollege.ca

Northern Alberta Institute of Technology (NAIT)  
11762-106 Street  
Edmonton AB T5G 2R1  
P: 1-877-333-6248  
www.nait.ca

Nova Scotia Community College  
Waterfront Campus, 80 Mawiomi Place  
Dartmouth NS B2Y 0A5  
P: 902-491-1100  
www.nscc.ca

NSCAD University  
5163 Duke St.  
Halifax NS B3J 3J6  
P: 902-444-9600  
www.nscad.ca

Red Deer College  
100 College Blvd., P.O. Box 5005  
Red Deer AB T4N 5H5  
P: 403-342-3400  
www.rdc.ab.ca
Ryerson University  
350 Victoria St.  
Toronto ON  M5B 2K3  
P: 416-979-5000  
www.ryerson.ca

SAIT Polytechnic  
1301-16th Avenue NW  
Calgary AB  T2M 0L4  
P: 403-284-7248  
www.sait.ca

Seneca @ York  
70 The Pond Rd.  
Toronto ON  M3J 3M6  
P: 416-491-5050  
sca.senecac.on.ca

Sheridan College  
1430 Trafalgar Rd.  
Oakville ON  L6H 2L1  
P: 905-845-9430  
info@sheridancollege.ca  
www.sheridancollege.ca

University of Guelph-Humber  
207 Humber College Blvd.  
Toronto ON  M9W 5L7  
P: 416-798-1331  
info@guelphhumber.ca  
www.guelphhumber.ca

University of King’s  
6350 Coburg Rd.  
Halifax NS  B3H 2A1  
P: 902-422-1271  
www.ukings.ca

Vancouver Film School  
198 West Hastings St.  
Vancouver BC  V6B 1H2  
P: 604-685-5808  
www.vfs.edu

Western Academy  
Broadcasting College  
1222 Alberta Ave.  
Saskatoon SK  S7K 1R4  
P: 306-665-1771  
wabc@shaw.ca  
www.wabcwesternacademy.com

York University  
Faculty of Fine Arts  
4700 Keele St.  
Toronto ON  M3J 1P3  
P: 416-736-5135  
ampd.yorku.ca
<table>
<thead>
<tr>
<th>Organization</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
<th>Website</th>
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<tbody>
<tr>
<td><strong>Canadian Heritage</strong></td>
<td>15 Eddy St.</td>
<td>1-866-811-0055</td>
<td><a href="mailto:info@pch.gc.ca">info@pch.gc.ca</a></td>
<td><a href="http://www.pch.gc.ca">www.pch.gc.ca</a></td>
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<tr>
<td><strong>Canadian Radio-television and Telecommunications Commission</strong></td>
<td>Ottawa ON K1A 0N2</td>
<td>1-877-249-2782</td>
<td><a href="http://www.crtc.gc.ca">www.crtc.gc.ca</a></td>
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<tr>
<td><strong>CRTC Central Office</strong></td>
<td>Les Terrasses de la Chaudière 1 Promenade du Portage</td>
<td>1-877-249-2782</td>
<td><a href="http://www.crtc.gc.ca">www.crtc.gc.ca</a></td>
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<tr>
<td><strong>CRTC British Columbia</strong></td>
<td>858 Beatty St., Suite 290</td>
<td>604-666-2111</td>
<td><a href="http://www.crtc.gc.ca">www.crtc.gc.ca</a></td>
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<tr>
<td><strong>CRTC Alberta</strong></td>
<td>220-4 Avenue Southeast, Suite 574</td>
<td>403-292-6660</td>
<td><a href="http://www.crtc.gc.ca">www.crtc.gc.ca</a></td>
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<td><strong>CRTC Saskatchewan</strong></td>
<td>1975 Scarth St., Suite 403</td>
<td>306-780-3422</td>
<td><a href="http://www.crtc.gc.ca">www.crtc.gc.ca</a></td>
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<tr>
<td><strong>CRTC Manitoba</strong></td>
<td>360 Main St., Suite 970</td>
<td>204-983-6306</td>
<td><a href="http://www.crtc.gc.ca">www.crtc.gc.ca</a></td>
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<tr>
<td><strong>CRTC Ontario</strong></td>
<td>55 St. Clair Ave. E., Suite 624</td>
<td>416-954-6271</td>
<td><a href="http://www.crtc.gc.ca">www.crtc.gc.ca</a></td>
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<td><strong>CRTC Quebec</strong></td>
<td>505, de Maisonneuve blvd. ouest Suite 205</td>
<td>514-283-6607</td>
<td><a href="http://www.crtc.gc.ca">www.crtc.gc.ca</a></td>
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<tr>
<td><strong>Industry Canada</strong></td>
<td>C.D. Howe Building, 235 Queen St.</td>
<td>1-800-328-6189</td>
<td><a href="mailto:info@ic.gc.ca">info@ic.gc.ca</a></td>
<td><a href="http://www.ic.gc.ca">www.ic.gc.ca</a></td>
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<tr>
<td><strong>National Film Board of Canada (NFB)</strong></td>
<td>PO Box 6100, Station Centre-ville</td>
<td>1-800-267-7710</td>
<td><a href="http://www.nfb.ca">www.nfb.ca</a></td>
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<tr>
<td><strong>Ontario Media Development Corporation</strong></td>
<td>175 Bloor St. E., Suite 501, South Tower</td>
<td>416-314-6858</td>
<td><a href="mailto:reception@omdc.on.ca">reception@omdc.on.ca</a></td>
<td><a href="http://www.omdc.on.ca">www.omdc.on.ca</a></td>
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<td><strong>Telefilm Canada</strong></td>
<td>360 St-Jacques St., Suite 600</td>
<td>514-283-6363</td>
<td><a href="mailto:info@telefilm.gc.ca">info@telefilm.gc.ca</a></td>
<td><a href="http://www.telefilm.gc.ca">www.telefilm.gc.ca</a></td>
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<td></td>
<td>210 West Georgia St. Vancouver BC V6B 0L9</td>
<td>604-666-1566</td>
<td><a href="mailto:info@telefilm.gc.ca">info@telefilm.gc.ca</a></td>
<td><a href="http://www.telefilm.gc.ca">www.telefilm.gc.ca</a></td>
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<td></td>
<td>474 Bathurst St., Suite 100</td>
<td>416-973-6436</td>
<td><a href="mailto:info@telefilm.gc.ca">info@telefilm.gc.ca</a></td>
<td><a href="http://www.telefilm.gc.ca">www.telefilm.gc.ca</a></td>
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<tr>
<td></td>
<td>1660 Hollis St., Suite 401</td>
<td>902-426-8425</td>
<td><a href="mailto:info@telefilm.gc.ca">info@telefilm.gc.ca</a></td>
<td><a href="http://www.telefilm.gc.ca">www.telefilm.gc.ca</a></td>
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<td><strong>MANUFACTURERS / SUPPLIERS</strong></td>
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<td><strong>4D Sales &amp; Marketing</strong></td>
<td>(Independent manufacturers’ rep for broadcast and AV solutions)</td>
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<td>105 Quebec Ave., Upper Floor</td>
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<td>Toronto ON M6P 2T3</td>
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<td>P: 519-501-6208</td>
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<td><a href="http://www.4dsales.ca">www.4dsales.ca</a></td>
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<td><strong>Airdate Traffic Services Ltd.</strong></td>
<td>(Duplication and distribution of radio and TV commercials)</td>
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<td>629 Adelaide St. W.</td>
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<td>P: 416-703-5451</td>
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<td><a href="http://www.airdate.ca">www.airdate.ca</a></td>
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<td><strong>Alliance Corporation</strong></td>
<td>(Distributor of coaxial, waveguide, hybrid feedlines, licensed and unlicensed microwave for STLs, towers, cable management)</td>
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<td>2395 Meadowpine Blvd.</td>
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<td>Mississauga ON L5N 7W6</td>
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<td>P: 1-888-821-4797</td>
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<td><a href="http://www.alliancecorporation.ca">www.alliancecorporation.ca</a></td>
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<td><strong>Anixter Inc.</strong></td>
<td>(Electrical and electronic wire and cable)</td>
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<td>200 Foster Cresc.</td>
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<td>Mississauga ON L5R 3Y5</td>
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<td><a href="http://www.anixter.com">www.anixter.com</a></td>
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<td><strong>Annex Pro</strong></td>
<td>(Value-added reseller for software, hardware and IT infrastructure)</td>
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<td>1485 Venables St.</td>
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<td>Vancouver BC V5L 2G1</td>
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<td>P: 604-682-6639</td>
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<td>P: 100 King St. W., Suite 5600</td>
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<td><a href="http://www.annexpro.com">www.annexpro.com</a></td>
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<tr>
<td><strong>Anton/Bauer Inc., a Vitec Videocom company</strong></td>
<td>(Portable power systems for the professional, broadcast, video and film industries)</td>
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<td>14 Progress Dr.</td>
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<td>Shelton CT 06484 USA</td>
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<td>P: 203-929-1100</td>
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<td><a href="http://www.antonbauer.com">www.antonbauer.com</a></td>
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<tr>
<td><strong>Apple Canada</strong></td>
<td>(Computer hardware and software)</td>
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<td>1600-120 Bremner Blvd.</td>
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<tr>
<td><strong>Arcom</strong></td>
<td>(Traps and filters for cable television; predictive maintenance-Xcor Hunter)</td>
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<tr>
<td>PO Box 6729</td>
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<tr>
<td>Syracuse NY 13217 USA</td>
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<tr>
<td>P: 800-448-1655</td>
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<td><a href="http://www.arcomlabs.com">www.arcomlabs.com</a></td>
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<tr>
<td><strong>Arctic Palm Technology Inc.</strong></td>
<td>(Software solutions for broadcasting)</td>
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<tr>
<td>London ON</td>
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<td>P: 519-452-0002</td>
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<tr>
<td><a href="mailto:sales@arcticpalm.com">sales@arcticpalm.com</a></td>
<td><a href="mailto:sales@arcticpalm.com">sales@arcticpalm.com</a></td>
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<td><a href="http://www.arcticpalm.com">www.arcticpalm.com</a></td>
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<tr>
<td><strong>ATX Networks</strong></td>
<td>(Manufacturer of a broad range of OTT, IPTV &amp; CATV digital video solutions. Solutions include gateways, encoding, transcoding, content streaming and RF management)</td>
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<td>Ajax ON L1S 7H4</td>
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<td>P: 905-428-6068</td>
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<td><a href="mailto:support@atxnetworks.com">support@atxnetworks.com</a></td>
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<tr>
<td><strong>Audio Distributors International</strong></td>
<td>(Professional audio, sound reinforcement and musical sound equipment)</td>
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<tr>
<td>1275 Newton St., Unit 6</td>
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<td>Boucherville QC J4B 5H2</td>
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<td>P: 450-449-8177</td>
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<td><a href="mailto:info@adi-online.net">info@adi-online.net</a></td>
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<td><a href="http://www.adipro.ca">www.adipro.ca</a></td>
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<tr>
<td><strong>Audio Operations Ltd.</strong></td>
<td>(Pro audio equipment and accessories)</td>
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<td>600 Orwell St., Unit 29</td>
<td>600 Orwell St., Unit 29</td>
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<td>Mississauga ON L5A 3R9</td>
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<td>P: 905-629-1722</td>
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<td><a href="http://www.audiooperations.com">www.audiooperations.com</a></td>
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<td><strong>Avid</strong></td>
<td>(Digital audio and video technology)</td>
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St John’s NL
P: 709-579-6378
kurban@westower.ca

Wheatstone Corporation
(Audio consoles for broadcasting)
600 Industrial Dr.
New Bern NC 28562 USA
P: 252-638-7000
sales@wheatstone.com
www.wheatstone.com

WideOrbit
(Sales, traffic, automation, digital and programmatic solutions for cable networks, local television stations and radio stations)
1160 Battery St., Suite 300
San Francisco CA 94111 USA
P: 415-675-6700
www.wideorbit.com

WILCAN Electronics Canada Ltd.
(Lightning and power surge protection equipment for transmitter sites and studios)
8560 Torbram Rd., Unit 35
Brampton ON L6T 5C9
P: 888-596-2020
industrialsales@lightningtvss.com
www.lightningtvss.com

William F. White International Inc.
(Provider of professional motion picture, television, digital media and theatrical production equipment)
800 Islington Ave.
Toronto ON MBZ 6A1
P: 416-239-5050
www.whites.com

WSI Corporation
(Provider of weather-driven business solutions)
401 Charmney Dr., Suite 200
Madison WI 53719 USA
P: 608-274-5789
www.wsi.com
**RESEARCH AND INFORMATION SERVICES**

**Audience Insights Inc.**
(Media research consultancy with a focus of helping build audience, drive ad revenue, prepare for the digital future or navigate regulatory challenges)
Toronto ON
P: 647-638-8512
www.audience-insights.com

**Boon Dog Professional Services Inc.**
(Research and consulting services)
Ottawa ON
P: 613-834-2740
www.boondog.ca

**Cision Canada**
(Integrated services and software solutions for reputation and campaign management, media monitoring)
150 Ferrand Dr., Suite 1100
Toronto ON M3C 3E5
P: 416-750-2220
info.ca@cision.com
http://ca.cision.com

**CNW Group**
(Distribution and archiving; news releases, webcasts and photos; video production and distribution)
RBC WaterPark Place
88 Queens Quay W.
Toronto ON
P: 1-877-269-7890
info@newswire.ca
www.newswire.ca

**Coleman Insights**
(Research that helps media companies build strong brands and develop content)
909 Aviation Parkway, Suite 400
Morrisville NC 27560 USA
P: 919-571-0000
www.ColemanInsights.com

**Harris/Decima, a Nielsen Company**
(Public opinion and market research)
160 Elgin St., Suite 1800
Ottawa ON K2P 2P7
P: 613-230-2200
www.harrisdecima.com

**Harris/Decima**
(Advertising information services and television audience software applications and analysis)
150 McNabb St.
Markham ON L3R 4B8
P: 905-475-3344
www.ca.nielsen.com

**Mark Kassof & Co.**
(Audience research and strategies)
527 E. Liberty St., Suite 201
Ann Arbor MI 48104 USA
P: 734-662-5700
contact@kassof.com
www.kassof.com

**Marketwire**
(News release distribution, media management, monitoring)
ZS York St., Suite 900, P.O. Box 403
Toronto ON MSJ 2V5
P: 416-362-0885
www.marketwire.com

**Mediastats Inc.**
(Research Services)
Aurora ON
P: 905-726-2626
info@mediastats.com
www.mediastats.com

**Nielsen**
(We help clients make sense of broadcast audiences through technology, data and expertise.)
1500 Don Mills Rd., 3rd Floor
Toronto ON M3B 3L7
P: 416-445-8881
info@nlogic.ca
www.nlogic.ca

**Nielsen BDSradio**
(Music monitoring for the entertainment industry)
Vancouver BC
P: 604-569-2012
www.bdsradio.ca

**Nielsen**
(Providing broadcasters, agencies, advertisers and other professionals with essential audience insights)
1500 Don Mills Rd., 3rd Floor
Toronto ON M3B 3L7
P: 416-445-9800
www.numeris.ca

**Numeris**
13700 International Place, Suite 300
Richmond BC V6V 2X8
P: 604-248-0770
www.numeris.ca

**Nlogic**
(We help clients make sense of broadcast audiences through technology, data and expertise.)
1500 Don Mills Rd., 3rd Floor
Toronto ON M3B 3L7
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**Nlogic**
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P: 514-878-1995
info@nlogic.ca
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Moncton NB E1C 1H7
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www.numeris.ca
Solutions Research Group
Consultants Inc.
(Full-service market research firm
with specialized expertise in media,
technology and entertainment)
21 St. Clair Ave. E., Suite 800
Toronto ON  M4T 1L9
P: 416-323-1337
info@srgnet.com
www.srgnet.com

The Canadian Press
(News agency)
36 King St. E.
Toronto ON  M5C 2L9
P: 416-364-0321
broadcast@thecanadianpress.com
www.thecanadianpress.com

Vision Critical
(Building online platforms that facilitate two-way communications with
customers, employees and citizens)
200 Granville St., Mezzanine Floor
Vancouver BC  V6C 1S4
P: 604-647-1980

2 Bloor St. E., Suite 1700
Toronto ON  M4W 1A8
P: 416-323-5715
www.visioncritical.com
STATION REPRESENTATIVES

Airtime Television Sales Inc.
890 Yonge St., 4th Floor
Toronto ON M4W 3P4
P: 416-923-7177

Bell Media Sales
50 Eglinton Ave. E.
Toronto ON M4P 1A6
P: 416-924-6664
BellMediaSales@bellmedia.ca
www.bellmedia.ca

Canadian Broadcast Sales Toronto
45 St Clair Ave. W., 5th Floor
Toronto ON M4V 1K9
P: 416-961-4770
www.radiocbs.com

COGECO Force radio
800, rue de la Gauchetiere Ouest,
Bureau 1100
Montreal QC H5A 1M1
P: 514-787-8001
www.cogecoforceradio.com

Golden West
Golden West Radio
201-125 Centre Ave.
Winnipeg MB R0G 0B0
P: 204-324-6464
www.goldenwestradio.com

Canadian Media Sales
545 Fifth Avenue, Suite 315
New York NY 10017 USA
P: 212-967-1999
www.canmediasales.com

Target Broadcast Sales Inc.
280 Avenue Rd.
Toronto ON M4V 2G7
P: 416-932-2202
info@targetbroadcast.com
www.targetbroadcast.com

Golden West
Radio Unie Target
7005, boul Taschereau, Suite 268
Brossard QC J4Z 1A7
P: 450-656-8615
info@radio-unie-target.com
www.radio-unie-target.com

WTR Media Sales Inc.
1024-17th Avenue SE
Calgary AB T2G 1J8
P: 403-296-1343

16715 99th Avenue
Edmonton AB T5P 0J9
P: 780-486-4400
www.wtrmedia.com
REVOLVING DOOR:

One hundred and twenty-nine full-time and 38 part-time employees at CHCH-TV Hamilton saw their jobs terminated last Friday. Any regular pay, accrued vacation and expense reimbursements were paid out that day but there were no severance packages. Channel 11 L.P., the entity that has created local news for CHCH since 2009 and which did the dismissals, has in turn filed for bankruptcy. Immediately after the terminations, 58 of the full-timers and 23 part-time employees were given offers of employment for comparable positions and wages. The offers did not come from Channel Zero nor CHCH-TV but rather from a privately held numbered company. The moves will allow CHCH to remain on-air and to deliver local news. Channel Zero points the finger of blame directly at the phased-out Local Programming Improvement Fund along with lower national advertising revenue. Among those who were dismissed and not offered a deal under the new employment agreement are: 33-year veteran Matt Hayes; anchor Mark Hebscher, sports director/anchor Ken Welch; anchor Natalie Marconi; 35-year veteran Scott Urquhart; 26-year reporter/anchor/producer Donna Skelly; health & lifestyle reporter Elise Copps; 30-year veteran reporter Lauran Sabourin; anchor/videographer/live reporter Melissa Raftis; reporter Cindy Csordas; and Michael Miles, digital news producer for CHCH.com...

Bryn James, the GSM of the Jim Pattison Broadcast Group’s Central Alberta division for the last 11 and a-half years, has taken on added responsibilities as GM. He will oversee the JPBG stations in Red Deer, Rocky Mountain House and Drayton Valley. James succeeds Paul Mason who retires at month’s end. Mason’s broadcast career began in 1975 at CKRD AM/FM & CHCA-TV Red Deer which was purchased a year later by Bill Yuill’s Monarch Broadcasting. Not long afterward, Mason became director of administration for the company. In early 1986, he was appointed GM of CJXX FM Grande Prairie. After two years, Monarch offered a return to Red Deer to manage what is now BIG 105 & 106.7 The Drive, B-94 Rocky Mountain House and BIG WEST Country Drayton Valley. He continued in that role when the stations were acquired by JPBG...

Ross Winters starts Jan. 2 as director of programming at The Jim Pattison Broadcast Group. He formally joins JPBG senior management after almost a year working as a consultant with their stations. The PDs of all JPBG
radio stations will report to him. Most recently, Winters was brand director at The Edge Toronto. Before that, he was national PD for Corus Radio...

Jan Innes, a 20-year veteran of Rogers Communications, has left the organization. Most recently, she was VP, government relations. Prior to that she was VP, public affairs and VP, communications. Before going to Rogers, Innes held various positions within the federal and provincial governments including executive assistant to Premier David Peterson, EA to the Minister of Transportation and Communications and special assistant to the Federal Minister of Communications...

Don Grose, GM/GSM at Harvard Broadcasting’s Mix 103.7/100.5 CRUZ fm Fort McMurray, has resigned after close to five years with the stations. Grose had moved from then-CHUM Halifax where he had been for 15 years. While his resignation is effective at the end of this month, Grose will stay on beyond that date until a successor has been appointed...

David Purdy, a 15-year Rogers Communications veteran, joins VICE as its new chief international growth officer. Purdy, who was most recently senior VP of content, will steer Vice’s partnership with Rogers which he helped to negotiate, including the upcoming launch of specialty channel Viceland in early 2016... Taking over as Rogers’s new senior VP of content is Melanie Griffith, an executive VP at Penthera Partners, Inc. who also has experience at Stingray Digital, Discovery, Fox and AMC Networks...

Kristie Painting begins as VP, digital sales, Bell Media, on Jan. 4. She will be responsible for the company’s digital portfolio including web, mobile, tablet, and apps. Her background is in digital sales and marketing...

Jeremy McCarthy, senior director of business development at Hollywood Suite has resigned to pursue new opportunities under his company, CadiffGIANT Consulting... Julie Kumaria has been promoted to VP, marketing and content distribution at Hollywood Suite. Previously senior director of marketing, Kumaria takes on the additional role of content distribution. Prior to joining Hollywood Suite in February 2013, she worked as an affiliate marketing manager at Astral Television Networks...

Mansell Nelson, former senior VP, products and solutions, enterprise business unit at Rogers Communications, has joined ProntoForms, a mobile data collection and analytics platform, as senior VP of business development.

TELEVISION:
Bell Media has become the first Canadian pay TV provider to offer Netflix on its set-top boxes. Subscribers of Bell Fibe TV and Bell Aliant FibreOP TV can now access their Netflix accounts directly from existing TV receivers. All such receivers have been automatically upgraded so there’s no need to buy new equipment...

Greg Stremlaw, who joined CBC Sports this past September as head of sports, has also been named general manager and chef de mission for CBC/Radio-Canada’s coverage of the Rio 2016 Olympic Games...
Blue Ant Media and Smithsonian Networks have partnered on a joint venture (Blue Skye Entertainment) to develop and distribute a library of Ultra HD (4K) natural history and wildlife content. The content will be distributed globally via SVOD and linear television services under Blue Ant Media’s Love Nature brand and Smithsonian Network’s stand-alone streaming service, Smithsonian Earth.

GENERAL:
Shaw Communications says it will acquire a 100% interest in Mid-Bowline Group Corp. and its wholly-owned subsidiary, WIND Mobile Corp. Among reasons for doing so is Shaw’s taking control of a rapidly growing wireless business and 50 MHz of spectrum in each of Ontario, Alberta and B.C. The transaction value is said to be $1.6-billion…

Six Alberta charities, including three food banks, have received a private donation totaling more than $10 million from Brad Shaw, CEO of Shaw Communications. The funds will be distributed to the Calgary Food Bank ($6-million), the Edmonton Food Bank ($3 million), the Calgary Veteran’s Food Bank ($100,000) and $1 million to Alberta animal and wildlife preservation organizations, including the Calgary Humane Society, the Calgary Wildlife Rehabilitation Society and Alberta Birds of Prey Foundation…

CBC is finalizing the sale of its real estate in Iqaluit, part of its real estate strategy that will see a 50% reduction of CBC’s real estate footprint by 2020, either by selling property or by moving to a smaller space…

Calgary’s Mount Royal University will offer a new four-year Bachelor of Communications broadcast media studies major starting next fall. The expanded program will replace the current two-year diploma program, taught since 1961.

RADIO:
Rogers Radio Ottawa raised $162,125.10 during its 22nd Annual Snowsuit Fund Radiothon. That sum will buy 4,053 snowsuits that will be distributed to children 15 years and under…

The first of what’s hoped to be an annual event, the CKNX Wingham Relief Truck for Huron County Food Banks, began after morning host Buzz Reynolds committed to broadcast, sleep and live in the back of a 53-foot trailer for as long as it’d take to fill it with non-perishable food items. Ten days later, thousands of pounds of food filled the trailer and was hauled away for distribution to the county’s 10 local food banks…
Howard Stern has signed-up for five more years producing and hosting his morning show on SiriusXM. Included is a 12-year deal for the use of Stern’s audio and video library with 30 years of content. Should Stern decide to hang up the headphones at the end of 2020, SiriusXM will continue to have content available for another seven years…

Christopher Elwick, 32, a former Winnipeg radio personality and Scouts Canada leader, has been sentenced to seven years for sexual assault, possession of child pornography and sexual interference. He had pleaded guilty to eight charges…

CBC Sudbury has begun broadcasting from its new location at 43 Elm St. in the city’s downtown. The new address features upgraded broadcasting technology and an open concept office. CBC had been at 15 Mackenzie St. since signing-on in 1978…

The three Bell Media St. Catharines stations — 105.7 EZ Rock, 97.7 HTZ-FM and Newstalk 610 CKTB — encouraged donations valued at $275,000 during 12 hours of broadcasting for Community Care of St. Catharines and Thorold. The goal of stuffing a St. Catharines transit bus with non-perishable food items was overwhelmingly surpassed when the bus and a Community Care Truck, plus independent large truckloads were filled. This is the 11th year that the stations have staged their Annual Great Holiday Food Drive…

Vista Radio — with 41 radio stations in B.C., Alberta, the Northwest Territories and Ontario — raised $1,222,000 in its annual Million Dollars for Charity Week. Each station chose its own local charity to support. Vista ended the campaign with the total donation made in cash, food and toys…

boom 973 Toronto was asking listeners for donations to grant the wish of a child living with a life-threatening medical condition. A goal is usually limited to a cost of $10,000. Then, with that goal met, another was set for $20,000, the cost of two wishes. With that goal surpassed in less than 48 hours, boom raised the bar to $40,000 which was also quickly met: $40,000, four kids, four wishes. Now, boom is set on raising $60,000. Make-A-Wish Toronto & Central Ontario will see take of the kids’ fun and the administration…

Country 100.7 and K96.3 Kelowna’s Classic Rock annual Families Feeding Families food drive in support of the Salvation Army raised over 1,200 pounds of food and $2,500 in cash. The two Newcap stations broadcast live for a day on location to support their efforts…

Big Dog 103.5 Lac La Biche, AB, serving a town of 3,500, raised over $41,000 through its radiothon, a Santa Claus parade and the Tree Lighting for Santa’s Helpers. Big Dog 103.5 worked hand-in-hand with the Lac La Biche Firefighters Association to help over 120 local families through the singing of Christmas carols in their boxers to waxing their chests. On top of the cash donations, numerous toys were also collected…
**CKOL Campbellford**, a community station in Ontario, has raised $36,183.50 in its first *Annual Angels of Care on the Air Radiothon* in support of *Campbellford Memorial Hospital*. Funds raised will support the purchase of high priority medical equipment for the hospital’s laboratory...

**Steele Communications** and the *Canadian Cancer Society* teamed-up to raise money for those in Newfoundland & Labrador who must travel to St. John’s for cancer treatment. Their annual four-hour radiothon supported *Daffodil Place*, a home away from home for those who need it during their treatment. The $102,000 raised will cover the cost of 1,020 nights...

The *Country 105/Energy 99.7 Peterborough* Toy Drive netted four tractor-trailer loads of toys and over $72,000 cash. All of the donations have been turned over to the *Salvation Army* for distribution...

The *CJMR Oakville Seva Food Bank* radiothon resulted in $114,649 and approximately 30,000 pounds of food. CJMR also gave all net national advertising revenue that day along with its own cash donation to Seva Food Bank.

**SUPPLYLINES:**

*Bell Media* has signed an agreement with *Ipsos Canada* for use of its *TouchPoints* media consumption research service, an analysis of cross-platform consumer usage of media channels...

**PUBLISHER’S NOTE:**

This is the last *Broadcast Dialogue* of 2015. We will be back again in January after taking a deep breath, eating some fattening foods, imbibing a bit too much and doing it with the people we love most. Because the last few months have been particularly unkind to those affected by the upheavals of structural organizing, a Merry Christmas greeting could seem thoughtless and mean-spirited. On the contrary. Our religion(s) and/or our celebrations, our families, our very own selves demand a continuation of good spirit and good cheer. Ingrid and I send along our best wishes for a meaningful Christmas and a bucketful of dreams coming true in 2016.

*Numeris* President *Jim MacLeod* says goodbye beginning on the next page where he reflects on the plethora of initiatives, technological advancements and changes — including the big one from BBM to Numeris — which have occurred over his years at the helm. MacLeod leaves Numeris next month after a record number years in the leadership role.

And the *PPM* numbers for Canada’s major RADIO markets can be found immediately following Jim MacLeod’s article.
Bri

casts. Stacks of books coming off an Air Canada
jet in the cargo building at Calgary airport.
Every broadcaster from Southern Alberta was
there despite it being after midnight but all united
in a common goal: get the BBM ratings hours ahead
of the release deadline.

One broadcaster was supposed to be the pick-
up point, with a strict embargo not to release one
minute before the time set by the BBM Board. We all
knew the drill. By some magic we found out which
flight the shipment was on and we were all there!
You might call it a conspiracy but what it really un-
derlines is the importance of Numeris data to the
industry.

That was my introduction to the real world of
BBM. I had been a PD and used the numbers for many
years before that in other markets but this was my
first foray into management in an intensely competi-
tive market (and Calgary was that in 1982!).

I came away with a good understanding that
people’s careers rise and fall on those numbers and
that has underpinned every decision I have been in-
volved with at Numeris since 2001. Simply put, we
need to be the highest quality, the most reliable,
and use the best technology because it matters, it
really matters.

December 17, 2015
Fifteen years is a long time, especially when you consider I was thinking three years would be more than enough when I walked in the door at 1500 Don Mills Road in Toronto for the first time as a BBM staffer.

In 2001 the television Picture Matching service was, at best, a work in progress. We had rolled out in Vancouver in 1998, and that first market is always a massive undertaking. Owen Charlebois (my predecessor) had done the heavy lifting and had agreements in place for a full electronic meter service but we were still rolling it out.

Books. Members were probably still haunting the airline cargo counters the night before release. We were the largest publisher in the Commonwealth in terms of titles. Great titles like Toronto EM Fall 1997, and there was always a sequel. I saw my mission as getting us out of the publishing business.

BBM had made some steps in that direction. As far back as the days when Peter Jones was president, BBM was moving away from books with the invention of microBBM. But books were still the backbone. What to do?

There is always a solution, Mr Spock.

By 2002 we were ready to start installing Picture Matching to make the final market reportable—Montreal Franco. BBM was a partner with Arbitron in the development of PPM and on one of our update meetings in Columbia, Maryland Ron Bremner, a BBM VP at the time, and I had the same thought: this might be ready for prime time.

We did a joint Arbitron/BBM presentation to our Montreal television members asking them if they would be the launch market for wireless PPM measurement rather than Picture Matching.

They said yes, with one condition: we remove the Picture Matching we had installed in Quebec in 2001 so their full market would use the cutting edge technology.

Done.

In September 2004, thanks to our very forward looking Quebec members, BBM launched the first commercial PPM service in Quebec Regional and Montreal television.

While we were at it we encoded all the Montreal radio stations. Just seemed like the next big thing for radio, and this would give us a good dataset when that day came.

There was an interesting side project moving along as we were rolling out PPM. Nielsen and BBM had started talking about getting Canada to a single television measurement service. Canada was the only country in the world with directly competitive television measurement services. The truth is that did not serve anyone well. Lorraine Hadfield, the Nielsen executive in charge of the Canadian operation, made that point to BBM in an initial meeting, and a long process started.
Owen Charlebois had done a deal with Nielsen in 1995 to encourage the introduction of electronic measurement to Canada but that deal blew up, literally, in 1997 when the BBM Board tore it up.

That sent BBM looking for its own electronic measurement solution and, after scouring the world, the TNS Picture Matching system was deemed to be superior to the Nielsen frequency system and was selected. Neither company could know that both technologies would be rendered obsolete in a handful of years.

Yes! That includes the same Picture Matching system launched in 1998 and being replaced by PPM in 2003. Underlines how fast the technology cycles are.

Indeed, the PPM system we started with in 2004 would be seen as a relic today. It had no Out of Home measurement, 27 hour battery life, and needed to be anchored to a phone line each night for data collection.

Today PPM has a screen for panellist info, 88 hour battery life, reports data by cellular each night, measures Out of Home, measures live streaming, measures Non Linear such as VOD, reports radio and television from the same panels. It is world leading technology, as it was in 2004, but it has taken the addition of at least one new significant feature each year to keep it there.

Fast forward to the 2006 Canadian Association of Broadcasters meeting in Vancouver. John Hayes of Corus was Chair of the Radio Executive Committee and he shared our view that PPM was the future for radio. He got us an hour on the stage with instructions to “hit one out of the park”.

Few presentations got the work this one did by both BBM and Arbitron. We had the best from Arbitron with us, and it was just one of those days when the stars align. The presentations could not have clicked better.

Bottom line: radio shared the vision, and a six-market PPM service rolled out less than two years later. For the record, that was radio leading the way. Television at the time was still Picture Matching (except Quebec PPM) and Nielsen-wired meters.

Meantime, back at the lawyers and the Competition Bureau and Nielsen headquarters at 770 Broadway we were working on what ultimately became the Joint Venture (JV). It was taking a long time.

The JV is an incredibly complex deal yet brought Canada a single television service and paved the way for the industry to select a new technology.

A side benefit to the JV was the creation of a separate entity to market the software that had been inside the BBM measurement service. BBM had developed and marketed good software on our “end the books mission”, but even
better software was possible. What is now NLogic was born with a mandate to take over the BBM software, operate commercially and encourage innovative new software and analysis solutions. After the JV, Nielsen was still offering software and services as were other companies. Creating a standalone commercial company ensures all companies compete for this business on the same basis. I believe NLogic has been successful in its own right and is a benefit to the industry flowing from the JV.

In 2007 the television industry agreed with BBM that the day of the wired meter was over. BBM had adopted the Nielsen meter for the JV, and it had become almost impossible for any wired technology to keep up with the flood of digital televisions and set top boxes.

BBM engaged the Mergers & Acquisition practice of its auditors, Taylor Liebow, to ensure a selection process was free of any bias. It was a great committee, chaired by Kathy Gardner, and met for months with 100% attendance. Jim Peacock, a well-respected U.S. researcher, was engaged and available to each committee member for advice. Every measurement organization in the world was invited to bid. Taylor Leibow whittled the list from six to three that met bid qualifications, and each had half a day to strut their stuff for the committee. A weighted score card, created by the committee prior to any bids, set out the ideal system for the future. Each was scored on that card with no knowledge of cost. Then, costs were disclosed and added to the score card. PPM was selected in both rounds.

Television and radio elected to combine their PPM services for an annual saving of $3 million. The first year of PPM was $8 million cheaper for television than the wired service. The JV had saved the industry several million dollars a couple of years earlier. All in all, welcome savings.

That gets the technology to 2015. Since the 2009 PPM rollout the television industry has added two new PPM markets: Edmonton and Montreal Anglo.

Numeris has also added VOD measurement using the PPM panels, a world first. A cross media database is unique in the world—the same homes usage of radio and television in one database.

Radio is about to make full use of PPM data with its decision to adopt overnight data release early in 2016.

Numeris looks forward and our two year old Innovation Lab headed by Eric Blais is full of ideas. Most will not see the light of day but it only takes one to make all the effort worthwhile. Watch this space because I think he has found that one!

We have not forgotten about diaries. Lisa Eaton heads what we are calling BTO—Boil the Ocean—looking at every possible idea no matter how impossible it may sound. Measurement in smaller markets remains a cornerstone of Numeris. We need to ensure the best technology for the available dollars.

Perhaps the biggest change was walking away from 70 years
of history leaving “BBM” to be the name of a cellular messaging service and adopting a brand that just seems to say everything we aspire to: Numeris.

We were able to keep the branding process to a very tight circle and all but a handful of key staff saw the Numeris name and logo for the first time on June 19, 2014. When the curtain was pulled and the new logo unveiled to the board there was clapping—whew!

The Numeris brand sets up high expectations and the simple but bold logo projects a true image of who we are. Yes, Numeris is a very different company than BBM Canada was.

Canada should be proud of our measurement system. We attend a few international conferences and at every one of them our peers marvel and what we have done. Most of the world is still wired to the TV, filling in diaries (even in huge markets such as Britain), or doing day after recall. Numeris looks like the Starship Enterprise in comparison.

So, how do we do this? Industry ownership. Industry guidance. Dedicated board and committee members. That is the magic. It is the unwavering support of the radio and television broadcasters, the agencies and advertisers who sit on our board. They have never said no to a good idea.

We have had a lot of good ideas because we have a great blend of thinkers on our staff and those who can turn those visions into reality.

When the tri-partite system was started in 1944 it was good work. Successive boards have built on that. Canada is well positioned for the next move into digital. We owe a vote of thanks to scores of volunteers who have put in more time and effort at BBM and Numeris than you can ever imagine.

Oh, those books. We published the last one in 2009. But, they live on. As one of the last projects on my watch we are digitizing every book we have ever published. They will be in a searchable database, readily available, so Canada’s broadcast history is preserved. Launch will be in about a year.

I hope our new president, Neil McEneaney, remembers to invite me if there is a bonfire when the digitization is done.

We have 6,200 books. Could be a good one!

*Jim MacLeod is the soon-to-retire president of Numeris. He can be reached at jim.macleod@numeris.ca.*
# NUMERIS PPM Top-line Radio Statistics


Demographic: A12+
Daypart: Monday to Sunday 2am-2am
Data type: Respondent

## Calgary (Average Daily Universe: 1,235,000)

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* = spill station

## Vancouver (Average Daily Universe: 2,229,000)

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