

BROADCAST Dialogue

The Voice of Broadcasting in Canada

OCTOBER 2009

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**The Sports
Network
at 25**

**Radio at the
crossroads
— again**

**Programming:
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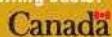
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PUBLISHER'S NOTE



A conversation with TSN President **Phil King** on the occasion of The Sports Network's 25th anniversary made clear that while TV is the primary focus—and the mainline revenue generator—he's adamant about having a presence on various platforms. These platforms, he says, serve as a marketing tool, a branding tool and as a retention tool in retaining young viewers. They include the Internet and mobile applications such as iPhone and Blackberry. But, says King, TSN is in development of "much more robust" applications. The cover story begins on Page 6.



Duff Roman, the living, breathing *CHUM Limited* icon, has retired from the organization. He makes it clear to anyone who asks, though, that he's not ready for final good-byes just yet. In his feature article beginning on Page 12, Roman immediately waxes eloquent when he says: "We codgers should remind ourselves that radio, as we know it, has perhaps had its day." Further, writes Roman, we've got to become players in the new technologies if we want to make our industry relevant to the next generation.



Mark Bulgitch mesmerized *RTNDA* dinner guests with his remarkable speech addressing the journalistic and personal attributes of retired CBC Washington correspondent **Henry Champ**. In his remarks, Bulgitch, a now retired CBC Executive Producer, said that we live in a time when more talking heads fill our newscasts and news channels giving viewers less and less of consequence "... and people nourished on drivel will not understand the consequences of serious events." It begins on Page 24.

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The wheat and the chaff

Remember the nursery rhyme: “Mary, Mary quite contrary, how does your garden grow?” You don’t? Well you need to get out more.

Trust me, this is a worthy metaphor. Or is it an analogy? Or isn’t it ironic, don’t you think?

The point is, think of Mary as being a radio station owner and the garden is the broadcasting industry. So Mary, here in 2009, how is your garden growing? “Well”, says Mary, “not so good. You see we’ve had to let some of our gardeners go and the wheat now seems to be overrun by the chaff.”

To those unschooled in the ways of horticulture, the weeds are outnumbering the flowers. The result is an untidy, somewhat unruly and probably undisciplined radio field in which a healthy crop could still be growing. But it isn’t.

What seems to have sprung from this less than ideal climate is a group of broadcasters (or former ones) who seem content to complain about things rather than getting themselves in a position to do something about them. It seems far more fashionable to log on to radio chat boards, under assumed names of course, and trash everybody and everything that everybody is doing.

I’ve nothing at all against chat boards: I think discussion and the exchange of ideas are incredibly positive. The problem is, that for the most part that isn’t what’s happening on these boards. The moderators try to establish and maintain some decorum, but it often becomes a soapbox for someone to ramble on as if they had all the answers to everything.

This isn’t the way to get your ideas across, no matter how lucid or how stupid they might be. If you’re convinced that your ideas are valid then sign your name to



BY KEVIN KELLY

them. If you don’t, they’re just the nonsensical ramblings of a wannabe, not valid ideas worthy of consideration. Stand behind what you say or sit down and be quiet.

My general manager and I have disagreed on issues from time to time. However, disagreements needn’t resemble a UFC match, primarily because the final call is his and it’s my job to carry it out. If ideas are properly thought out and presented, even a disagreement can still lead to positive and beneficial discussion.

As program director, I’m fortunate that he allows for the fact that it’s my vision of the radio station that we fly on the flagpole and he understands that I’m passionate about it. I’ve made decisions on format, staff, image and music based on our mutual desire for success, ratings and revenue.

Okay, also based on my ongoing desire

for an abnormally high salary. That discussion, albeit one-sided, is ongoing.

One of my favourite business slogans actually came from the excellent Aaron Sorkin show *Sports Night*, where Robert Guillaume played the manager of a fictional sports network. If you’ve never seen the show, buy the DVD—you won’t be sorry. He tells an employee, “If you’re dumb, surround yourself with smart people. And if you’re smart, surround yourself with smart people who disagree with you.”

This industry, and many others, have taken substantial hits and a few standing eight counts. Before we can move forward and ride it out we have to accept where and what we are, warts and all, and devise plans best for our own stations, our clusters or head offices. We need ideas from all sources.

When we have promotions meetings here, the entire staff is invited. Everyone who shows up is given a chance to weigh-in on any discussion because ideas can come from anywhere. They may be altered, added to or subtracted from, but some of our best campaigns have come from that table. It’s discussion, not whining.

As a member of our Chamber of Commerce, we display their slogan on our door: Visionaries work here. A visionary isn’t afraid to try, knowing that, from time to time, an idea might fall flat. It’s called being *in* the game, not just *at* the game.

It’s also harder so see the game from the cheap seats. They’re called that because anyone can sit there. Move up, take a chance and make your mark—pitch ideas instead of throwing stones. Take a seat at the grown-ups’ table and let’s build things up, not tear them down.

Kevin Kelly is Program Director at Magic 106.1 FM in Guelph, ON. He may be reached by phone at (519) 824-7000, x323 or by e-mail at kkelly@magic106.com.



Kerry Joseph by THE CFL

Photo courtesy of Ron Poling

It's hard to believe, but back when it was launched as a specialty service on cable, critics said a TV outlet that aired only sports 24 hours a day, seven days a week, didn't stand a chance.

The naysayers, critics and the "nattering nabobs of negativity" (thank you, Spiro Agnew) were unrelenting. They said such a full-time offering would be ludicrous—up until then the only games

Canadians saw on their TVs were weekend offerings.

So, would it be fair to say that *The Sports Network* faced challenges in its formative period?

Damn right!

But founder, and first TSN president, Gordon Craig persevered.

And so 25 years ago—on September 1, 1984—Craig put his



Dutchy and Hedger

BY HOWARD CHRISTENSEN



The Sports Network at 25

specialty channel on Canadian television sets. It fulfilled his promise of sports programming 24/7—although what he aired then was eight hours of programming daily, repeated three times. Blue Jays baseball represented the largest portion of TSN's schedule back then.

Today, 25 years later, there are 20 sports specialty channels in the television universe, not counting packages such as NHL Centre Ice and NFL Sunday Ticket.

The original name for The Sports Network was The Action Canada Sports Network and the original cost to cable subscribers was \$2 a month.

Beginning with just 323,000 subscribers, Craig revolutionized the way Canadians watch sports. And the channel's growth was consistently fast, building to the nine million subscriber level it has today.

TSN's progress since 1984 has seen a number of benchmarks, not the least of which was its first broadcast of an NHL game—the All-Star game—in February, 1985. Now the

NHL figures prominently in the schedule, with at least 70 regular season games being carried annually as well as the first three rounds of the Stanley Cup playoffs.

The Sports Network also broadcasts all CFL games (including the playoffs and the Grey Cup), the IIHF World Junior Championship and the IIHF World Championship, the Olympic Games through 2012, NFL (Sunday and Monday Night Football), the PGA Tour (and all four golf majors), Raptors basketball and the NBA finals, Blue Jays baseball, Seasons of Champions curling, auto racing, including NASCAR, Formula One and IRL, tennis and all four of its Grand Slam events and HBO World Championship boxing.

TSN has grown to such an extent that it now operates a high definition channel (TSN HD), which was launched in August of 2003; its secondary channel, TSN2, which was launched in August 2008; and TSN.ca, which is now 10 years old. As well, it operates TSN MOBILE, the portable version of the website, and specialty channels NHL Network and ESPN Classic.

CIvGlobeMedia, owner of TSN, is the TV holder of Canadian rights to the 2010 Olympic Winter Games. And TSN—just a few short months from now—will deliver 300 hours of live Winter Olympic coverage from Whistler and Vancouver.

Not Just A Sports Channel

The Sports Network now is led by Phil King, who, in 2004, was promoted to president after serving as its senior VP of programming. Before that, he worked as a chartered accountant. King told *Broadcast Dialogue* that the days of TSN being just a sports TV channel are in the past.

"You have to be much more than that now," he said. "You have to be on as many platforms as your viewers—or consumers—want."

While he readily agrees that the TV operation will remain the biggest part of the business in the near future—well over 90%—King is adamant about having a presence on various platforms, including the Internet and mobile applications that include the iPhone and the BlackBerry. But he also says TSN is in development of "much more robust" applications.

First and foremost, though, is the business aspect.

"The platforms," he says, "serve as a marketing tool, a branding tool and as a retention tool in terms of retaining young viewers. There's a whole generation of

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kids who don't understand that the Internet wasn't around 10 or 11 years ago. They say, 'What?'. Or the iPod, even. There are kids out there now who've grown up with it."

King says TSN has to become more of a sports media company, providing online games, features and highlights and, more importantly, making money from them.

Aye, there's the rub!

The question King and his world-wide content provider brethren have is: Who's going to pay? "Young people," he says, "have developed a nasty habit of thinking that everything's free."

And that can't work.

The concept of streaming sports video, especially live video, on-line—and how to turn a profit from it—has been the catalyst for a great deal of talk at the CRTC level and at the BDUs.

King says TSN isn't interested in streaming its programming on the Internet 24 hours a day. "We won't do it because it's a bad business model. Our bread and butter is to work with our cable and satellite partners. Without that, we simply wouldn't have the resources to be as good as we are, frankly. We just wouldn't have the money."

For the time being, he says, "You'll see highlight clips, video on demand and a very modest amount of streaming."

WTSN

About the only mistake TSN has made so far was the introduction of a specialty sports channel for women.

"There are very few things we'll get into and stay into if it's not going to have a decent financial return," King said. "The best example I can give you is WTSN, the Women's Sports

Network. We gave that a good try for two years, but the demand and the business just didn't pan out, so we shut it down."

But that's the only example King can give of a bust.

"Last year," he said, "we branched out with TSN2 ...mainly because of our huge array of sports that we have a hard time getting all on-air live. The days of being able to hold something back, then show it on a tape delay at midnight, are over."

TSN Milestones

Feb. 1985 – TSN broadcasts its first NHL Game (All-Star Game)

Feb. 1988 – TSN is the first ever specialty network to broadcast the Olympic Games.

Sept. 1989 – RDS, TSN's French-language counterpart, goes on-air in Quebec and Eastern Canada.

Sept. 1995 – TSN launches TSN.ca.

Feb. 2000 – CTV offers to acquire NetStar Communications, TSN's parent company.

Aug. 2003 – TSN becomes one of the first two Canadian specialty channels to broadcast its signal in High Definition.

Sept. 2006 – TSN becomes the first Canadian broadcaster to deliver a daily newscast in High Definition.

Nov. 2008 – TSN broadcasts its first Grey Cup game.

Howard Christensen may be reached at howard@broadcastdialogue.com.

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Get back in the game

“We believe the economy will grow this quarter,” said Bank of Canada Governor Mark Carney. “The rate of growth will pick up to the end of the year and into 2010.”

If it were only that easy.

In most markets the economy has had a detrimental effect on radio revenues. But there are indications that a gradual recovery has started. The Canadian Real Estate Association reported that the housing resale market for July posted its largest year-over-year gain in two years. The Nielsen Company indicated that Canadians are among the most optimistic in the world when it comes to attitudes about the job market, personal finances and readiness to spend.

With this in mind we encourage you to make the most of your opportunities and to utilize Radio Marketing Bureau resources to increase your odds for success. On that note, here are some ideas that will kick-start your sales efforts.

Know More About Your Client's Business

Knowledge and understanding of your client's business can elevate your relationship from supplier to business partner. The RMB member's website contains research files for 18 industry categories from Automotive to Travel and Transportation. These categories are further defined by sub-categories. Within these files you will find the latest sales facts and figures, consumer profiles and articles to gain a better understanding of your client's business.

Six times a year we produce Industry Profile, a document that examines a specific category and reports the latest sales statistics, industry trends, challenges and opportunities along with a profile of consumers. In addition to industry insight we also include sales and creative strategies.

Drive Consumers to a Car Dealer's Website

One third of Canadians cite the Internet as having significant influence in the purchase or lease of a new car. Foundation Research findings for 2009 indicate radio can greatly affect Internet

surfing habits: 35% have typed a website address into their browser after hearing it on the radio. Using radio as an integral component of a campaign can increase a dealer's return on investment by creating awareness of their dealership and directing consumers to the website to learn more.

Know More About Your Client's Customers

The consumer ultimately determines the success of an advertising campaign. Knowing more about your client's consumer will increase confidence in your proposal to reach the right people at the right time.

Utilizing the latest RTS survey data, we produce over 50 profiles annually that report gender, age, household income and media usage of key consumers at a national and regional level spanning numerous categories such as furniture, consumer electronics and business equipment.

Research and Case Studies Increase Client Confidence in Radio

Clients want to be sure that they are investing their marketing dollars to maximize return on investment. Research and case studies help to provide evidence that support your proposal and seal the deal.

Our research section contains studies that demonstrate the efficacy of radio as a stand-alone medium or in combination with print, Internet or TV. Case studies such as Nestle Canada, Ikea and 401 Dixie Nissan provide practical evidence of radio's ability to increase awareness and sales.

Inspire Clients with Radio Spots

Some clients have a hard time imagining what they would sound like on radio. Our creative library is stocked with over 7,000 mp3 files of the best radio spots filed by category.

Use these spots for inspiration and ideas; play them for your clients and get them excited about hearing their brand on radio.



Add a New Member to Your Sales Team

RMB members have access to confidential consultative services free of charge; call us if you need inspiration or information.

We know radio; we're also experienced in media and marketing from agency and advertiser points of view. We can support you with the right information to sell against other media and position you to win.

We understand your needs and know how busy you are. You want information, ideas and inspiration—fast.

The RMB is here to raise the profile of radio in Canada—and make your job easier. By working together we can get back in the game and stimulate growth in this new broadcast year.

Gary Belgrave is President of the Radio Marketing Bureau. He may be contacted by e-mail at gbelgrave@rmb.ca or by phone at (416) 922-5757.



Playing politics – or not

I've been thinking a lot about politics this summer. Not so much the endless saga of who will trigger the next election or when, but more about the role of small "p" politics in our lives.

Politics is in many circles a pejorative term, a view demonstrated by numerous popularity and trustworthiness ratings of politicians. Playing politics at the office is shorthand for being manipulative or calculating. An organization described as highly political is another way of saying the atmosphere is fraught with intrigue and treachery, a place suitable only for those with Machiavellian inclinations.

The Oxford dictionary has a much more benign view. Two of the three definitions are positive: 1. The art and science of government and 2. Public life and affairs. The third is not derogatory per se, but starts down the slippery slope: 3. Activities concerned with seeking power, status, etc.

What got me thinking about all this were the assumptions that many of us hold about the intersection of politics and gender, me included.

Changing culture to be inclusive is a tall task whether in business, organizations or national culture and whether we are talking about the inclusion of the old, young, women, men, race, religion or culture. I might argue that, today fewer cultures than ever overtly seek to exclude specific groups than any other time in history. There is a great deal of awareness and understanding of the consequences of pursuing exclusionary strategies.

But awareness and action are two different stages. It's where we expect to see action that provides fertile ground for trashing our assumptions.

So what has this to do with politics? Only this: politics, in addition to any

other characteristics, makes for strange bedfellows, and gender issues are no exception. Reality and what we assume to be the "natural" match-ups in this arena are easily turned upside down.

Within many quarters there is a sense that the fight to advance women's interests is best served in the hands of women. But contrary to what one might easily assume, some of the most effective and committed champions of gender diversity in business are men who understand the long-term economic imperatives of including women at all levels.

That's where assumptions can lead to limitations in thinking and strategy.

Norway is a progressive country and generally advanced when it comes to women's full participation. Women prime ministers are not mere aspirations or even anomalies. Women have been fully represented in Norway's parliament for many years and have even formed a majority in cabinet. And, of course, Norway is leading the world in the proportion of women who sit on corporate boards, thanks to legislation enacted several years ago stipulating a minimum of 40% women on boards.

Not surprising. But what shocks many people is to learn that this ground-breaking initiative was led by a man.

Even more surprising is that the champion of this legislation was part of the right-wing Christian Democratic party,

making him amongst the most unlikely of candidates.

Here in Canada, legislation to require gender balance on boards has been introduced through the Senate by Senator Celine Hervieux-Payette, an outspoken pillar of the Liberal party. In the Commons, for the first time there is a minister attached to the Status of Women portfolio—Helena Guergis—and under her aegis there has been a flurry of initiatives supported by the Conservatives.

But back to definitions. A partisan is defined as: 1. Being a strong and unreasoning supporter of a party cause, or 2. Guerrilla, biased.

There are opposing parties both taking aim at important aspects of the issue of advancing women in all vital areas of society. The pros and cons of each initiative can be debated and that's good.

But if partisanship prevails, and if initiatives and efforts are attacked along party lines, then progress may well be destroyed in the crossfire.

By all means, let's all be politically engaged. But with the participation of women in all vital aspects of society at stake, I hope we are able to debate the issues, not the party politics.

Stephanie MacKendrick is president of Canadian Women in Communications. She may be reached at mackend@cw-c-afc.com or (416) 363-1880, extension 302.

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Radio at the crossroads — again

Left to right:

*Duff Roman and
David Clayton Thomas at
the FACTOR party
celebrating Roman*

*Alex J. Robinson (group)
serenades Roman at the
FACTOR party*

*Roman and FACTOR
President/CEO
Heather Ostertag*

BY DUFF ROMAN

We codgers should remind ourselves that radio, as we know it, has perhaps had its day.

After all, we remember way back when television was cutting into radio profits and taking away its talent pool. But then, like a knight on a white charger, something called the Top 40 format rode in and saved radio from possible obscurity. And it was radio's first major re-invention!

Baby boomers were being brought up in the most affluent society the planet had ever seen. Their disposable income was, in large part, spent buying the music of their teen idols.

Rock'n'Roll separated the family unit in terms of listening audiences. Until the early '50s, kids listened to the same records that their parents did. When Little Richard and Elvis Presley exploded in popularity, the rebellious soul of Rock'n'Roll was lost on those who thought Elvis was a menace to society.

But for my contemporaries and me, that was "the" Golden Age and we boldly barged in... riding that wave right into the late '70s until we got caught by the onslaught of radio's next and, so far, greatest

Golden Age, FM, when classical music and easy listening stations morphed into the underground rock rebellion.

Even the Beatles, icons of the era, were moving it up a notch to *Sergeant Pepper's* and *Abbey Road*. Everything sounded better on FM; cleaner, brighter and deeper. AM never had a chance. This was a technology sea change, not just a format flip, and today, some 40 years later, we're still squeezing a lot of value out of the frequency modulation breakthrough.

Now we've hit an economic rough patch and it's hard to get all cranked-up about passion when you're mainly thinking about survival; looking over your shoulder at your company's next downsizing or the efficiencies of consolidation. Are any of these measures concerned with talent or high-quality programming content production? And what about localism, the sweet unique essence that is the heart and soul of radio broadcasting?

Localism is the fountainhead from



which everything flows. Without localism, there is no difference between radio and an iPod, a jukebox, a CD player or even satellite radio. At its best, radio takes on the character of the local community, sharing its aspirations through its content and reflecting those values back to the community.

If radio loses that local connection you can just about hang up the going-out-of-business sign.

But even with that local connection secure, for radio to have a future it must attract and hold younger listeners. It seems apparent that if our competitors are providing better value to the end user than conventional AM and FM radio, the solution won't be found looking back.

Instead, opportunities abound for radio to leverage its tremendous branding and heritage to become a true interactive, multi-platform media that is "technology agnostic". In the end, getting attractive content to the end user, regardless of the vehicle, is what radio should be all about.

You won't be surprised to hear me say that one of those technologies is digital audio broadcasting or DAB.

Radio remains the only mass-appeal electronic technology that has stubbornly resisted going digital. It's ironic that the same ownership that has invested tens of millions in the transition to digital to enable their TV stations to broadcast in high definition is in a perpetual holding pattern when it comes to digitalizing their radio stations.

Early this summer, the British government published its final *Digital Britain* report, proposing that radio undergo a Digital

Upgrade so that all UK national broadcast radio stations are DAB-only from the end of 2015. Further, the report calls on the European Commission to lead a common Europe-wide approach to digital radio.

Here at home, we're hard-pressed to produce a compelling argument to retain access for future DAB use in a meaningful portion of the previously-allocated 40 MHz of L-band spectrum. The real world compromise for Canada seems to be the adoption of the hybrid IBOC (in band, on channel) technology advanced by the U.S.

To be sure, radio is still about compelling content. Technology is only incidental to the process. That being said, we've got to become players in the new technologies if we want to make our industry relevant to the next generation.

Then maybe—just maybe—we will again see that passion that has always replenished and re-invented our industry through every Golden Age.

Duff Roman, past Acting Head, CHUM Radio Division, CTV Ltd. and Vice President, Industry Affairs, retired August 31. He's a past Chair of the Canadian Association of Broadcasters, a past President of Digital Radio Roll-Out Inc. and is the founding President of FACTOR (the Foundation to Assist Canadian Talent On Recordings).

CRTC needs to become better at consumer protection

When it comes to consumer protection the CRTC has a ways to go.

As the regulator of things broadcasting and telecom, most of the CRTC's attention goes to balancing the interests of companies, and the companies successfully keep the focus on themselves, their needs and the competition they face from companies within their sector or from other sectors.

It's a huge, high-stakes theatre with big money at risk and lots of media coverage available when necessary, not to mention lawyers who know so much. Consumer issues only challenge the Commission when large numbers of people rise to the occasion or a particularly media savvy individual takes on the issues.

Consumers by and large ignore the CRTC whether on matters of displeasure with their cable or telephone company or whether its issues around Cancon or offensive drivel-on rage radio.

The key consumer defenders on telecom issues are the Public Interest Advocacy Centre (PIAC) and its sister academic organization at the University of Ottawa, the Canadian Internet Policy and Public Interest Clinic (CIPPIC). These are the leading consumer advocates and they do yeoman's service fighting for you and me—the everyday consumer. But PIAC is hardly a household name like they need to be.

It is because of a little-known section

in the Telecommunications Act which allows citizen interveners to seek support from the for-profit telecom companies, such that the CRTC can award reasonable costs. It is what allows PIAC to exist and intervene on a regular basis, usually playing a supportive role to organizations such as the National Anti-Poverty Organization or the Consumers Association of Canada. It would be wrong to cast PIAC as a fighter. Rather they conduct a good deal of their business in a rather congenial manner as they "battle" it out with the telcos—some may say, sometimes too congenial. (The Commission cannot award costs under the Broadcasting Act—an amendment which is needed badly.)

On the broadcasting side, Friends of Canadian Broadcasting is the one organization that addresses the needs of consumers, primarily on the issue of Canadian broadcasting or Cancon, and when it comes to the CBC on all matters relating to its role as the public broadcaster. While there are other organizations, they are more concerned with the jobs of the people they represent rather than the average consumer who has no financial interest in the communications world, beyond what they pay for services.

The Canadian Broadcast Standards Council (of which I am a director) is charged with protection of consumer interests on matters of offensive programming, as set out in various codes.



Established by the Canadian Association of Broadcasters, it administers CRTC-approved codes in a self-regulatory manner.

It is the closest thing to the Commissioner for Complaints for Telecommunications Services (CCTS)—who thought up that cumbersome name? But there are concerns that although it has been around for two years it is still largely unknown. In addition to which some of the telcos are publicly criticizing it.

The Do-Not-Call List is another consumer project which has been in the works for almost a decade and took most of that time just to get started. It is now being criticized, after a year in business, as being too slow and too lenient on telemarketers. It has received 145,000 complaints and some 70 companies have received letters from the Commission. The fines it can levy are significant. This program is the only one where Parliament has actually given the CRTC the ability to fine.

Not to say that fining is necessary or that all telcos, cablecos and broadcasters are bad. Indeed most toe the legal line. But it is the ability to fine that makes most legislation concerning consumer protection worth its salt.

The CRTC needs to get a little more active when it comes to consumer protection, both in terms of its policies and, more importantly, in terms of developing a culture that provides a better balance between the concerns of the big companies and the concerns of the little guy.

Andrew Cardozo, a CRTC Commissioner from 1997 through 2003, chairs the New Canada Institute. He may be reached by e-mail at andrew.cardozo@sympatico.ca.

The Western Association of Broadcast Engineers

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Launches & Makeovers

Lots of changes in the over-the-air television landscape. The **E! Network** is no more.

CHCA-TV Red Deer went dark, leaving Alberta's third-largest city—after 50 years—without local TV news. The station was closed by Canwest Television Limited Partnership as a cost-cutting measure.

CHBC Kelowna, the former E! channel, is now **Global Okanagan**. It will provide 13 hours of local programming a week under its new one-year licence by producing three daily and weekend newscasts. Eleven employees were laid off.



CHCH-TV Hamilton and its transmitters at Hamilton, London, Muskoka, North Bay, Ottawa, Sault Ste. Marie, Sudbury and Timmins are now owned by Channel Zero. The CRTC approved the purchase from Canwest Television Limited Partnership and granted a licence through August, 2016. CHCH-TV has a daytime all-news format with movies in the evenings.



CJNT-TV Montreal, also formerly owned by Canwest Television Limited Partnership, is now in Channel Zero's possession. It, too, has been licensed to August, 2016. Programming has a strong multicultural presence.



CHEK-TV Victoria was sold by Canwest Television Limited Partnership to a local investor group that includes employees for a nominal purchase price of \$2. The group has taken ownership of CHEK-TV pending CRTC approval, which was expected within 30 days. Canwest has agreed to provide transitional support services.



CKPG-TV Prince George, **CHAT-TV Medicine Hat** and **CFJC-TV Kamloops**, the independent stations owned by Jim Pattison Broadcast Group and which became E! affiliates in September 2008 after disaffiliating from CBC, are now supplied with programming from Rogers Broadcasting.



CKMI-TV Montreal has re-branded from Global Quebec to **Global Montreal**. The CRTC approval allows Global Montreal to broadcast local advertising. The station moved to 1010 St. Catharines St. W., Suite 200, Montreal QC H3B 5L1.



CIII-TV Toronto has re-branded to **Global Toronto** from Global Ontario. The CRTC approved an amendment to its licence for moving it from a regional to Toronto-based service.



CTV-owned **A Wingham (CKNX-TV)** shut down local programming and became a re-transmitter of A London (CFPL-TV).

A Windsor (CHWI-TV) was saved from shut-down after the CRTC approved the Local Programming Improvement Fund to maintain and improve the quality of local TV programming in non-metropolitan markets.



A Brandon (CKX-TV) has been sold to Bluepoint Investment Corp. which awaits CRTC approval for its \$1 purchase of the station.



CBC-TV's supper hour newscasts have expanded to 90-minutes. The extended newscasts feature new hosts in Saskatchewan, New Brunswick, Montreal, Halifax, Calgary and Toronto. They break down into three half-hour packages emphasizing local news but mixing-in national and international.



Specialty:

SCREAM CHANNEL has been rebranded as **DUSK**. Dusk expanded programming to include more movie titles and series that appeal to an 18-49 demographic. The specialty channel is a partnership between Corus Entertainment Inc. and Canwest Global Communications Corp.



Canwest Media specialty channel **Showcase** launched a new logo and on-air look, evolving its programming strategy to include more hit series—*House*, *Numb3rs*, *NCIS* and the like. The objective is to broaden the channel's appeal, targeting men and women 25-54.



Remstar Diffusion Inc. put the Black Sheep (Le Mouton Noir) out to pasture and rebranded the network as **V** with its new slogan "*Laissez-vous divertir (Let yourself be entertained).*"



Remstar says V was founded on satisfying "*guilty pleasures*", geared toward youth and focused on creativity and interactivity. Of 30 new programs, 20 are produced or adapted in Quebec.

Asian Television Network International Limited added three new Chinese and six new South Asian channels to its roster of 14 services on Rogers Cable: **STAR ONE** (Hindi entertainment); **STAR INDIA GOLD** (Bollywood blockbusters); **STAR NEWS** (24-hour Hindi news); **STAR VIJAY** (Tamil culture in a variety of genres); **SET MAX** (Sony Entertainment Television Network channel with Hindi Bollywood movies); **MHI** (Punjabi music and entertainment channel), **STAR CHINESE MOVIES** (Chinese movies from the



1970s to 1990s); **CHANNEL V TAIWAN** (music and lifestyle channel); **STAR CHINESE CHANNEL** (general entertainment programming including game shows, talk shows, contemporary and costume drama series in Mandarin).

Radio:

CJNL Merrit became **Q101 (CKMQ-FM)** Aug. 31 at 1:01, signing on as Mainstream AC. There are no staff changes. After three months of simulcast, CJNL will become a repeater of **CHNL Kamloops**.



Newcap Radio launched CHR/Top 40 **New HOT 93.5 FM (CIGM-FM) Sudbury**, which succeeded **CIGM-AM**, the old Rogers property. It was traded to Newcap by Rogers in exchange for **CFDR-AM Dartmouth** (now **Lite 92.9 [CFLT-FM]**). Rogers had operated CIGM as a Country station since 1977. The New Hot 93.5 morning co-hosts—"Morning HOT Tub"—are Matt Sampaio and Sherri K.



Rogers-owned **LITE 92.9 FM (CFLT-FM) Halifax** is on the air. The former **CFDR-AM Dartmouth**, swapped by Newcap for **CIGM Sudbury**, joined sister station **News 95.7 Halifax**. The morning show is hosted by husband/wife team Jamie Paterson and Lisa Blackburn. Afternoon drive is done by Shelly Fraser. LITE 92.9 became the fourth Rogers radio station in the Maritimes.



Astral Media Radio has imported another radio format, this one from France. Astral's 10 **Énergie** stations became **NRJ**. The **NRJ Group**, the largest radio group in France and in 12 other countries, operates the new brand in Quebec. The change wasn't dramatic for staffers nor listeners—no job losses, no centralization but rather, said VP Programming André Lallier in conversation with Broadcast Dialogue, the use of European interviews and branding. From a vocal perspective, the ID will be the same, e.g. *énergie* sounds almost exactly like the letters N-R-J as they are pronounced in French.



OZ FM (CHOZ-FM) St. John's has returned to its roots of playing Rock after 10 years of a Hot AC/CHR/Classic Hits format. All on-air personalities remain the same on the "Rock of the Rock".



94.1 The River (CKBA-FM) Athabaska, Newcap Radio's most recent flip from AM, serves Athabasca, Boyle, Colinton, Perryvale, Amber Valley, Island Lake, Forfar, Baptiste Lake, Mehnook, Caslan, Grassland and Donatville with "Athabaska's Greatest Hits!". The station emulates the original AM in many ways, including sticking with the Classic Hits/Hot AC format. As well, the on-air line-up has not been changed.



Corus Kitchener/Waterloo/Cambridge has combined their station locations to one address. **91.5 The BEAT (CKBT-FM)** and **107.5 DAVE FM (CJDV-FM)** are now located at 210-50 Sportsworld Crossing Rd., Kitchener, ON N2P 0A4. The new office number is 519-772-1212.



The Halifax operations for Newcap Radio have moved to a new location. **Q104 (CFRQ-FM)** and **KOOL 96.5 (CKUL-FM)** are now located at 3770 Kempt Rd., Suite 200, Halifax NS B3K 4X8. The office phone number is unchanged.



Magic 104 (CFQM-FM) Moncton has become **103.9 MAX FM**, with a Classic Hits format. The Maritime Broadcast System station, which had an AC format, launched with *Spirit of the Radio* by Rush.



KRAZE-FM (CKIK-FM) Red Deer launched this summer, the second station in Alberta owned by the L.A. Radio Group. **KRAZE** is CHR/Top 40 targeting 18-44s. The morning show hosts are Diesel and Chiu, and the stations is streamed at www.kraze1013.com.



Newcap Radio deep-sixed **Fuel 90.3 Calgary**, re-launching it **90.3 AMP Radio**. The format is CHR/Top 40, sold as the one that plays "ALL THE HITS". The new station makes use of other platforms to plug-in with its audience: www.ampradiocalgary.com, social networking, texts and telephones, wired and wireless. **90.3 AMP Radio** debuted with 10,000 songs in a row.



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Wander with purpose

When I was in retail sales I had a sales manager, Ted Smith, who used to come into the sales office, turn off the lights, point to the door and announce for one and all to hear, "folks, we've already bought—the sales are out there!"

Similarly, when I got into a leadership position a mentor gave me some great advice: "Ron, go to where the war is—go and listen to the troops—then you've got a better chance to win the war".

Some call it MBWA (management by walking around) but I've always believed it was something more. I prefer the term WWP (wandering with purpose).

In many ways, getting ready to go out to the front lines is a lot like what a lot of great public speakers do—they practice their ad-libs so that when they're telling stories it sounds so natural

BY RON BREMNER

that you'd swear that it just came into their head, it doesn't appear too formal, too practiced, artificial or too structured. It just seems, well, natural.

And that's the same thing people want to see in their leaders. They want to deal with people who feel and look natural in their own skin.

What brought this to mind was an entry in Wally Block's three-star leadership blog last week where he specifically talked about the MBWA phenomenon. But, as Wally quite rightly points out, wandering without a plan—simply walking around without a clear purpose—just doesn't cut it. That's simply exercise, not leadership.

But, done properly, wandering with purpose can be an invaluable source of information, build trust and also send any number of positive messages to your people.

How do you wander with purpose? Here's what Wally suggests:

1. **Wander habitually.** The only way to make your arrival a non-event is to make it a frequent event. It has got to be part of your regular routine. No trumpets announcing your arrival, no big deal—it's as regular as turning on your computer or going for a coffee. When you show up it shouldn't be a big deal; if it is then you know you're not doing it enough.
2. **Go alone.** You don't need a body guard or an entourage. Remember, this is not a photo-op, it's a chance to connect—an opportunity to communicate with your people, to get to know them and for them to get to know you.
3. **Don't play gotcha.** You're not there to catch people doing things wrong. If you do, they'll remember it and it will influence the way they react when you show up again. You're not there to embarrass people, you're there to learn from them and to see how they're doing.
4. **Listen more than you talk.** We've all heard the admonition that "you have two ears and one mouth, so listen twice as much as you talk". Never is this more important than when you're out on the front lines with your people. Remember, you're in their office now—listen, pay attention, make eye contact, don't keep looking at your watch and remember that you can't learn anything while you're talking.
5. **Ask questions, but not too many.** Ask simple, open-ended questions. Then shut up and listen. It's not an interrogation. Think about sitting down with your

doctor, who is a master at asking simple, straight-forward questions.

6. **Take notes where appropriate.** Always bring something so you can write yourself a note or two—this shows that you are paying attention, that you are taking people seriously and that you intend to do something with the information.
7. **Don't make promises you can't keep.** Promise to follow up and get back to people. Beyond that, investigate before you act. Don't make snap decisions.
8. **Say thank-you.** Your mother told you it was important, and your mother was right! Besides, people are sharing valuable information and perspective with you.
9. **Follow-up.** If action is needed, take it. Whatever you do or don't do, be sure to let people know what you did. I'd like to add the following:
 - A. **Don't ever compromise your people.** Don't put your people in a position where their words to you will come back to haunt them. You have to preserve their confidentiality. They will be watching and waiting—don't give them a reason to feel you've let them down.
 - B. **Make the exchange a positive one.** Look for people doing things right and be quick to compliment positive behaviour. Reward activity and praise them for doing things that support key values of the company.
 - C. **Lighten up a bit.** Remember, take the issues seriously but don't take yourself seriously. Let people see the side of you that they may not see in meetings or the part that's difficult to get across in e-mails or correspondence. Don't be afraid to put yourself down sometimes—your people want to know that you make mistakes too (if they only knew!). Take some time to read some inspirational stories you can share—always work hard to leave them with something to lift their spirits.

Wander with purpose. Work hard to ensure your people look forward to your visits. Catch your people doing things right. Don't be afraid to be a bit of a cheerleader, enthusiasm is infectious.

And remember that your people are the most important asset you have.

Ron Bremner, former President/CEO of BCTV Vancouver and the NHL Calgary Flames, is President of Gold Medal Consulting Group in King City, ON. He may be reached by e-mail at gold.medal@sympatico.ca.

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Learn, work, change

What do you think is “the most important cause of our time”?

Go ahead, guess. Is it peace on earth? Feeding the hungry? Global warming? All of the above?

The *New York Times* says the key to fixing just about everything that’s wrong in the world lies in changing the plight of women globally.

In an historic edition of the *New York Times Magazine* (Aug 23/09) the lead story by Pulitzer Prize winners Nicholas D. Kristof and Sheryl WuDunn is entitled: *Why Women’s Rights Are the Cause of Our Time*. Their piece is surrounded by features by a host of Times journalists, and the total impact is extraordinary.

Together they make a case that by giving women access to basic human rights, education, and economic and political power, we really can “change everything”.

Kristof has a track record for being ahead of most other journalists, debunking political and economic spin and risking his life in war zones around the world to get the real story behind the hype and the bombs. He’s a two-time Pulitzer Prize winner, a former economics and political columnist, a graduate of Harvard, a Rhodes Scholar and more. Let’s hope his gravitas will cause a broad swath of people to take a serious look at the arguments and stats in the magazine, and feel compelled to act on them.

Sheryl WuDunn is the first Asian American to win a Pulitzer Prize. A Harvard and Princeton graduate, she

has worked as a businesswoman, author, journalist and foreign correspondent. WuDunn hopes that with the publication of well researched and written stories average Americans will understand why they must play a role in affecting change.

She believes that one-third of a life is education. The next third is making money. The last third is philanthropy. She says that we’d all feel better if we started working on the philanthropy part earlier in our lives.

WuDunn says it is critical to reach a broad audience with strong arguments for women’s rights because “there’s no point in preaching to the choir because the choir knows what to do”. She and Kristof want to “reach people who don’t know that much about this issue”, to get greater engagement. They believe that “it’s much better for a lot of people to give a little bit of their resources, their time, their money, whatever, to this issue than it is just to have a small number of people who are donating lots of money...” They acknowledge the great work being done by large foundations, but say that “if the money flows from the top... it isn’t a force as moving as when you have a broader swamp of people”.

WuDunn and Kristof may be the only power couple (they’re married) with the left to convince a magazine such as the *New York Times* to devote an entire issue to the importance of empowering women to change the world. It would be a shame if their work didn’t stand as a challenge and catalyst to media companies around the world to take up the “cause” and do their own bit to support women’s rights. So take the time to read it. And then use it to create your own grassroots program on air and within your corporate culture.

Just think of the difference every media company in Canada could make if they followed the lead of the *New York Times* and launched their own unique programs at home and abroad. We really could help change the world.

And since the bottom line is always at the top of everyone’s list, take a look at

the ads running in the special issue. They’ve attracted a whole list of foundations and other advertisers who may not otherwise appear in the magazine—a whole new list of clients.

If the articles whet your appetite and you want to read more on “the cause of our time” watch for a new book written by Kristof and WuDunn: *Half the Sky: From Oppression to Opportunity for Women*. The book is named after a Chinese saying that reminds us that women hold up half of the sky—and in case you haven’t noticed—the sky is falling.

Nancy Smith is chair/CEO of NextMedia, a Toronto-based business consulting and marketing company. She may be reached by phone at (905) 468-7774 or by e-mail at nsmith@nextmediacompany.com.

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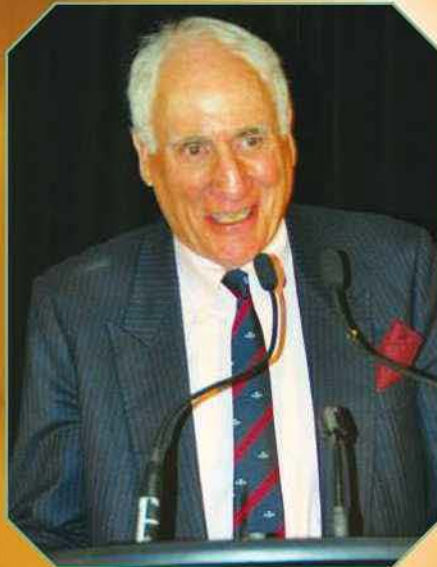
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Len Arminio, Loyalist College, Belleville; and Cindy MacDonald and James Tuckett, Rogers Television, Barrie



President's Dinner hosts Darryl Komynenbelt and Mary Garofalo, Global Television Toronto



Peter Silverman, Toronto (ex Citytv/Toronto)



Eileen Berardini, CFRB Toronto



Scott Metcalfe, Rogers Radio Toronto



Troy Reeb, Global Television Toronto and Karen Macdonald, Global Montreal



Wally Macht, CHEX-TV Peterborough (ret'd) and Dave Devall, CTV Toronto (ret'd)



Michael Melling, CTV Southwestern Ontario (CKCO) Kitchener



Peter Angione, 'A' Ottawa; Ruth Anderson, 'A' Barrie; and Cal Johnstone, 'A' London

Images from the RTNDA Convention



Stephanie Smyth, CP24 Toronto; Jason Moore, CKLW Windsor; Greg O'Brien, CART, Hamilton; Donna Skelly, CHCH-TV Hamilton; and Patrick Brown, MP for Barrie



Howard Christensen, Broadcast Dialogue, Lagoon City, ON



Mike Omelus, BNN Toronto



Bernadette Lee, Marketwire, Toronto

How to spread ourselves thinner without losing our effectiveness (or our minds)



BY LAVERNE SIEMENS

While generally the technical people (à la Dan Roach) are given the final word in this publication, we occasionally make a foray into the middle of it. This is one of those times. As president of the Western Association of Broadcast Engineers this is my opportunity to promote our annual convention.

If you are a manager in a broadcast organization that has at some time in the past year requested more of your technical staff without being able to provide additional resources... please read on. I promise not to put you to sleep with a long list of acronyms disguised as techno speak.

The realities of our present economy are such that many broadcast organizations are hoping to produce similar—or even improved—results with cutbacks in both staffing and equipment budgets. With the pending advent of DTV and other technological changes continuing to happen without abatement this is becoming a real challenge.

This is where WABE is trying to do our bit to help out. Our annual convention provides a short three-day break in a technician's schedule to allow networking with others of like mind and to provide them with the opportunity to see and learn about the recent changes in our industry.

This year's show in Calgary at the Telus Convention Centre from November 8-10 is a chance for them to discover fresh ways to help make those new objectives a reality. Complete convention details can be found at www.wabe.ca.

The WABE convention really has three key components to it: the educational seminars, the trade show and a special time of recognizing the leaders in our field.

This year's papers include a special half-day seminar on audio processing by Frank Foti of Omnia/Telos and a number of papers relating the latest in digital video and television.

The Telus centre has room for 70 display booths and we hope to fill most of those by show time. Exhibitors continue to be a vital component of the WABE as it is their presence and generous sponsorships that help make the convention an affordable reality for broadcast technicians. We have been able to keep the registration fee down to \$205, which also covers the bulk of the meals for the three days. We have also negotiated a special WABE rate at the Calgary Marriott.

One of the highlights will be the awards luncheon Monday.

Each year we honour those who have made significant contributions to WABE or to the industry, who have completed a major technical project that was worthy of note, or who have recently retired from a career in broadcast technology.

With the benefit of the educational opportunities, and a few social events, your engineer or technician will return revitalized to help your station reach its potential. Here is one deadline to keep in mind: **Oct. 12 Hotel cut off.**

The WABE committee has been busy with more than just planning the convention.

One of the mandates of the past few years has been to provide additional educational opportunities outside the annual show. We are happy to announce that Jonathan Hutchinson of CTV Calgary is our new education committee chair. He is planning to work together with his committee to organize technical training sessions in a variety of western Canadian cities. The intent is that this will allow WABE to have a presence in some of the centres we used to visit on a regular basis.

The other area that has received our attention is our website. Wayne Gedlaman has stepped forward to be our new web master and to help our office manager, Kathy Watson, keep the online information current and of value to all of our members. Special thanks to Bob Brenner, who provided this service to the WABE for many years.

WABE continues to be an organization by the broadcasters, for the broadcasters. We value the input and support from all levels of our industry and we look forward to being an integral asset to our membership for years to come. Contact us at info@wabe.ca with your suggestions and any questions you might have.

WABE President Laverne Siemens is Director of Engineering for Golden West Broadcasting Ltd. in Altona, MB. He may be reached by e-mail at lsiemens@goldenwestradio.com.





Do you hear what I hear?

There are several classic audio clips you may have heard of actor Orson Welles storming out of recording sessions because he was distraught with the content of the copy he was reading and the voice direction he was receiving. The expletives prevent me from transcribing it for you here.

There is a more recent rendition featuring William Shatner in which James T. challenges the voice direction he is receiving and responds by delivering the lines with a mocking sarcastic tone that mimic the director who is painfully reduced to feeling like a moron.

Sure it's a challenge working with star power—they can walk out on you if they feel like it, just because they can.

Why didn't Donald Sutherland do that? I've been struggling with that question for months. Don't get me wrong. I love our Canadian-born treasure. We're all grateful for the advertising investment made by the home improvement company whose commercials he voices. But this to me is a disconnect.

I pity the copywriter and sound engineer who had to have this magnificent voice tell us it's time to stop (sfx: toilet flush) flushing money down the toilet and head to a home improvement big box. I'm paraphrasing, but you get the point. The voice of Donald Sutherland is better suited to a fine wine or a perfume, not a low-flow toilet.

The end result on the part of the consumer has to be confusion—it sure is with me. Every time I hear a commercial in this series I'm so distracted by the voice mismatch that I miss the message entirely.

While it's true that Donald Sutherland doesn't personally endorse products, and

there is no mention of his name in commercials, any endorsement is implied by virtue of how unique and easily recognizable his voice is. And in this case, his role is quite pedestrian—in some versions he's just a wrap-around voice with other actors playing little skits in the middle. Honestly, I think it's a voice-over job any well-read voice talent could deliver. It's a mismatch, and with the utmost respect to everyone involved a waste of star power to hire this fine performer to deliver lines such as these. Give him more believable lines to deliver and this marriage could work.

At the station level our challenge is quite the opposite. Many a writer or producer find themselves wishing they had access to "better" (read, more versatile) voice talent to make their station-produced commercials sound more elaborate than they really are. We end up with a mismatch of a different kind—a brilliant script that you don't have the talent stable to deliver.

A better strategy is to write for the voices you do have, and not for the voices you wish you had. Challenge the voice talent in your stable. Ask them what they think they do well. And write for exactly their skill set.

I recently wrote a branding spot for a corporate account by writing for the voice skills of a particular announcer. I knew exactly how to write for that voice—short phrases, easy edit points for the producer

and copy written the way the announcer would actually speak.

The end result was a commercial that really cut through and an advertising investment that increased significantly when the client heard the finished product. When it sounds that great, you know you've got a match made in heaven instead of a mismatch made elsewhere.

This strategy can work well with commercials written in a narrative style, or a dialogue style. Be sure to write your next dialogue commercial "short", giving the talent time to make it sound natural.

If you don't have particularly strong acting talent, consider casting people in the commercial who get along well together in the halls. Your chances of achieving more realistic dialogue will improve greatly. Keep your ear to the ground because unique and different voices could be hiding anywhere.

Even an average writer can create an above-average sounding commercial with star-power voice talent. If you write for talent you don't have, the end result is frustration over a potentially brilliant script that falls flat in the studio.

The real test of a writer's talent is creating something extraordinary from seemingly ordinary voice talent.

Maureen Bulley is president of THE RADIO STORE. She may be reached at 1-888-DO RADIO or by e-mail at doradio@total.net.

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Henry Champ:

A journalist's journalist

Henry likes to tell the story of how one day he was standing in Washington on the White House lawn, getting ready to do a talkback with someone at CBC when Sam Donaldson, the ABC News White House correspondent, walked by.

Donaldson had some people with him, and he said, "See that tall guy over there? He has the best job here. Some host in Canada is going to ask him what's happening in Washington today, and he's going to say, 'you won't believe what these silly people are doing now.' And everyone in Canada is going to cheer."

Well, Henry agrees that he had the best job in Washington. But the fact that he was standing on the White House lawn is a story too. And that story will tell you about the kind of journalist Henry Champ is.

BY MARK BULGITCH



First, he IS a journalist. He never wanted to be just a broadcaster. He wanted to be a reporter. Which means he was never content to stay in our bureau in Washington and relay news to Canadians based on what he read in the *Washington Post* or saw on CNN.

He wanted to be at the White House where he could talk to the people who mattered, where he could get news first hand, where he could ask questions and maybe even get a few answers.

As the guy in Toronto Henry talked to every day, I liked that.

And I went along with paying a price for Henry's access to another company's space on the lawn, and use of its technical facilities. But then there came a day when that company went bankrupt, and Henry came to me with a plan. He wanted to take over the bankrupt company's space. We could become the first foreign broadcaster with its own space on the lawn.

It had never happened before. Only American broadcasters had their own real estate.

He masterminded the strategy. A letter written here. A whisper into the right ear there. And we did it. A few square metres of real estate at the White House for the exclusive use of CBC News.

Now some of you may think that isn't a very big deal. And I think you'd be right if Henry was just going to use the spot because it looked good. But, as I've said, Henry used it because it allowed him to gather news, not just parrot it.

I remember on the night the Americans attacked Iraq... the fearsome beginning of Shock and Awe.

*RTNDA President Cal Johnstone presents
the President's Award to retired CBC
Washington correspondent Henry Champ*



‘
The future of our country depends on the wisdom of its people. And people nourished on drivel, will not understand the consequences of serious events.
 ’

I was in the control room and Henry raced from his home to the White House lawn.

And it was Henry who reported that the attack was launched because the U.S. thought it had good intelligence on where Saddam Hussein was, and this was a strike to try to take him out.

You can't report that first if you have to wait for it to be in the *Washington Post*.

Every day of the week Henry would be on the White House lawn at 6 a.m., ready to talk to Canada. And he'd be there at 6 p.m. if it was necessary. And if there was a Presidential news conference that night, he'd be there then as well.

And he was there happily, not grudgingly. Always in good spirits. A journalist's journalist.

The man was tireless. I know reporters half his age who couldn't keep up.

He always wanted to be where the news was.

But he wouldn't just pick up the phone to me and whine, "I want to go to New Hampshire for the primary".

Oh, no. He'd pick up the phone and tell me here's how we can be in New Hampshire for the primary. I can fly on this day, stay at that hotel, which is across the street from where all the network satellite trucks will be parked, and I've talked to NBC and they have an extra path they can let us use for the whole day, and it will cost us next to nothing.

How could I say no?

The man has energy. The man has smarts. And that's before he ever gets on TV.

He made sure he knew the Congressmen and Senators with power to affect Canadian affairs, and he made sure they would appear on CBC News programs.

He really was our ambassador there.

Now I know this is obvious, but it must be said. I'm much younger than Henry. So though I've been speaking only about

the years I got to work with him... Henry's career was brilliant long before that.

There was a time I knew him only as most Canadians do. I was a viewer. I remember seeing his work at CTV, and I remember being impressed. He left unmistakable memories with me with his reporting from Saigon.

And I remember his time at NBC. In the days when the U.S. networks spared no effort or expense to cover news overseas, Henry was a reporter who popped up all over the world pursuing stories.

Probably because he was a Canadian, I watched his work carefully. And I noticed that his reports always had the information right, but there was more. He gave you an understanding for what was going on that went beyond an intellectual understanding. He did his work so you'd understand the story in your bones as well.

Henry's retirement is a blow to all of us.

We live in a time when more talking heads fill our newscasts and news channels with less and less of consequence, increasingly pushing aside genuine fact-based reporting. Entertainment values are becoming more and more important.

It is received wisdom that politics is boring.

We devote more time to Paris Hilton than Paris, France. More time to *John and Kate Plus 8* than to the G8.

It's as if we're turning our backs on the journalism that Henry Champ represents.

And if we do that, we are making a serious mistake.

The future of our country depends on the wisdom of its people. And people nourished on drivel, will not understand the consequences of serious events.

A young reporter starting out today could not do better than to study the career of Henry Champ.

A news executive could learn a few things, too.

The more we get like him, the more hope there is for the future of our craft.

I'm so pleased that RTNDA is recognizing him.

Mark Bulgitch, now retired, was an Executive Producer and Henry Champ's prime contact at CBC Toronto.



Selling the sellers

I'm often asked, "What are the keys to the dramatic sales increases?"

There are several keys to the successes we affect, from putting more feet on the street, to introducing sales best practices, and from training sales managers how to coach to teaching clients how to use media more effectively.

But the most important key to sales turnarounds and above average growth is coaching managers to sell their sellers.

In case after case we've found the most difficult sell is internal, not external.

In literally every market we work, it is the sales managers who consistently sell their sellers who develop the most successful sales teams.

Your sales people face repeated rejection daily, and you know that repetition sells. After a while, if management is not

selling the sellers, they start to believe the things they hear over and over. Things like "your rates are too high", or "radio doesn't work", or "times are tough, I'm cutting my advertising."

Your sales people also read about sales declines and stations in financial trouble every day and they worry about their futures.

Sales people who are sold each and every day on the value they deliver have the confidence and passion to sell advertisers who are looking for ways to increase their sales.

Your sales people need to be sold daily on:

- 1.) the integrity of your company
- 2.) the value your station delivers to clients
- 3.) management's empathy for their plights
- 4.) their personal ability and potential
- 5.) the company's growth potential, and
- 6.) a higher purpose than getting a commission check.

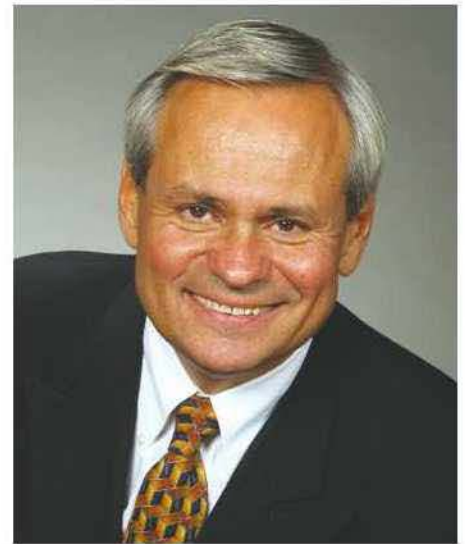
In the simplest of terms, the best managers sell their internal customers the same way they sold advertisers when they were sales people themselves, presenting everything from the sales reps' point of view.

When introducing a new traffic system, for example, sales leaders talk about what the system will do for the sales reps and their accounts, rather than focusing on what it will do for management, the company, or the accounting department.

Here are just a few of the many tools we use to help managers sell their sellers.

- 1.) Plan sales meetings from a W.I.I.E.M. (what's in it for me) perspective. Make sure you clearly promote the benefit to your sales people of every item on your agenda. They're called "sales meetings" because they should be designed to sell your sales people.
- 2.) Constantly be on the lookout for "what's new?"

Presenting the same old thing day after day, year after year, breeds complacency and boredom. Revisit everything you sell, from newscasts to



remotes, on a regular basis with a view to updating and freshening up each package.

- 3.) Share success stories. Sales people who are beat up on the street every day may draw the conclusion nobody is winning on the street. When a sales person knocks one out of the park, shout it from the rooftops and encourage them to share their story and their methodology with everyone in your building.

Celebrate every order. Post sales results for all to see, and have progress charts where a sales person can proudly fill in their name and account sold with every order.

- 4.) Empower your people. Sell your sales people on their own abilities. Develop a customer-focused mission statement, and a code of ethics by which you entrust your account executives to make decisions in the field without having to go back to management for approval or be micro-managed.

CEOs and presidents have often questioned the wisdom of promoting our best sales people to sales managers because managers do require different skill sets than sales people.

But the most important skill sales managers have is selling... selling their staff each and every day. Whether your salespeople think they can or think they can't, they are right! Your job is to persuade sales people they can achieve new goals. Administrative management skills are supplementary and secondary to your ability to sell your sellers.

Wayne Ens is a Canadian broadcast sales consultant. He may be reached at wayne@wensmedia.com or (705) 484-9993.

Business leadership and idealism



It is surprising in business discussions how often the notion of idealism is bundled with the terms gullibility and naïveté. Idealism seems to have become a disparaging term used in direct opposition to focus, leadership, strength, etc. It seems normal to dismiss idealists as nit-pickers in the way of pragmatists who want to get the job done.

While *raising the bar* or *benchmarking* excellence are common boardroom expressions, how often are we irritated by those who dare to challenge, question or suggest the high road? It is almost with a tremendous burst of smug energy that we decide to save their issues for another day, with a “let’s move on with real work!”

This is strange considering how the general public love people who stand up to the establishment. We have an enormous appetite for documentaries, TV offerings and movies such as *The Insider*, *Erin Brockovitch*, and *All The President’s Men*. Similarly, whistleblowers such as Sherron Watkins, the former Enron accountant, are handsomely paid to tell and retell their stories on speaker circuits around the world.

Are we not forgetting that the real life protagonists are idealists... men and women who risk possible rejection, job security or worse, to pursue truth and fairness? Perhaps lauding the results of idealism after the fact is more comfortable than the considerable risks involved in speaking up and going against the daily flow of any given operational process.

Politicians are particularly prone to sacrificing idealism in their pursuit of power. All too soon youthful ideals give way to deceitful pragmatism. Campaign promises are carefully worded to garner as many votes as possible.

And the frequency of about-turn policies is startling—opinion polls seem the critical factor in policy evolution. It is often hard to distinguish party standpoints, so prevalent is this phenomenon. Rather than putting a stake in the ground, parties flail around trying to appease people across the board. Little wonder the public regards the terms innovation and change as meaningless.

We have seen recently how President Obama’s bold health care initiative might sadly be watered down because the potential price to be paid for alienating large sectors of the electorate, big-business, party financiers, et al, is not considered pragmatic. Too bad for the millions of Americans who cannot afford basic health care.

In contrast, prior to WWII, an idealistic Winston Churchill was vilified as a warmonger, even by his own party, for tirelessly haranguing the House of Commons to the threat Nazi Germany posed to an unprepared Britain. “Naïve”, “in his dotage”, “negative”, “to be got rid of” were just some of the terms used to scornfully dismiss his political tirades.

Yet do we not owe a great deal to people of his ilk?

For me, idealism underpins true leadership. If a leader is someone who chooses to serve others, then surely going with the flow is the last thing we should expect leadership to reflect. A leader has the awareness and insight to identify business action requirements. Decisive initiative will ensure that, however unpopular, the issue is brought to the attention of the right people in good time. A strong sales pitch will then secure buy-in to whatever course of action is recommended. Would not a leader’s vision then pivot on a high degree of idealism, identifying what needs to be done and choosing to act, despite the risk?

Service-oriented idealism in the business and political world is perhaps the critical motivator that fuels the dedication, awareness and accountability that drives individuals to notice the potentially discordant notes, red flags and clues that

signal disaster. We reject the input of the folk who have the courage to go against the grain at our peril.

The Oxford dictionary cites “romantic; unrealistic; utopian; quixotic;” as synonyms for idealism. I prefer the definition of a close friend, who sees idealism as: “The pursuit of the basic principles of right and wrong as guiding life principles”.

We surely live in a cynical world if striving to live by this principle is seen as impractical. If we think about it, perhaps we just prefer the easier route—doing nothing, hoping that some idealist will step up and take risks on our behalf.

Rodger Harding is a business leadership and corporate intelligence awareness consultant. He may be reached by phone at (416) 962-6700 or by e-mail at staycool@web.ca.

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OAB: Continuing to grow

The Ontario Association of Broadcasters (OAB) traces its history back 60 years or so when it was all about radio and single station owners. The dynamics and structure of the industry have seen monumental changes in this period. Broadcasters have been pushed in new directions to fit the fundamental business of communication to many through the use of electromagnetic waves into the ever evolving environment. This is the only constant.

About seven years ago the OAB almost folded. Squeezed by major consolidation among broadcasters, the idea of delivering industry perspective, a convention and regulatory liaison had outlived the needs of its member base.

Through the efforts of Past-President Nancy Brown-Dacko and a core of engaged board members the OAB was re-focused on a more modest mandate of Ontario Government liaison, bridging education of young broadcasters with industry needs and honouring community service and the achievements of radio and television broadcasting in Ontario.

Today, the OAB represents the preponderance of radio and television broadcasters in Ontario, from large multi-media, multi-station operators to independent operators, and numerous associate members from the advertising/consulting fields and academic institutions.

We have seen many new members join us to give the OAB unparalleled representation among the broadcasters of Ontario.

Our 2009-10 priorities have evolved. We are examining our role regarding interfacing with federal agencies such as Heritage Canada and the CRTC. The OAB, to avoid replication, had left federal interfacing to the Canadian Association of Broadcasters (CAB). With the recent re-alignment of the CAB, the OAB Board is actively examining our priorities and whether we become more active in this area.

Our key objective for 2009-10 is to enhance and develop our relationship with the Government of Ontario through direct initiatives with various departments, the Premier's office, party leaders and ministries. We seek to develop a role for Ontario broadcasters in the development of media and communications policy.



BY DOUG KIRK

We also have to determine how the Government of Ontario spends its substantial advertising budget and ensure Ontario broadcasters receive their fair share of Ontario's advertising budget.

The OAB will continue to maintain and grow its valuable ongoing initiatives including:

- Amber Alert program improvements, with upgrades continually made behind the scenes to improve the Amber Alert database and provide information to police agencies.
- Career Development Day—liaison with Ontario broadcast educators where over 40 broadcasting professionals representing all sectors and management levels share their experiences, knowledge and career advice with broadcasting students from all over Ontario in a unique intimate roundtable setting.
- The Community Service and Lifetime Achievement Awards Luncheon, where awards are presented to member stations for outstanding contributions of airtime and staffing to needy organizations in their communities. Awards categories include small and large markets for both television and radio.

The next major event for the OAB is our Annual General Meeting and Awards Luncheon to be held on Wednesday, October 28th. Rita Cugini, Regional Commissioner—Ontario, Canadian Radio-television & Telecommunications Commission (CRTC), will be the keynote speaker.

The OAB Awards Luncheon will showcase member radio and television stations that have made significant contributions to their respective communities over the past year. We also

will present this year's Lifetime Achievement Award to Jim Sward, former President and CEO, Global Television.

Jim Sward started his management career in broadcasting at age 24, when he joined CKGM-AM and FM in Montreal. Throughout his career, his success enabled him the opportunity to work for broadcast companies such as; CFTR/CHFI-FM, Home Shopping Network, CFMT-TV, YTV and Global Television.

The Ontario Association of Broadcasters' Lifetime Achievement Award was created to honour broadcasters who have demonstrated vision, leadership and exemplify an outstanding commitment to broadcasting. Jim Sward's contributions to both radio and television

have excelled in each of these areas. We are proud to present him this year's Lifetime Achievement Award.

So, you can see a lot is going on at the OAB. Our 15-member volunteer board represents most radio and television operators from across the province and all aspects of the broadcasting business.

In an era of contraction and cutting, the OAB has been countering the trend by adding to our membership.

OAB President Doug Kirk is Chairman of Durham Radio Inc., Oshawa and President of CIWV-FM, Hamilton and Burlingham Communications Inc. He may be reached by e-mail at president@oab.ca. For tickets and entry forms for this year's Awards Luncheon, contact memberservices@oab.ca or phone 905-554-2730.

Jim Sward, former President and CEO, Global Television

The Canadian Broadcast Museum

If you've ever visited the Museum of Television & Radio in New York, or the Los Angeles chapter in Beverly Hills, you were most likely amazed at the seemingly infinite amount of classic radio and television programs on display. According to their website, www.paleycentre.org, the collection surpasses 150,000 broadcast items.

Similarly, the Rock and Roll Hall of Fame and Museum in Cleveland is another fascinating place. Besides the rock memorabilia, the I.M. Pei-designed building houses a radio wing which features among a few famous U.S. DJs (such as Alan Freed) three legendary Canadian broadcasters—the late Jay Nelson, David Marsden/Dave Mickie and Red Robinson. Not so amazingly, because both are highly talented, dedicated radio personalities, David and Red are still on the air today, sounding as great as ever.

Which brings me to the topic of this column. Where is Canada's Broadcast Hall of Fame or, for that matter, Canada's Music Hall of Fame?

The answer? We don't have either, at least not in the physical sense.

The only place you can find anything about those members inducted over the years by the Canadian Association of Broadcasters is online at www.cab-acr.ca.

The Canadian Music Hall of Fame has inducted 42 members, beginning in 1978 with Oscar Peterson. Yet the only

place to get any information on them is at www.junoawards.ca.

Well, all that's about to change, at least for broadcasters.

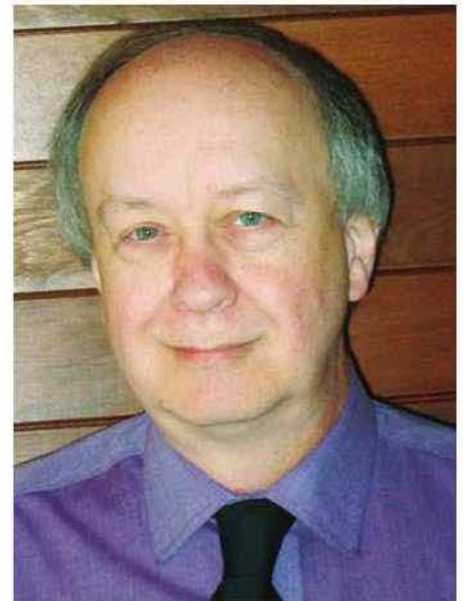
The Canadian Broadcast Museum Foundation, as part of its mandate, will have, sometime in 2010, a permanent public display to celebrate Canada's broadcast history. The details of where it will be are still being worked on.

Kealy Wilkinson is Executive Director of the Museum and, along with the Board of Directors (of which I am proudly a member), has worked tirelessly over the last few years to collect, organize and maintain a constantly growing archive of audio and video tapes, film, costumes from CBC and most recently, courtesy of CTVglobemedia, several thousand items that were the core of the CHUM Archives.

Kealy, whose background is in radio engineering and law, began her broadcasting career while still a teenager.

"When I was in boarding school, my Mother Superior volunteered me to the CBC", Kealy recalled, "They were looking for a host for a campus radio show in Ottawa, so I got my start at the tender age of 14."

In a recent conversation, Kealy and I discussed the origins of the Broadcast Museum: "In 2000, a group of people got together during the Banff Television Festival to talk about an idea that would allow Canadian broadcast history to be preserved. They then asked me to come in and assess



what needed to be done. I determined that there was certainly interest within the industry, but at that time nothing was being done in any kind of co-ordinated fashion."

In 2001, with support from the ACTRA Fraternal Benefit Society, CTVglobemedia and the Canadian Heritage ministry, the Canadian Broadcast Museum Foundation was incorporated. The National Broadcast Collection was created in 2004 to identify and acquire collections from both private and public sources.

The museum now has over 10,000 items from Canada's vast broadcasting history including, according to Kealy, "...costumes from *The Tommy Hunter Show* and *Juliette* as well as from *The Pig & Whistle show*."

Kealy added, "We also have historic artefacts like Michael Maclear's typewriter that he lugged all through the Vietnam War when he was reporting from there. I think it's important to have these items because they are often what bring the people behind the programs to life."

Since much of this country's broadcast history has been either lost, thrown out during a station move or erased, my advice to all Canadian broadcasters, as well as any private collectors reading this, is: "When in doubt, don't throw it out". Contact Kealy Wilkinson at the Canadian Broadcast Museum Foundation www.cbm-fmcr.ca. She'll know what to do.

You can help preserve Canadian broadcast heritage for future generations to study and enjoy.

Doug Thompson, who's a bit of a broadcast museum artefact himself, can be reached by e-mail at doug.t@rogers.com.

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And you get paid for it



BY MARK LA POINTE

So, there you are. Alone in a small room. In front of you, a glass wall separates you from the people next door. They are watching and listening and pointing. They have snacks.

Despite the glass, about every 30 seconds or so you hear one of their voices thunder into your ears with criticism. Most of it is nonsense... gibberish. But you **HAVE** to listen and obey.

This is not a nightmare. This is not a Stephen King movie. This is a voice-over session. Well it could also be a nightmare, I suppose.

There is nothing more unnatural than having a piece of paper full of words and clichés and bracketed terms thrust in your face, a set of dirty duct-taped headphones from 1972 strapped to your noggin, while a handful of complete strangers give you the stink eye.

Oh, and try to sound natural.

But as miscreants who scrape out a living as voice-over actors, it is a reality. I have been in and out of a bunch of studios over the years, and have compiled a short list of tips and insider secrets that may come in handy to a few of you, jog the memories of even fewer of you and bore the rest of you.

Always arrive early—that way you get the **FRESHER** coffee. You may also get to peek at the script ahead of time (which likely won't help as much as the coffee).

Do a little homework—find out who the client is. Check them out online. Learn a little about them. It will make awkward silences less awkward and silent... and may give you a little insight into what they're trying to accomplish.

If you understand the goal behind the words, they may be easier to interpret. Also you'll know what free stuff to hint for.

The script is the bible—thou shalt not change a letter. Leave that to the producer, writer, client, salesperson, client's friend and anyone else who wanders into the room during the session.

"That take was perfect... so it needs to change. Hang on, we're working on it."

Be patient—See above.

Bring a pencil—Nothing is written in stone (except for maybe those

cute house number rocks), and with scripts they shouldn't even bother to use ink. Ink indicates a confidence on the part of the writer. Silly writer. Pencil is better.

By the time they're done with edits, your working script will look like a crossword puzzle done while having sex in a tornado. "Now read that baby and make it smoooooth!"

An engineer is your best friend—offer to get them a coffee or possibly even paint their house. They alone decide if you will sound like God or Tinkerbell. It is entirely possible that God and Tinkerbell sound the same... but you get the idea.

Love the producer, too—A good producer will piss you off a little. They will also make you better than you were when you walked in the door.

Thank you Mike, thank you Rob, thank you Fred, thank you Roger... you have all made me a much better performer (and contributed to my anger issues and subsequent therapy).

The number of takes you have to do—is directly proportional to the number of people on the other side of the glass. Plus 50.

Everyone MUST put their fingerprint on the session—and announcers are just so touchably soft. Five people looking at you? You're in for at least five takes, five different sets of conflicting directions, five

little voices in your headphones saying things like, "That was too long and you sounded rushed. Can you pick up the pace and slow down a little?"

Seriously, I was actually told that once. (see "Be patient")

During the long dead silences between takes—they are talking about their kids, going to the can, discussing current events...and, oh, changing the script. Again. They are also making fun of you.

Be prepared for long, lonely, dead silences between takes. It's a little like solitary confinement, except everyone can hear you fart.

Try not to fart—As I said, everyone can hear you. I once had a stomach gurgle so loud it drowned out my read. The studio STILL likes to play it back for me every time I visit. High-larious.

Scan the script for the key words—A good script will tell you how it needs to be read. Look for the sensual words. Stop giggling and turn off that three-chord guitar... I

meant the words that stimulate or simulate the senses. Action words. Urgent words.

Underline them (see "Bring a pencil"). Mark spots for pauses, breaths and specific phrases that are meant to flow together.

Turn the script into voice actor sheet music—Find a dark corner in the studio that isn't full of the discarded souls of earlier talent, and read the script really quickly. Then really slowly. Let your brain dance with the words for a minute. Imagine your favourite actor in your favourite movie delivering the lines. Now forget all that and just do whatever the hell they tell you.

P.S. "And" is not a key word. It links keywords. What are you more interested in... the sports car, the speedboat or the trailer hitch that links them together?

(Special note: Don't get drunk and fall on a trailer hitch. It REALLY hurts.)

Just because they make you do a bunch of takes doesn't mean you're a doofus—Sometimes the "target read" moves around and the client is not quite sure what they want... which makes it difficult for you to deliver it. You may still be a doofus, that's not for me to say.

I think the long title pretty much says it. Sometimes what looked good on the page doesn't sound right coming out of the speakers. Heck, you could do something so fantastic that they redesign the entire script around it! (Pause for hysterical laughter to die down.)

Recording can be a very organic process, so be prepared to just grow with it.

Never, never, never show frustration or give up—I was put in a booth once with a children's entertainer who specialized in balloon animals, a bunch of recipe cards with "catch phrases" on them... and NO script. To do a 60-second beer commercial.

We won an award for writing. I learned how to make a giraffe.

Take your job seriously, but not yourself—It won't prevent a stroke, but when it hits it may not be as life threatening. Play. Remember, you are one of the luckiest people on the planet.

You get to act silly, play make believe and GET PAID FOR IT.

Don't be better than me—And if you are... stay home. I need the work.

Mark La Pointe's freelance voice-over and radio careers have spanned over 25 years, and he continues to do a daily radio show in London, ON. He has, on occasion, fallen on a trailer hitch. He can be found at KillerVoiceOvers.ca.



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Duff Roman is no longer with *CHUM Radio* as VP, Industry Affairs. Roman, who has a significant goodbye column in this issue, left Aug. 31. (*Editor's Note:* Duff Roman holds



Duff Roman



Trent McGrath



David Corey



Ron Thompson

a special place in the corporate *Broadcast Dialogue* heart. He was one of the very first people to subscribe to the *Broadcast Dialogue Electronic Briefing* back when "electronic" meant fax [e-mail hadn't been invented]. He was also on the cover of the first *Broadcast Dialogue* magazine)... **Trent McGrath** was promoted at *CHUM Halifax* (*CIOO-FM/CJCH-FM*) to General Manager. He retains his GSM duties. McGrath succeeded **Scott Bodnarchuk** in the operation's leadership... **David Corey** is the new VP, Programming for all of *CHUM Radio* while also retaining his role of PD at *CHUM-FM Toronto*. Corey began at *CHUM Toronto* in December, 2006 as Programming Coordinator, then became PD at *CHUM-FM* in August, 2007, then National Director of Music Programming in May 2008. He succeeds **Rob Farina** who began at *Astral Media Radio* Sept. 1... **Ron Thompson**, GM/GSM at *Newcap's* Alberta Radio Group South (seven stations) based in Red Deer, resigned effective Sept. 30. Thompson says he's looking forward to a new career in sales, marketing and promotions... **Stan Schmidt**, GM/GSM at *Touch Canada Broadcasting* in Edmonton, left the operation at month's end. His successor as GSM is **Tarcy Shindelko**... **Ted Farr** is the new GM at *Vista Radio's* *The Juice Kelowna*. Farr's radio experience spans major markets between Winnipeg and Vancouver and includes such companies as *Rawlco*, *Corus*, *WIC*, *Rogers* and *Moffat*. Former GM **Jason Mann** remains in the programming, promotion and marketing areas at *The Juice* and is re-focusing on the group VP Programming duties... **Craig Letawsky**, the former GM/GSM at *Rogers Radio Winnipeg*, has moved to the Market Sales Manager's position at *Rogers Radio Vancouver*. At deadline time, no



Make sure that *Broadcast Dialogue* has your people changes. E-mail station news to howard@broadcastdialogue.com



Stan Schmidt



Jason Mann



Craig Letawsky



Pete Travers



Darren Stevens



Mike Bendixen

successor had been named in Winnipeg... Succeeding VP/GM **Neil Gallagher** at *CHUM Vancouver* is **James Stuart**, moving from his VP/GM position at *CHUM Radio's* Edmonton stations, *The Bounce* (*CHBN-FM*) and *Energy 101.5* (*CKCE-FM*) *Calgary*... **Ruth Powell** has retired from *Global BC* after almost 20 years. Succeeding her is **Brad Kubota**, whose title is VP, Global BC Sales. Kubota had been with *Canwest* before when he served as VP, Local Sales... **Jesse Stirling**, after 11 years with *Newfoundland Broadcasting* as



James Stuart



Brad Kubota



Jesse Stirling



Lorraine Pope

VP, Sales & Programming, has moved back to California to pursue film, TV and interactive projects. Also at Newfoundland Broadcasting, **Lorraine Pope**, the Director of National & Agency Sales for *OZ-FM* and *NTV* has added the role of Program Manager for *NTV* to her responsibilities.

Astral Media Radio stunned the Toronto and Ottawa markets through prominent staff cuts. Gone from *CFRB Toronto* are Ops Mgr **Steve Kowch**, talk show Hosts **Paul** and **Carol Mott**, **Michael Coren**, morning show Newscaster **Jacqui Delaney**, Newscaster **Kris McKusker**, Producer **Iain Grant** and Director of Promotions **Nancy Ceneviva** and four others. At *Virgin Radio Ottawa*, PD **Pete Travers** and Promo Director **Darren Stevens** lost their jobs. **Steve Kowch**, however, remains with the company. He and *CJAD Montreal* PD/ND **Mike Bendixen** exchanged jobs. Both are in their new positions on six-month interim appointments... Eight on-air people and one off-air staff member at *Astral Media*-owned *CJAD Montreal* lost their jobs this summer. Management said the restructuring was a result of new information about "the behavior and habits of listeners." Gone are: 20-year overnight host **Peter Anthony Holder**, news anchor **Kathy Coulombe**, editorialist **Rod Dewar**, Saturday-night *Solid Gold* host **Al Gravelle**, Sunday host **Jake Lawrence**, **Kevin Holden**, husband and on-air co-host of **Trudie Mason**, and weekend co-hosts **Olga Gazdovic** and **Laurie MacDonald**. The *Olga*



Barry Johnston

and Laurie Show was just short of its 14th anniversary... At CJAD sister station *CHOM-FM*, promotions director **Skip Snair** was let go.



Jennifer Graham

Charlie Gibson is stepping down as anchor of ABC's flagship news broadcast, *World News*, at the end of this year. **Diane Sawyer** is his successor. Gibson, in a note to fellow journalists at ABC, said he wants to retire from full-time employment... *Astral Media Vancouver* Technical Director **Barry Johnston** will retire Nov. 1 after 30 years in engineering. He worked the last 19 years with *Standard Broadcasting/Astral Media Radio Vancouver*, did contract work for Vancouver-based *SW Davis*, and—before that—was with *Okanagan Radio*... **Jennifer Graham**, ex of *Corus Entertainment* where she was Associate Director, Programming for *Movie Central*, *Encore Avenue* and *SCREAM TV*, joined *Peace Arch Television* as VP, Sales & Acquisitions... **Bob Steele** has left *Country 95.3 Hamilton*, after six years in the



Bob Steele



Beau, Tom and Frazier

afternoon drive spot, to return to radio in Calgary. Steele, who had been doing afternoon drive at *CJAY 92 Calgary* before going east, moved to *Newcap's XL 103 Calgary*... At *99.9 BOB FM Winnipeg*, **Beau,**



Kevin O'Leary

Tom and **Frazier** reunited on their new morning show when Frazier made her return to the Manitoba capital. She'd been in Alberta for nine years but, between 1995-2000, she, Beau and Tom enjoyed great successes at *BOB FM*. *CHUM Winnipeg* hopes the magic for listeners will be rekindled... **Kevin O'Leary** of the *Business News Network* joined his former co-host, **Amanda Lang**, on a new show due to begin airing this fall on *CBC Newsworld*... **Sara Buchan**, most recently with *680News/The Fan Toronto*, moved to Alberta to become ND at *Vista Radio's FREE FM (CFRI-FM) Grande Prairie*... New ND at *Q99 (CIKT-FM) Grande Prairie* is **Randy Pike**, most recently with *FREE FM (CFRIFM)*. Pike succeeds **Echo Ross**... New morning show Host at *DAVE FM Kitchener/Waterloo/Cambridge* is **Brian West**. He moved up Highway #8 from sister *Corus* station *Y108 (CJXY-FM) Hamilton*. Across the hall, at *91.5 The BEAT (CKBT-FM)*, **Craig Fee** became a morning show Co-Host. He succeeds **Mocha**, who moved to *KISS92.5 FM Toronto*. Fee had been PD at *96.3 Capital FM Edmonton*... New PD at *Classic Country AM 1060 (CKMX) Calgary* is **Dustin**



Amanda Lang



Randy Pike



Brian West



Craig Fee



Dustin Collins

Collins. Collins was promoted from MD/Afternoon Drive and still carries the air shift... **Pamela Mollica**, Sr. Manager, Marketing Strategy for *HGTV*, *Fine Living* and *Discovery Health Channel* left *Canwest Broadcasting* to join the *Olympic Broadcast Media Consortium* as Senior Communications Manager... Vancouver sports-caster **Rick Dhaliwal** left *Corus Entertainment* after four years with *CKNW Vancouver*. He is pursuing family business ventures.



Pamela Mollica

Power 97 Winnipeg has a new morning show team. *Wheeler in the Morning* consists of **Dave Wheeler** who had been co-host of the *Wheeler and Hal* morning show for the last seven years. He is joined by **Philly Aubrey**, who had been hosting *Power 97's* afternoon show and **Rena Jae**, in from *106.1 The Goat, Lloydminster*... **Barry Berglund** has been



Wheeler in the Morning

promoted to GSM at *CTV Saskatchewan*. He moves up from Sales Manager at *CTV Saskatoon* and *CTV Prince Albert*. **Heather Tatham**, most recently an Account Executive at *CTV Regina*, became Sales Manager there. Both appointments were effective Sept. 1... **Ray Baynton**, after many years in the ND's chair at *CKNX/The One/The Bull Wingham*, moved to become head of *Agri Media Services* for *Blackburn Radio*.



Barry Berglund



Heather Tatham



Ray Baynton



Scott Pettigrew

Succeeding him as news director is **Scott Pettigrew**, who continues as PD of *AM920 CKNX*... The *Q Montreal's* morning show, *Aaron, Tasso and Suzanne*, no longer includes **Tasso Patsikakis** and **Suzanne Desautels**. **Aaron Rand** remains the *Q* morning anchor. Aaron and Tasso, two of the highest-profile media personalities in Montreal had been together on-air for 25 years... **Zack Werner**, music artist, producer, manager and entertainment lawyer—and probably best known nationally as an outspoken judge on *Canadian Idol*—made the move into radio, now doing weekend afternoons at *Rock 107 Belleville*... **Andy Ross**, most recently with *JACK FM Vancouver*, is the new PD at *Harvard Broadcasting's WIRED 96.3 Saskatoon*... New ND at *1039 The Juice Kelowna* is **Karen Kay**. She moved from *Newcap Edmonton* and, prior to that, was on-air as **Jamie Hendrix** at *The Bear Edmonton's* morning show... **Natalee Taylor** (aka



Zack Werner



Andy Ross



Karen Kay



Taylor Jukes

Taylor Jukes), also from The Juice Kelowna, moved to *Virgin Vancouver*. She had been APD/Host.



Richard Jones and Jennifer Graham

At *Fred-FM Fredericton*, **Richard Jones** and **Jennifer Graham** are the new co-hosts of the morning show, *Wake Up Fredericton*. Both have had long careers at *CJ104 Woodstock*. **Sean (Craw Daddy) Crawford** moved from *Fred-FM's* morning show to PM drive at sister Newcap station, *Classic Rock C103 Moncton*... **Scotty Horsman** moved to mornings at *XL96.9 Moncton*, joined by co-host **Tony**



Sean Crawford

Smith, ex of *MAGIC 104 Moncton*... **Amy Smith**, who worked at the Nova Scotia legislature for *The Chronicle Herald*, joined *CBC Maritimes* in Halifax at mid-September where her duties now include being a newscast co-host (with **Tom Murphy**). The move was part of CBC's overhaul of supper hour news shows across the country... New ND at *The Hawk (CIGO-FM) Port Hawkesbury* is **Greg Morrow** who began his career at the station, then moved on to such stops as *Q104 Halifax*, *Kool FM Halifax* and *News 95.7 Halifax*. Morrow is joined by Afternoon News Anchor **Paul Bradley**, a graduate of *Loyalist College Belleville*... **Nancy Wood**, the interim host on *CBC Radio One Montreal*, was tabbed to be **Mike Finnerty's** permanent successor on the *Daybreak* show. Finnerty left the program four months ago for a job at a UK newspaper, *The Guardian*... There are three new directors in *Groupe TVA's* specialty services. **Nathalie Fabien** became Director of the specialty channel *Prise 2*, **Marysol Charbonneau** took over as Director of the *Franchise Jeunesse* and **Johanne D. Ménard** became Director of the specialty station *Les idées de ma maison*. Fabien moved from *Astral Média* where she was Program & Marketing Director of *Canal Indigo* and Director of Creative Services for *Super Écran*, *Cinépop* and *Canal Indigo*. Charbonneau spent the past five years as Director of Original Productions for specialty channel *VRAK.TV*. And, Ménard moved from Content Producer of television and Internet projects at *Trinôme*. Before that, her experience included being a VP/PD at *MusiquePlus*... **Bill Stovold** moved to *Astral Media Radio Calgary*



Scotty Horsman



Tony Smith



Amy Smith



Paul Bradley and Greg Morrow



Nancy Wood



Bill Stovold



Jeff Plante



Jennifer Hall



Andrew Chang

as Director of Engineering. He had been with *WIRED 96.3FM Saskatoon*. Fifteen-year radio veteran **Jeff Plante** is the new morning show Host at *TAG Radio X Gatineau*, joining journalist **Marie-Lou St-Onge**, sports reporter **Frédéric Gagné** and showbiz reporter **William Moffet**... **Jennifer Hall** and **Andrew Chang** are the co-anchors of *CBC Montreal's* evening newscast, succeeding **Michel Godbout**. Godbout is featured as the show's senior correspondent. **Helen Evans**, a 20-year *CBC* veteran, is the new Program Manager for *Radio Current Affairs* at *CBC Montreal*. Her immediate previous role was as the producer of *Daybreak*. Also at *CBC Montreal*, Executive Producer of *Radio News* and *Current Affairs* **Sally Caudwell** was promoted to Regional Executive Producer of *News Content*. **Carolyn Warren**, Executive Producer for the last seven years and a programmer and producer for 20 years, is now Regional Manager for *Cultural Programming* and *New Integrated Content*... **Richard Syrett**, creator and host of the *Conspiracy Show* and *Strange Planet*—and who was one of a group of people let go this summer by *CFRB Toronto*— is now with *The New AM 740 Toronto* in a part-time on-air position... **Ron Tarrant**, Production Manager & Midday Announcer at the *Range 106.1 Airdrie*, moved to Producer at *Rogers Broadcasting Calgary*... **Alex Mead** is the new Program Officer at *Music Nova Scotia* running the *Export Development Program* and the *Bringin' It Home* community presenters program. He succeeds **Christine Buiteman** who moved to *Brookes Diamond Productions*... **Daniel Kogen** is the new IT Specialist at *Corus Radio Winnipeg*. Originally from Israel, he had been in Winnipeg for a year doing freelance IT projects before joining *Corus*... New PD/MD at *The River Lethbridge* is **Ross MacLeod**. MacLeod has had stops at stations in *Barrie*, *Cornwall*, *Toronto* and *Calgary*... "Fearless" **Fred Kennedy** is the new PM drive Host at *102.1 the Edge Toronto*. Most recently, he was with *The Bear Edmonton*... **Murray Fuhrer**, a long-time Creative Director at *Newcap Red Deer*, is now Senior Writer at *Newcap Edmonton*.



Ron Tarrant



Fred Kennedy



Murray Fuhrer



Scott Lunn

Scott Lunn, ex of *Rogers Cable London* and most recently with *CinequipWhite* in *Halifax* has moved west (*Delta, BC*). He is now district manager for community programming for *Delta TV*, *Coast TV* and *Persona TV*, overseeing six stations... Some changes at *CTV News*: **Scott Woodgate** becomes the Acting Executive



Dan Taylor

Producer at *CTV News Channel*, moving up from Senior Producer. He steps in during **Jana Juginovic's** time at *Harvard University* as a Nieman Fellow; **Dan Taylor**, who becomes Managing Editor of CTV News Channel after an assignment as the Managing Editor of *CTV Toronto (CFIO)*; and **Brett Mitchell** who becomes a Senior Producer at *W-FIVE*, a promotion from his Producer position at the news magazine show... **Chris Carr**, ND at *Astral Media Radio* Fort St. John has moved to *News Talk 650 (CKOM) Saskatoon*... **Mike Bissett**: Morning Show Co-Host at *Q92 Timmins*, added APD duties. At sister station *EZ Rock 99.3 FM*, **Andy Cole** is the new afternoon drive announcer, succeeding **Darren James**. Most recently, Cole had been doing the morning show on *Power 99 Prince Albert* ... *CBC* foreign correspondent **Peter Armstrong** returned to Canada to host *World Report* on *Radio One*, succeeding long-time host **Judy Maddren** who retired earlier this year. Also at *CBC*, **Mark Kelley**, a correspondent at *The National*, was slated to host a new prime-time show on *CBC Newsworld*.



Brett Mitchell



Mike Bissett



Mark Kelley

The new morning host at *CJOB Winnipeg* is **Hal Anderson**. He moved upstairs from sister *Corus* station *Power 97 Winnipeg* where he'd been doing mornings since 1995... **Jane Brown** is now the morning news anchor at *AM 740 Toronto* and Ass't ND for both *Classical 96.3 FM* and *The New AM 740*. The 25-year veteran has worked with *680 News Toronto*, *CBC Toronto*, *Q107 Toronto*, *EZ Rock Toronto* and *CFRB Toronto*... **Susan Arthur** has been appointed VP, Marketing and Brand Strategy at *Score Media*. She had been with *Insight Productions*, responsible for content integration. Prior to that, she was in marketing at *CHUM TV (Much)*... **Daniel Fagan** became the new GSM at *C103/XL96 Moncton* Sept. 1. He arrived from a career in business development and sales outside of broadcasting.

Bob Dearborn, after two years as morning host at *CKWR-FM Kitchener-Waterloo*, has been released. Economic conditions, say board members, have rendered him "out of our league". The station is now without a GM, GSM, PD, a news department, promotions department and a receptionist. The sales staff has been reduced to two... **Brian Clemens** is no longer in an engineering position at *Corus Radio Kitchener*. He's been in the business for 30 years in engineering



Hal Anderson



Jane Brown



Susan Arthur



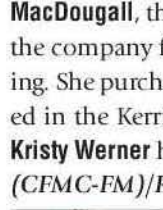
Daniel Fagan



Bob Dearborn



Brian Clemens



Chris Myerson



Mike Bullard



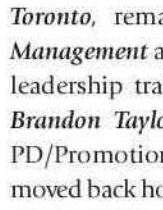
Tim Kucharuk



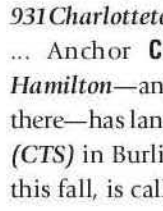
Michael Goldsmith



Marc Paris



Garry Barker



Connie Smith

roles in TV and Radio, including Olympic coverage with two Emmy Awards with NBC coverage in Salt Lake in 2002 and Athens, Greece in 2004. He's now a Television Technologist at the *Conestoga College* school of Media and Design, also in Kitchener. He remains President of the *CKWR Waterloo* Board of Directors... **Chrissi MacDougall**, the RSM at *CHUM's The Beat Vancouver*—and with the company for over nine years—has moved out of broadcasting. She purchased an *ExpediaCruiseShipsCenter* franchise located in the *Kerrisdale* section of the city... **Rawlco Saskatoon** PD **Kristy Werner** has been promoted to Station Manager at *C95 FM (CFMC-FM)/Rock 102 FM (CJDJ-FM)*. Moving to C95 as PD is **Chris Myers**, the PD from across the street at *Harvard Broadcasting's WIRED 96.3FM (CFWD-FM)*. Also moved from *Rawlco Saskatoon* is *Rock 102* PD **Tim Harrison**. He went south to become PD/Morning Show Co-host at sister station *Jack FM (CKCK-FM) Regina*. Harrison succeeds **Mark Hunter** who moved to Edmonton as PD at the yet-to-be-launched *Rawlco* station there... Former late night TV host **Mike Bullard** began a daily one-hour stint at *TALK 820 Hamilton* late this summer. The 5-6 p.m. slot, says *Astral Media Radio Hamilton*, delivers "a mix of witty editorial comment, comedy, unique guests and listener interaction"... After six years in the news department as a reporter/anchor for *YR Radio/The FOX Radio Group*, and *Newcap Alberta Northwest*, **Tim Kucharuk** moved over to sales for *The FOX* in *Hinton, Jasper and Grande Cache*.

Michael Goldsmith became Director, Original Programming at *Family Channel* and *Playhouse Disney Canada* Aug. 24. He had been Director, Original Programming at *TELETOON* and, before that, was the Director of Broadcast Sales and Promotion at *Corus Entertainment*... **Karen Best** has left the *Radio Marketing Bureau*... **Marc Paris**, ex of *CBC Toronto*, remains active at his *Paris Media Management* and has also taken a position with leadership training and coaching consultancy *Brandon Taylor Consulting*... **Garry Barker**, ex PD/Promotion Director at *K 963 Kelowna*, has moved back home to Atlantic Canada as Manager of the *MBS P.E.I.* radio stations (*CFCY/Magic 931Charlottetown* and *SPUD FM Summerside*) ... Anchor **Connie Smith**, ex of *CHCH-TV Hamilton*—and laid off after almost 30 years there—has landed at *Crossroads Television System (CTS)* in *Burlington*. Her new show, beginning this fall, is called *Always Good News*.



Dustin Nielson and Kyle Chase

After the departure of **Bryn Griffiths** and **Jake Daniels**, **Dustin Nielson** became a *Team 1260 Edmonton* morning show co-Host. Nielson had been the Morning Show Co-host and hockey play-by-play Announcer at *Rock 97.9/Country 93.3 Fort McMurray*. Joining him is *Sherwood Park Crusaders* part-owner **Kyle Chase**. At sister station *104.9 EZ Rock*, morning show hosts **Shane Michaels** and **Cheryl Brooks** are gone. **Seanna Collins**, the remaining Co-Host, was to have been joined by new co-hosts shortly... *98.1 CHFI Toronto's* new evening and weekend host is **Dan Duran**, well-known to Toronto audiences, both on radio and TV... **Chad McDonald** is the new morning show host at *Power 99 fm (CFMM-FM) Prince Albert*, partnered with **Britt Carlsen**. McDonald arrived from sister station *Rock 102 Saskatoon* where he did afternoon drive... The new Promotions Manager for *92.5 JOE FM (CKNG-FM) Edmonton* is **Charity Principe**. Most recently, she was on the "other" side of radio in marketing and promotions with *Urban Creative*... Industry veteran **Rick Volpatti** has joined *AMP Radio/XL 103 Calgary* as Imaging Producer. Volpatti was a former imaging director at *Corus Calgary* and most recently was working at *CHUM's Energy*



Marty Kreil



Cory Balash



Joelle St. Clair

101.5 Calgary... *CHOM Montreal* has fine-tuned its on-air line up with **Bad Pete Marier** joining **Kim Rossi** and **Ted Bird** on the morning show. **Rob Kemp** does afternoons. The new "Jo's Garage" with **Joanne Vrakas** takes evenings from 8 pm to midnight... **Scott McGregor**, MD at *Rock 106 Lethbridge*, moved to *KOOL FM (CHBE-FM) Victoria* as Afternoon Drive Host while **Andrea Collins**, ex of *CURVE 94.3 Winnipeg*, is the new Midday Host at *KOOL-FM*... **Phil Evans**, Marketing and Promotion Manager and producer **Mark Lacock**, of *Virgin 953/CISL*, are no longer with the *Astral Media Radio Vancouver* station cluster ... **Marty Kreil** adds APD to his Creative Director duties at *The Bounce (CHBN-FM) Edmonton*, and Ass't MD **Cory Balash** moves up to MD. **Joelle St. Clair** is the new Midday Host, transferring from sister station *107.3 KOOL FM Victoria* where she held the same position... **Zach Bedford** has been promoted to MD/Mid-days at *C100FM Halifax*. He had been doing swing shifts.

SIGN-OFFS:

Dianne Trottier, 33, after a hit-and-run accident in Fredericton. The *CBC Newsworld* line-up producer was traveling in her motorized wheelchair when she was struck. Trottier, from Ontario, was on loan to *CBC New Brunswick* to assist with the launch of the new suppershine news program.

Lois Fawcett, 79, who took over as President of Northwestern Ontario's *Fawcett Broadcasting* when her husband, Don passed

away in 1993. Mrs. Fawcett stepped back from day-to-day operations a few years back, handing the reins to her son, Howard. Fawcett Broadcasting has since been sold to New Brunswick-based *Acadia Broadcasting*.

Art (Arthur G. T.) Andrews, 70, at St. John's, NL of lymphoma. His work in TV and radio made him a household name during three decades of broadcasting service to Newfoundlanders—on *CJON-TV*, *CBC-TV* and *CBC Radio's* morning show.

CTV cameraman **Hugh Haugland**, 44, along with helicopter pilot **Roger Belanger**, in his 60s, died in a crash at Mont-Laurier, Quebec while shooting wreckage of a tornado that struck the area. Haugland was the son of former *CTV Montreal* Anchor **Bill Haugland**.



Clayton Smailes, 37, in Kamloops Hospice, of A.L.S. (Lou Gehrig's disease). A cameraman at *CFJC-TV Kamloops*, Smailes, at the time of his diagnosis in 2003, was one of the youngest people in Canada to be afflicted by it. Up until his death, he and friend **Kent Simmonds**, also of *CFJC-TV*, put together an inspirational video of his life and dealing with A.L.S. It's available with a minimum donation of \$10. All proceeds go to the *Kamloops Hospice*.



Chuck Azzarello, 60, in Wakefield, PQ, of colon cancer. He was the original PD at *CHEZ106 Ottawa*, having moved from *CHUM-FM Toronto* after *CHEZ* owner **Harvey Glatt** enticed him to get involved in the building of the new station. Azzarello is given much of the credit for designing and putting the station on the air in March, 1977. Less than a year later, he had the double duty of GM/PD, later moving to become president of *CHEZ FM Inc.* He left the station after the *Rogers* purchase of it in 1999.



Walt Liimatainen, 64, in Prince George of pulmonary complications associated to Muscular Dystrophy. He produced, wrote and reported for the news magazine program, *53 North*, on *CKPG TV Prince George* in the late '80s and early '90s. Liimatainen began his broadcast career in 1972 at Nelson and worked in Whitehorse, Kamloops, Terrace and Regina before landing at *CKPG*.



Roy Jacques, 93, in Delta, B.C. Early in his career, Jacques worked at *CKMO Vancouver*, *CKDA Victoria* and *CKWX Vancouver*. In 1960, he became News Director at the new *CHAN TV Vancouver* (now *Global BC*). In 1962 he was back in radio at *CFUN Vancouver*, *CHQR Calgary*, *CJJC Langley* and was an editorialist/commentator at *CKWX Vancouver*—from which he retired in 1986. Jacques also played the role of Judge in the TV series *Magistrates Court*.

A cure for voltaic piles rediscovered!

BY DAN ROACH

Every time I see a UPS fail I'm reminded how much collective knowledge we are losing, week by week and month by month. While there have been many exciting developments in batteries in the last few years, I sometimes think we're losing ground faster than we are gaining.

Why so glum? Maybe 95% of UPS failures are due to the drying out of the rechargeable gel cell inside. Now, while gel cells are convenient in the sense that they hardly ever leak sulphuric acid all over the place, their lifetime is so short that they should come with a best before sticker.

Any gel cell with more than two years service is on borrowed time; more than four years and still working is almost a miracle. So how could we do better?

A gel cell is essentially a semi-sealed car battery with jellied electrolyte. The good news about car batteries is that you can sometimes add water to them to extend their life. The bad news is that, like the gel cell, they have a built-in failure mechanism to make sure you keep trudging back to the battery store every few years.

In the chemistry lab we're taught that the main components in the car battery are sulphuric acid and two lead plates. Ah, but the devil, as they say, is in the details.

You see, if car battery plates were pure lead they'd be so heavy and malleable

that they'd soon bend, sag and short out of their own weight. So a little antimony is added, which stiffens them up just fine. But that is also why the battery wears out in the end. The trace amounts of antimony leach out into the electrolyte and poison the chemical reaction that we want. And the battery gets thrown on the scrap-heap.

So here we come to the tragic part of the story. Would you be surprised to learn that more than 60 years ago, the Bell folks invented a rechargeable battery that needed watering only once a year, and that would last 100 years or more in UPS service with only minimal maintenance? That is the story of the lead-calcium battery.

Telcos use a *lot* of batteries. The telephone system famously runs on its own 48 VDC supply. AC power supplies and motor generators supply most of the power. But the telco folks float batteries on the line to filter the supply, and deal with power transients and AC mains blackouts. They also help regulate the main power supplies.

It didn't take very long for telephone maintenance crews to get very tired of servicing regular batteries. So, in the 1950s, they developed what is now called the lead-calcium battery.

It resembles a car battery, but is often housed in a clear tub so that you can look inside. The voltage is ever so slightly less than a car battery. It's not meant



for a lot of deep cycling, but rather to be floated at full charge 99.9% of the time.

But the electrolyte doesn't keep evaporating, and it lasts almost forever—by most estimates 100 years or more. These batteries are still often seen where battery float banks are established, and they're still available and only a little more expensive than a good car battery—and you only buy them once!

If it's any consolation, even the engineers at telcos seem to have forgotten about the benefits of the lead-calcium battery.

A couple of years ago, we experienced a whole series of puzzling telephone company outages that took our brave telephone crews a very long time to correct. It turned out that this relatively new (two to three years) installation included—wait for it—*gel cells* in the power supply. And of course they had dried out and failed, intermittently, to filter the central office power supply. The resulting instability and supply bounce played ruddy hell with everything from the microwave radios to the multiplexer—and everything else besides.

The phone company had forgotten their own lesson, and the prime rule of troubleshooting anything electronic.

It's always the power supply.

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