

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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June 4, 2009

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Broadcast Dialogue
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REVOLVING DOOR: Rob Farina, ex VP of Programming at **CHUM Radio** succeeds Pat Holiday at **Astral Media Radio** in Toronto as Exec. VP, Content. He begins Aug. 28. Holiday will retire at the end of August... Brian Stewart, 67, the veteran **CBC** foreign correspondent and news anchor, is retiring. Stewart has accepted an incentive retirement deal that, according to him, "came along at the right time." He says he'll pursue broadcasting interests on an independent basis.

Stewart's last day with CBC is July 31... Also at **CBC**, Director of Communications **Marc Paris** – known to many in private broadcasting – has seen his four-and-a-half-year position eliminated. He will return to his consultancy firm, **Paris Media Management**. Paris' last day at the Corporation is June 17... **CHFI-FM Toronto** afternoon Host **Bob Magee** will move from that gig June 12 as he transitions to working for himself as on-air talent and as a freelance voice artist. Plus, he'll continue to host the mid-day show at **104.9 (CKCL-FM) Vancouver**, the **Rogers Oldies** station. He records it at the Rogers Radio Cluster building in Toronto... **Murray Brookshaw**, Ops Mgr at **XL 103 fm (CFXL-FM) Calgary** and PD at **FUEL 90.3 (CFUL-FM) Calgary**, is no longer with **Newcap Calgary** station cluster... **Eric Heidendahl** has joined the *Broadcast Engineering Technology* faculty at Belleville's **Loyalist College**. Most recently, he was Director of Business Development Canada at AZCAR Technologies and, before that, VP, Technical Services at Canwest/Global Eastern Canada... **Ferne Downey** has been elected National President of Canada's actors' union – **The Alliance of Canadian Cinema, Television and Radio Artists** (ACTRA) She succeeds **Richard Hardacre**. Downey has worked for 28 years in theatre, radio, TV and film, as well as a producer. Her two-year term takes effect immediately.

RADIO: **Bayshore Broadcasting** has won **CRTC** approval for a new FM licence in Orillia that will operate at 89.1 with power of 2,100 watts. The format on **Sunshine 89.1** will be Soft AC. The Commission also approved an application by **Instant Information Services** for a licence to operate a low-power, tourist information FM'er in Orillia. The hearing for new radio at Orillia involved eight applications. In the decision, the CRTC said it was "mindful" of the economic situation and, as a result, has taken into consideration the amount of time between licensing and launch. The station ID was chosen because of Orillia's **Stephen Leacock** and his book, *Sunshine Sketches of a Little Town*... At the same Orillia hearing back in January, applications were heard for a new FM station in Bracebridge. One

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- * Manage press relations
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- * Experience elaborating programming and promotions strategies
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- * Dynamic, creative and innovative
- * Well developed leadership skills and business acumen
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- * Good verbal and written communication skills
- * Ability to work under pressure and with tight deadlines
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- * Previous experience managing a team

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from **Instant Information Services** was approved for a low-power, tourist information FM'er and **CFBK-FM Huntsville**, owned by **Haliburton**, won approval for a power increase from 5,000 watts to 43,400... **L.A. Radio Group** won approval for the use of 101.3 for its new FM station at Red Deer. It'll have power of 26,000 watts instead of 100.7 and power of 27,000 watts. Meantime, **Astral Media Radio Sales** will rep L.A. Radio Group's **Sunny 94 (CJUV-FM) Lacombe** and **CKIK-FM Red Deer**, expected to launch this summer... **The Nielsen Company** says it has no choice but to immediately shut down its U.S. broadcast trade publication, **Radio & Records**. Blaming "the current state of affairs," Nielsen says it will cease all services, products and events related to the 36 year-old publication. **Radio & Records** final edition is set for tomorrow (June 5). Electronic products ended Wednesday and the website will soon be shut down. R&R was founded in 1973 by **Bob Wilson**. In 1979, it was sold to **Harte Hanks** and then, in 1987, **Westwood One** bought it. R&R was acquired by **Perry Capital** in 1994 and, in 2004, **VNU**, the owner of **ACNielsen**, **Billboard**, the **Hollywood Reporter** and other business-to-business publications, acquired **Radio & Records**... According to a **Rasmussen Pulse** survey, commissioned by the U.S. radio industry's **Radio Heard Here** initiative, 76% of respondents say they enjoy discovering new songs on radio, 74% say they enjoy discovering new artists on the radio, and 98% say they like that they can hear radio wherever they go. Additional survey highlights include: 97% like the fact that radio is free; 88% are aware that radio is available on new technology devices; 86% say that radio is doing a good job embracing technology; and 97% say they are glad to have radio as an option for their entertainment, news, weather, traffic and information needs... **Newcap's LIVE 88.5 FM/HOT 89.9 FM Ottawa** are airing ads through June 21 promoting Flint, Michigan, at no charge. The campaign, valued at \$60,000, followed negotiations with the **Flint Area Convention and Visitors Bureau** and is a direct response to an earlier campaign on the Ottawa stations called, *This Ain't Flint*. While no offense was intended, GM **Scott Broderick** said Newcap Ottawa put an apology statement on its thisaintflint.ca website... **SHORE 104.1 Vancouver** launched at the *Industry Canada* -approved time of 1:04 p.m. Monday. First reports from around the Lower Mainland area was that the signal was "loud and clear"... The **CKGM Montreal** 50th anniversary organizing committee is looking for anyone who worked at the station any time between 1959 and 2009. If you worked at **980 CKGM** or **980 CHTX** or **990 CKIS** or **Oldies 990** or **990 CKGM** or what's now **THE TEAM 990**, you're invited to the celebration to be held Nov. 21. For details, click <http://www.marcdenis.com/ckgm-reunion.asp>... The **National Association of Broadcasters** now counts 214 supporters for the *Local Radio Freedom Act*, a measure that would head off attempts to impose a performance royalty on broadcast outlets. Meanwhile, the CEO of **Sony Music Entertainment**, **Clive Davis**, told **USA Today** that radio airplay is the key to selling music. The *Local Radio Freedom Act* opposes any new performance fee, tax, royalty, or other charge. Davis, asked if the Internet was the new venue of choice on which to break new music, responded in the negative: "Radio is still the leading force of determining what songs and artists break through."

T**V/FILM:** **Nadir Mohamed**, who stepped into his CEO role at **Rogers Communications** following the death of founder **Ted Rogers**, says **CTV** and **Canwest Media** – which have spent billions on acquisitions in recent years – don't deserve to be granted extra revenues from charging cable and satellite companies fees for carriage. Mohamed says a tax on cable bills is the last things Canadians want and that Rogers, along with the other BDUs, are asking the **CRTC** to deny the broadcasters' request. **CTV** has told the Commission that if funding is denied, it will be forced to close some OTA stations... **Trina McQueen** will receive the Lifetime Achievement Award at the **BANFF World Television Festival** on Monday, June 8... The **Canadian Association of Film Distributors and Exporters** (CAFDE) has urged the **CRTC** to uphold a condition of **Citytv Toronto's** licence renewal to require it to keep on programming at least 100 hours of Canadian films in prime time each year. Early in May, Rogers – owner of **Citytv** – asked to be relieved of that licence obligation. **Citytv** is the only conventional station with the condition... **Fox**, **NBC**, **ABC** and **Warner Bros.** have put 20 series – including *Grey's Anatomy*, *House* and *Desperate Housewives* – on the **iTunes Canada** store. And there are more to come. Individual episodes cost \$2.49 for standard-def and \$3.49 for high-def...

S**IGN-OFFS:** **Lorne Starko**, 57, in an Edmonton hospital after complications from a heart attack. The Reporter/Newscaster at **Newcap's KG Country/Zed 99 Red Deer** moved to the Alberta city in 1981 to work at **CKRD**, now **CHCA-TV/Big 105 FM**, as its Sports Director. Later, he moved into news... **Fung Fai Lam** of cancer in Markham. He was a retired VP of **Sony Canada**, a VP of the **Society of Motion Picture Television Engineers** (SMPTE), served six Lieutenant Governors of Ontario as Aide-de-Camp and was an Honourary Colonel of the **Canadian Armed Forces** with the **25th Field Ambulance**. Fung was one of the founding staff of **Sony Canada** (industrial products) when it was a subsidiary of **Sony U.S.** Later it merged with **General Distributors**, the consumer distributor of Sony products.

GENERAL: *Canwest Global* declined to make \$10 million in debt payments due last Friday, and acknowledged that the failure to make the payment by the May 29 deadline put its Canwest Limited Partnership subsidiary in default of agreements. While Canwest, in a statement, said the default would permit the lenders to demand immediate payment of those debts, the company was in talks with the lenders on a broader agreement to solve its debt problems... A *Canadian Press* Mobile application, in English and French, has launched for iPhone and iPod with stories and photos from its network of content providers. And users will soon see the addition of news video, as well as local news and photos... *Pelmorex Media*, the parent of *The Weather Network/MétéoMédia*, has extended its *All Channel Alert* emergency alerting services with public safety messages on *Twitter*. Pelmorex will reformat public safety alerts from *Environment Canada* and participating provincial authorities as public safety updates... **Richard Stursberg**, *CBC's* Executive VP of English Services, and Carole MacNeil, who just performed her final edition of TV's *CBC News: Sunday*, are getting married later this month. *CBC* cancelled the show last week but MacNeil and co-Host **Evan Solomon** will be kept on. New assignments are expected to be announced this summer... Despite a print report to the contrary, Finance Minister **Jim Flaherty** says the federal government won't be selling the *CBC*. "*Heritage Canada*," he said, (which oversees the *CBC*) "*is not one of the departments that are being reviewed this year*"... At the *RTNDA Canada* annual convention of the Prairie Region in Edmonton this past weekend, winners were:



TELEVISION

- Bert Cannings Award - Best Newscast – *CHAT TV Medicine Hat* (Small Market)
 - *CTV Saskatoon* (Medium Market)
 - *Global News Calgary* (Large Market)
- Adrienne Clarkson Award For Diversity
 - *Global Edmonton*
- Best Videography
 - *Global Regina*
- Charlie Edwards Award - Spot News
 - *CTV Yorkton*
- Dan McArthur Award - In-depth/Invstgve
 - *CBC Edmonton*
- Dave Rogers Award - Short Feature
 - *CHAT TV Medicine Hat* (Small Market)
 - *CBC Saskatchewan* (Medium Market)
 - *CTV Calgary* (Large Market)
- Dave Rogers Award - Long Feature
 - *CHAT TV Medicine Hat* (Small Market)
 - *CTV Regina* (Medium Market)
 - *Global News Calgary* (Large Market)
- Gord Sinclair Award - Special Events
 - *CTV Calgary*
- Ron Laidlaw Award - Continuing Coverage
 - *CTV Winnipeg*

RADIO

- Byron MacGregor Award - Best Newscast – *Zed 99 Red Deer* (Small Market)
 - *CJME Regina* (Medium Market)
 - *CBC Calgary* (Large Market)
- Adrienne Clarkson Award For Diversity
 - *CBC Radio Edmonton*
- Charlie Edwards Award - Spot News
 - *CJME Regina*
- Dan McArthur Award - In-depth/Investigative
 - *CBC Radio Edmonton*
- Dave Rogers Award - Shrt Feat – *Big 105/106.7 The Drive Red Deer* (Small Mkt)
 - *CBC Radio Edmonton* (Large Market)
- Dave Rogers Award - Long Feature
 - *CBC Radio Saskatchewan* (Medium Mkt)
 - *CBC Calgary* (Large Market)
- Gord Sinclair Award - Live Special Events
 - *CBC Radio Edmonton*
- Peter Gzowski Award - News Infrmt'n Prgrm
 - *CJME Regina*
- Best Use of New Media Award
 - *iNews880 Edmonton*
- Best Use of Sound
 - *CBC Calgary*
- Sam Ross Award - Editorial/Commentary
 - *CHED Edmonton*

This item harkens back to a *CRTC* decision May 15, but I use it today because, well, it's kind of funny. *Videotron* had asked the Commission to exempt a requirement for closed captioning on on-demand porn and for pre-school children's programming. The request was based on the expense involved. But the regulatory body denied it, saying that children should have access to captioning so they can learn to read. As for the porn angle, there was no official comment (apparently nobody cares what people are saying in them). But to the point, the Commission said *Videotron* hadn't made a strong enough case regarding financial hardship.

LOOKING: *97.3 EZ Rock Toronto* – Program Director (see the ad on Page 1); *Newcap Radio Calgary* — Program Director; *Astral Media Terrace* – Videographer/Radio Reporter; *Astral Media Radio Nelson* — Newscaster/Reporter; *Astral Media Radio Kelowna* – Advertising Sales Coordinator; *Classic Rock 101 (CFMI FM) Vancouver* – Evening Show Host; *CJOB Winnipeg* – News Announcer; *Corus Radio Peterborough* - Morning Show Host; *CTV Toronto* – Broadcast Technician; *CTV Vancouver* – Director of Engineering; *Canwest Broadcasting Toronto* – Brand Associate-Global Television and a Financial Analyst; *CBC Montreal* - Director, Culture and Variety Programming, French Television; *CBC Ottawa* - Industry Analyst, Research and Strategic Analysis; *CBC Montreal* - Host (English Television); and, *CBC Toronto* - Industry Analyst, Media and Entertainment.

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RADIO: It's lights out for **Jack FM Toronto** and hello to **Kiss92.5-FM**, "Toronto's only Hit music station". Gone is the morning show of **Jeff Brown**, also the Jack FM PD, and his co-host, **Carly Klassen**. The new sound for the **Rogers** station began last Friday with a promise to play 10,000 songs in a row with no commercial interruption. On-air talent will be announced shortly... **Virgin Radio 999 Toronto** reacted quickly to the launch of **Kiss** by using a new sell-line: "Toronto's New #1 Hit Music Station"... **Astral Media Radio Toronto** has moved to green electricity for its three stations and their respective websites – **Virgin**

Radio 999, 97.3 EZ Rock and **CFRB**. They and **Astral Media Outdoor** have moved entirely to **Bullfrog Power**, renewable electricity generated from wind farms... From our "Gee, that's a shame department" comes word of a complaint before the **FCC** in Washington over the gall of some radio stations to decide which music they air. The complaint says musicians who support royalties from stations are "being threatened and intimidated" in retaliation for their stance. In the filing, the **musicFIRST Coalition** says the label of a top-selling artist (believed to be **Bono**) – who supports musicians' royalties from radio airplay – was notified that a certain broadcast group's stations would no longer play his single. Another part of the complaint says that by excluding certain musicians, stations are "unlawfully putting their own financial interests above their obligation to serve the public."

GENERAL: The **CRTC** will not change its approach for broadcasting content distributed over the Internet and through mobile devices. It will also continue to exempt new media broadcasting services from regulation but will, it says, monitor evolving trends. Commission Chair **Konrad von Finckenstein** said: "Any intervention on our part would only get in the way of innovation." The Commission said new media broadcasting still hasn't produced a solid business model that would support government rules. But while regulations aren't in the picture now, the **CRTC** will ask the **Federal Court of Appeals** to rule on whether new media broadcasts fall under the Broadcasting Act. However, any further action on the new media issue won't happen for at least five years, possibly longer... On Tuesday night in Toronto, the **Canadian Journalism Foundation** honoured **Joe Schlesinger**, the former **CBC** Foreign Correspondent, with its Lifetime Achievement Award. Schlesinger, now 81, continues to do documentary work. Other broadcasters honoured were: **Mary-Catherine McIntosh** of **CBC Radio Calgary** who won the *Greg Clark Award*; **Kevin Robertson**, a Producer with **CBC Radio**, received the *CBC/Radio-Canada Fellowship*; **Jana Juginovic**, Director of news and programming, **CTV News Channel** and Exec Producer, **CTV News Specials**, was awarded the *Martin Wise Goodman Canadian Nieman Fellowship* that includes a year of study at **Harvard**; and **Morley Safer** of **CBS' 60 Minutes** was welcomed to his native Toronto for a special Canadian Journalism Foundation tribute for his body of work that spans six decades...



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At the 75th **Western Association of Broadcasters** annual convention in Kananaskis on the weekend, **Global Regina's Mitch Bozak** succeeded **CTV Winnipeg's Bill Hanson** as President of the association. Award winners were: Gold Medal TV – **CTV Calgary** * Gold Medal Radio – **Magic 99 FM Edmonton** * Broadcaster of the Year – **Marty Forbes** * Honourary Life Member – **Stan Schmidt... Canada 3.0**, a two-day event early this week in Stratford, saw more than 1,500 participants look at five key topics: Digital infrastructure; mobility and media; digital media research and commercialization; talent attraction and retention; and enterprise information management. The eventual goal of the recently-formed **Canadian Digital Media Network**, host of Canada 3.0, is to make this country a leader in digital media so that all Canadians can connect to content and be able to access it on an equal level. Among more than 70 speakers were **CRTC** Chairman **Konrad von Finckenstein**, **Gary Maavara**, VP/General Counsel, **Corus Entertainment**, **TVO** CEO **Lisa de Wilde** and **Research in Motion** co-CEO **Mike Lazaridis**. To be successful in the digital economy, the forum concluded, new business models are needed that encourage national collaboration and cooperation... **BBM Media Analytics' Media Technology Monitor** has released its top 10 results on consumer trends in media technology: They are:

#1 – **Radio Still Rules**. The simplicity and convenience of conventional radio is not lost on consumers. Even people who use new audio technologies listen to more conventional radio than any other audio source.

#2 – **PVRs**: Just over one in 10 households have one but users spend about half of their TV viewing time watching PVR'd programs.

#3 – **iPhones** lift mobile video. Penetration levels are still small but most who have them watch video on it and many use it to watch TV.

#4 – **Digital Deadline 2011**: When analog off-air TV disappears in Canada, TV households will have to either receive TV signals off-air or by a subscription service. Off-air TV viewers are split evenly between which option they'll choose, which means that the already small group that relies on TV off-air could be cut in half.

5. The **HDTV Receiver is an Afterthought**. Only half of people with an HDTV screen also have an HDTV receiver, which is necessary to receive HDTV channels. That ratio has improved, but intention to buy an HDTV receiver is flat.

6. **Canadians Love their HDTV Screens**. Nearly one in five have them and many even have two.

7. **Podcasting** is more than radio. Podcasting of conventional radio programs is losing ground to other types of content from newspapers, magazines and TV stations.

8. **iPod**. iPod/MP3 players grew substantially again this year and most owners have Apple iPods.

9. **Internet TV is catch-up TV**. People use the Internet to get TV for the same reason they have PVRs or watch TV programs on VOD: to catch up on missed episodes and for convenience. Computer screens aren't great for extended viewing which is why news clips, sports highlights and comedy are the most common types of TV content accessed.

10. **Internet Video**: High Reach, Low Usage. Lots of Canadians are watching Internet video but the time spent watching is small. The findings are taken from the annual **Media Technology Monitor (MTM)**, a survey conducted since 1997... **RTNDA Canada's** British Columbia regional award recipients at Vancouver this past weekend are:

TELEVISION

Bert Cannings Award - Bst Nwscst	– CFJC Kamloops (Small Market)
	– 'A' British Columbia (Mdm Mrkt)
	– CTV British Columbia (Lrge Mrkt)
Charlie Edwards Award - Spot News	– CHBC News
Dan McArthur Award - In-dpth/Invstgtve	– CBC News Vancouver
Dave Rogers Award - Short Feature	– CFJC Kamloops (Small Market)
	– 'A' British Columbia (Mdm Mrkt)
	– CTV British Columbia (Large Mkt)
Dave Rogers Award - Long Feature	– CFJC Kamloops (Small Market)
	– CTV British Columbia (Large Mkt)
Gord Sinclair Award - Special Events	– CTV British Columbia
Ron Laidlaw Award - Continuing Cvrge	– CBC News Vancouver
Best Videography Award	– CBC News Vancouver
Adrienne Clarkson Award For Diversity	– CTV British Columbia

RADIO

Byron MacGregor Award - Bst Nwscast	– CKBZ Kamloops (Mdm Mkt)
	– CBC Radio News (Large Market)
Charlie Edwards Award - Spot News	– CBC Radio News
Dan McArthur Award - In-dpth/Invstgtve	– CBC Radio News
Dave Rogers Award - Short Feature	– CKNW News (Large Market)
Dave Rogers Award - Long Feature	– CBC North Radio Yellowknife
	(Small Market)
	– CKNW News (Large Market)
Gord Sinclair - Live Special Events	– CBC Radio Vancouver
Ron Laidlaw Award - Contnng Cvrage	– CBC Radio News Vancouver
Sam Ross Award - Editrial/Commentary	– CKNW News
Peter Gzowski Award - News Info Pgm	– CBC North Radio Yellowknife
Adrienne Clarkson Award For Diversity	– CBC North Radio Yellowknife

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REVOLVING DOOR: New GSM at **Astral Media Edmonton** is **Susan Reade**, ex RSM at **Rogers Edmonton**. She succeeds **Paul Mothersell** who is no longer with the stations... **Tom Murphy** is the new Chief Nova Scotia Correspondent for **CBC News** and Anchor of the provincial CBC supper-hour newscast. He began Tuesday. Murphy left his network correspondent gig with *The National* to assume his new job... **Jeff Brown** and **Carly Klassen**, the morning show hosts at **JACK FM Toronto**, are no longer with the station. Read about the format change at JACK in **RADIO**... **Jim Haskins** has been promoted to Sales Team Manager for Alberta, managing the teams at **CBC Calgary** from his base in Edmonton. **Michelle Everett**, who was Calgary Sales Manager, is no longer with the CBC... The new PD at **107.3 KOOL-FM (CHBE-FM) Victoria** is **Robin Haggart**. He had been PD at **107.7 The River (CFRV-FM) Lethbridge** the last five years. Haggart begins in Victoria July 2... **Ted Brunt** has been appointed VP, Interactive Production at Toronto-based **marblemedia**. Before making this move, Brunt had been Senior Director, Digital Entertainment Content at **CBC** and developed cbc.ca's entertainment portal strategy, combining TV, radio and online programming into a single offering... PD/Morning Host **Ken Rigel** has given three months notice at **Classic Country AM 1060 (CKMX) Calgary**... **Stirling Faux**, most recently with **CHQR Calgary** doing morning news, is back in hometown Vancouver doing weekend middays at **AM 650 (CISL)**... **Jill Spelliscy** has been appointed managing director for **CBC Saskatchewan**.

SIGN-OFFS: **Arnie Nelson**, 74, of a brain tumour in Vancouver. Early on in his broadcast career Nelson was on-air at such stops as **CKNW New Westminster** and **CJOR Vancouver**. From 1965 through 1976, he was the manager for the west coast operations of **All-Canada Radio and TV**... **Al Jordan**, 80, once described as Vancouver's "Perfect Pitch" voice of radio from the 1950s through to the '80s. His monikers included: *Big Al the Kiddies Pal*; *Happy Pappy*; and one of *The Good Guys*. He worked at **CJOR Vancouver**, **CKWX Vancouver** and, most memorably, **CFUN Vancouver** throughout the '60s. After his retirement, **CKNW** continued, for years, broadcasting his powerful **Vancouver Canucks** intro... **Mildred MacDonald**, 81, of cancer in Ottawa. MacDonald worked for 50 years as a broadcaster in both radio and TV, spending most of her career with **CBC**.

TV/FILM: **CBC Newsworld's** supper-hour political news program *Politics* will not be cancelled, despite rumours to the contrary when show host **Don Newman** announced his retirement. A revamped version will appear in the fall... Two figures with controversial pasts have been named to the board of the revamped **Canada Media Fund**. **Guy Fournier** resigned his post as chair of the **CBC** three years ago after writing a column in a French-language gossip magazine that touched on bestiality and making remarks about bowel movements on a radio show. **Ron Osborne**, the **Sun Life Financial** chair, was fired as CEO of **Ontario Power Generation** in 2003 after a provincial nuclear project went billions over budget and fell years behind schedule. Osborne is also a former CEO of now defunct **Maclean-Hunter**, active in broadcasting. The new chair is **Desjardins Venture Capital** president **Louis Roquet**. Other broadcast-background people named to the board are: former **Movie Network** executive **Alison Clayton** and TV producer **Eileen Sarkar**...

LOOKING: **Rogers Radio Lethbridge** - Program Director/Announcer; **The River Lethbridge** - MD; **CBC Montreal** - Program Manager English Radio; **Newcap Radio Red Deer** - Creative Writer; **EZ Rock Edmonton** - MD/Mid Day Announcer; **Info 690 Montreal** - Program Director; **Canal Vie Montreal** - Directeur (trice), Communications Canal Vie; **CTV Toronto** - Video Producer, Digital Media; **CBC Victoria** - Associate Producer; **CKMX Calgary** - PD/Morning Show Host; **CBC Toronto** - Acquisitions and Development Officer and a Manager, Business Rights and Content Management; and **CBC Montreal** - Director, Culture and Variety Programming, French TV.



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RADIO: For the fiscal year ended Aug. 31/08, Canadian private radio saw total profits before interest and taxes (PBIT) at \$335 million compared to \$299 million in 2007. Total revenues increased by an annual average of 6.5% over the previous five years. Further, says the **CRTC**, AM and FM stations generated \$1.58 billion in revenues, representing an increase of just over 5%, or \$78 million above 2007 figures. Expenses were up by 3.6% to \$1.24 billion in 2008. The 474 FM stations accounted for over \$1.25 billion in total revenues while the AM stations generated \$329 million. That number was down \$.6 million as was the

number of AM stations in 2008: 172 in 2007 to 154 in 2008... The **Tantramar Community Radio Society** of Amherst, NS, has won **CRTC** approval for a Type B community FM'er. A similar application had previously been denied. The format will include Pop, Rock and Dance, Country, Easy listening and acoustic music with 50% Cancon... **Newcap** stations **CFLN Goose Bay** and its transmitter, **CFLW Wabush**, have won **CRTC** approval for flips to FM. CFLN will move to 97.9 with power of 1,000 watts and CFLW will operate at 94.7, also with 1,000 watts... **CBE-AM Windsor** has also won approval for a flip to FM as well as operation of an FM transmitter in Leamington. The new FM'er in Windsor will operate at 97.5 with power of 3,200 watts while the Leamington transmitter will be at 91.9... Another radio decision this week included technical changes at **Blackburn Radio's CKNX-FM/CIBU-FM Wingham** and **Durham Radio's CIWV-FM Hamilton/Burlington**. CKNX-FM gets a power

boost to 100,000 watts from 65,800 by replacing its directional antenna with one that's omni-directional. CIBU-FM Wingham gets a jump to 75,000 watts from 70,100. And, CIWV-FM moves from 19,500 watts to 40,000. It will also change the class of licence from B to C1... **CJMF Quebec City's** contest in which drivers could win a Bluetooth hands-free cell phone device if they were spotted while using their cell phones didn't violate any **CAB** or **RTNDA Canada** codes despite cell phone use by drivers being illegal in Quebec. A complainant thought CJMF was promoting an illegal act but the station said the promotion was an attempt to encourage drivers to do the right thing. The Quebec panel of the Canadian Broadcast Standards Council said it doubted that people would begin driving while holding their cell phones to win a prize of inconsiderable value. The complete decision may be found by clicking www.cbcs.ca... An appropriate song opening the FM era for **100.5 KRUZ FM (CKRU) Peterborough** this past Monday morning was *Hello, Good-bye* by the **Beatles**. The station, founded in 1942 as **CHEX** at 1430, was most recently at



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980 AM. It plays a mix of greatest hits from the '60s, '70s and '80s... The latest **Arbitron** numbers show that 235 million Americans 12+ hear a radio broadcast in an average week; 89% of those are 12-17 and listen weekly. Over 85% of the 18-to-34 demographic listen weekly... The **CHUM** sign lives! The Toronto landmark – at 1331 Yonge Street – went up this week (after refurbishment) at CHUM's new location – the corner of Richmond and Duncan. No, the station itself hasn't moved from Yonge Street yet but is expected to be in the new facility within the next few months.

TV/FILM: **ZoomerMedia Ltd** has a deal to purchase **VisionTV: Canada's Faith Network** and its digital specialty channel, **ONE: The Body Mind and Spirit Channel**, along with **CHNU-TV Fraser Valley** and **CIIT-TV Winnipeg**, both known as **JoyTV** in their respective cities. Purchase price is \$25 million. ZoomerMedia is led by **Moses Znaimer** who also controls **Classical 96.3 FM Toronto**, **103.1 FM Cobourg/Port Hope** and **AM740 Toronto**... **CBC Newsworld** is poised to embrace a **CNN**-style format – a 24-hour news wheel that will feature different faces that will replace the current program-centric schedule. Details will be rolled out in the coming weeks and implementation is expected this fall... The **CRTC** has approved carriage of **The Weather Network** and **MétéoMédia's** emergency alerting system to broadcasters across the country thus ensuring, said the Commission, that Canadians receive timely warnings of imminent peril. **Pelmorex**, the owner of the English and French weather channels, has been designated as “the national emergency alert aggregator and distributor”... **Current TV**, the user-generated news network founded by **Al Gore**, has won approval to operate in Canada as a Category 2 specialty service. It's a youth-oriented, 24-hour channel featuring short programming on a range of topics... **GlassBOX Television** will launch its cross-platform **AUX** music channel as a new digital specialty on **Rogers Cable** this fall. **AUX** launched last November as a Web destination... The percentage of Americans getting DTV has been pegged at 97.8, leaving just 2.2% of U.S. residents without access to TV programming.

GENERAL: A court challenge of federal drug advertising rules by **Canwest Global** has been delayed until the fall. “Intervenors and government all consented to it,” said Canwest spokesman **John Douglas**. “Everybody just agreed that it was probably better to wait until after the summer to argue it.” Direct-to-consumer drug advertising is illegal in most countries around the world, including Canada. A notable exception, however, is the U.S. and **Health Canada** has no requirement that cable or satellite operators block the American ads... June 30 is the new extension deadline for **Canwest Media Inc.** (“CMI”) and an ad hoc committee of 8% noteholders to reach agreement in principle on a recapitalization transaction. The previous deadline had been June 15... Americans say that the Internet is their most popular source of information and their preferred choice for news ahead of TV, radio and newspapers. A new poll, conducted by the **Zogby Interactive** survey, showed that more than half of people polled said they would choose the Internet if they could just pick one source. That was followed by TV at 21% and a tie at 10% for newspapers and radio. The web, said Americans, was the most reliable source of news at 40% of adults, compared to 17% for TV, 16% for newspapers and 13% for radio... **PricewaterhouseCoopers** (PwC), in looking at the global entertainment and media industries, says it sees a \$1.6 trillion business by 2013 but, at the same time, warns not to expect any turnaround from the present situation until 2011. Further, says PwC, traditional media may not be included... *Technology Trends in Business and Society* by



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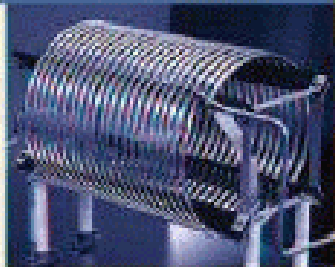
David Jacobsen of *PricewaterhouseCoopers LLP* is available in pdf form by clicking [HERE](#) and requesting it. This paper is an exclusive offer to *Broadcast Dialogue Electronic News Briefing* subscribers.

REVOLVING DOOR: Raymond J. Carnovale, VP and Chief Technology Officer at **CBC** and based in Toronto, has announced his retirement. Carnovale will leave at year-end after he completes several projects now on the go... Lots of changes at **Newcap's Fuel 90.3 Calgary**. **Kris Mazurak** is the new PD. His 17 years in radio includes programming, on-air and, most recently, sales. The morning show of **Ross Macleod** and **Fraizer Thow** is no more. Also gone are the midday and PM Drive Hosts, **Mel Risdon** and **Jerhett Schafer**... **Debbie MacLeod**, VP Sales and Marketing at **Novanet Communications** in Ajax, will retire June 30 after 16 years in broadcast equipment sales. Succeeding MacLeod on an interim basis is company President **Joe Uyede**... **Cape Breton Radio – CJCB/Max/The Cape Sydney**, owned by **Maritime Broadcasting System** -- has laid off two of its three newsroom employees. Gone are **Gary Andrea** and **George Mortimer**. A drop in revenues and competition from the Internet were blamed for the cuts. Andrea said there were more than a dozen news staffers when he began at CJCB 29 years ago... **Bob Kendrick** and **Tess van Straaten** have joined **CHEK TV Victoria**, he doing weekend early news and reporting three days a week, and she doing the late edition on weekends, some reporting and relief work. Kendrick had been with **ABC** in Tampa before moving to **KUSA Denver**. van Straaten was born and educated in Victoria, then worked for stations in Ontario, Manitoba, Alberta, B.C. and in Australia... The changes follow weekend anchor **Skye Ryan** going on maternity leave and the departure earlier this month of 11 pm Anchor **Julie Nolin**. Previous sports part-timer moves up, becoming the weekend Sports Anchor/Videographer. Haysom took over from Jeff King who moved to weekday sports... **Russell James**, Assistant PD/MD at **The Bounce (CHBN-FM) Edmonton** has resigned.

IGN-OFFS: Donald J. MacDonald, 80, in Enderby, B.C., near his Salmon Valley home. MacDonald had been with **CAP Communications** in Kitchener for much of his career. CAP owned **CKCO-TV Kitchener** and **CFCA-FM/CKKW Kitchener**. After he retired as GM of the radio division, MacDonald and his wife moved to B.C. where they bought a small farm... **Allan King**, 79, in Toronto after a short illness. The veteran Canadian documentary maker, a pioneer of the cinema verite movement, began his filmmaking career in the mid-1950s at **CBC**. By 1958, he had become an independent filmmaker.

LOOKING: **KISS 92.5 Toronto** – Assistant PD/MD; **The Bounce (CHBN-FM) Edmonton** – Assistant PD/MD; **Team 1260 Edmonton** – Morning Show Personality; **107.5 DAVE-FM Kitchener- Waterloo- Cambridge** – Morning Show Co-Host; **Newcap Radio Sudbury** – Morning Show Hosts, Afternoon Host, Evening Host, Weekend/Swing Host (part-time), Creative Writer and a News Reporter/Reader; **B104/The Drive Cranbrook** - Production Manager; **Zed 99/KG Country Red Deer** - Promotions Coordinator; **Astral Media Radio Toronto** – IT Technician; **MY 96 Medicine Hat** - Drive/Weekend Announcer; **CTV Toronto** - Production Manager; **CTV Winnipeg** – News Editor part-time and a part-time Maintenance Technician; and **CBC Toronto** – an Account Manager, Digital Sales and a Senior Web Designer.

SUPPLYLINES: **LARCAN** has partnered with **Vislink News & Entertainment** to provide digital transmission and microwave solution for low-power TV stations.



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TV/FILM: Fee-for-carriage is dead on Parliament Hill. Two reports by the **House of Commons heritage committee** closed the door on the requests. But the majority report avoided the topic, leaving it to the **CRTC** to decide – the same folks the broadcasters were trying to get around because the Commission had twice rejected fee-for-carriage. Further, the Conservatives have declared their “*fervent and rigorous opposition*” to fee-for-carriage in a dissenting opinion, whether negotiated by the players or CRTC-imposed. **CTV**, which mounted an unprecedented campaign to support the concept,

expressed its “deep disappointment” that the Tory members of the committee “*chose to protect the record profits of cable companies over the interests of consumers and their local television stations. We look forward to the public proceeding in the fall at the CRTC, to establish a fair market value for the redistribution of our local programming.*” The key committee recommendation is a proposal to beef up a local programming improvement fund, which now takes 1% cent of gross revenues from the BDUs, to 2.5% with 1% dedicated to the **CBC**. Another recommendation was the discontinuance of collecting Part II fees, which could amount to \$120 million annually. And, the Conservatives on the committee said the networks should be able to carry pharmaceutical ads like their American counterparts, a potential yearly gain of \$300 million... The **Toronto Star**, in its editorial yesterday (Wednesday), took the position that the Conservative government appears to be leery of the whole issue. Further, it said: “**James Moore**, the usually outspoken heritage minister, declined to comment on the committee's report. This suggests the government intends to leave fee-for-carriage and related matters to the CRTC. In turn, the CRTC is leaning on the networks and the cable companies to negotiate a settlement. The end result could be a backroom deal that does little or nothing for local programming”... **Super Channel** has filed for court protection from its creditors. **Allarco Entertainment**, backed by Edmonton's **Allard** family, said the pay-movie service will continue operating despite the restructuring. Stiff competition from the **Movie Network** in Eastern Canada and **Movie Central** in the West hurt Super Channel's early growth... A **TVB** survey, conducted by **Angus Reid Strategies**, shows that television is still the best medium for reaching 18-34s. The survey also found that 18-49s and 25-54s believe TV advertising is more influential, effective and persuasive than other mediums... **Asian Television** has

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won **CRTC** approval for 10 new specialty channels. It says the new additions will fill the demand for movies, music, news, sports and entertainment in South Asian communities across Canada... **Network International** got **CRTC** approval 10 ten more digital licences to serve what's described as a growing The 2009 **Promax|BDA's** annual international gathering saw 89 awards overall going to Canadian broadcasters, well down from last year's 185. And last year was well down from the year before: 392. In 2006, Canadians brought home 255 awards overall. Canadian winners of this year's **Promax|BDA** awards are:

Company	Gold	Silver	Bronze	Total
Astral Media	4	5	7	16
Canwest Broadcasting	3	6	12	21
CBC/Radio-Canada	2	3	6	11
Corus Entertainment		2	2	4
CTV Creative Agency	3	11	18	32
TFO		2		2
TVO		1	1	2
S-VOX			1	1
TOTAL				89

The annoyance over loud commercials has turned political in the U.S. where some members of the Congress want the volume turned down. A bill would require the **FCC** to "preclude commercials from being broadcast at louder volumes than the program material they accompany." David Donovan, president of the **Association for Maximum Service Television**, told a **House Energy and Commerce Telecommunications Subcommittee** hearing that the major networks are each implementing policies that attempt to control the loud spots. Further, he said the bill could slow TV stations' voluntary efforts because any FCC proceeding would generate debate and uncertainty. A final review of an industry standard is expected next month... **Time Warner** and **Comcast** will join forces to bring cable TV shows to paying customers on the Internet. Beginning next month, the American companies will stream online video trials in the U.S. that will give 5,000 Comcast customers online access to Time Warner's **TNT** and **TBS** cable networks. Other networks are expected to participate in the trial later on.

RADIO: National radio sales fell in the third quarter by 13.9%, says **Canadian Broadcast Sales** (CBS). Ontario was hardest hit, absorbing 41% of the total revenue shortfall but still capturing 33% of total radio dollars. B.C. was second with a 26% drop in revenue and a 17.45% share of dollars. Alberta maintained its 21% share of revenue despite a 15.5% loss over last year. Requests for the 25-54 demo strengthened further in the quarter to 66.3 %, and, when combined with derivative demos, now accounts for over 80% of total radio spending... Last Saturday, **Newcap Radio** deep-sixed **Fuel 90.3 Calgary** and re-launched the station as "All The Hits" **90.3 AMP Radio**. AMP Radio sells the format as one that plays "ALL THE HITS"... The U.S. Senate has passed the **Webcaster Settlement Act** of 2009 which, if signed by **President Obama**, will suspend further the implementation of the royalty rates set by the U.S. **Copyright Royalty Board**. That would give time for the webcasters to continue to negotiate with rights holders. Many webcasters said rates set by the Copyright Royalty Board were too high to continue their streaming music businesses... **PepsiCo's AMP Energy** drink became the first product brand to have an event streamed live on **Facebook**. **The AMP Energy Rock Off!**, a rock band contest designed to attract consumers 18 to 25 with the beverage, was held last Saturday night in Toronto during the **Northeast Music & Film Festival**. PepsiCo is using Facebook as the central platform for its marketing campaign and combining that with on-site engagement. **OMD Canada** is the media agency for the campaign... A U.S. blogger says the **Recording Industry Association of America** (RIAA) appeal to the **FCC** over a student station not playing certain music hardly makes any sense. On the one hand, he argues, RIAA says that playing music on the radio and not paying performance rights is piracy while, on the other, not playing it is a federal offence. **musicFIRST**, the lobbying group put together by the RIAA to push for a performance rights tax on U.S. radio stations, asked the FCC to investigate radio stations that were apparently boycotting musicians who supported the tax. It claims that's an abuse of the airwaves. The blogger asks: "Shouldn't musicFIRST and the RIAA be thrilled that radio stations aren't playing their music? Or do they recognize the free promotional benefits radio provides for artists? They can't have it both ways, can they? First they're upset that the music is being "pirated" and now they're upset that it's not being "pirated"?"... **Terry DiMonte** is no longer doing his Noon-hour **Q92 Montreal** show from the **Corus** studios in Calgary. It's by mutual agreement, says the former Montrealer, having more to do with his being paid too much money for just six minutes of airtime. DiMonte remains in mornings at **Q107 Calgary**... A group of Windsor, ON, francophones has filed a legal injunction to try to stop the **CBC** from

discontinuing its French-language local radio news and programming. CBC says the shortfall in funding is pushing it to stop locally produced French content for the 35,000 francophone residents in the area.... **The Wave/The Wolf Nanaimo** worked with the **Loaves and Fishes Community Food Bank** to assist in providing needed relief. Through their efforts, the one-day campaign saw the community respond with \$6,700 in cash and food donations... **The Dock 104.1 Midland** is presenting **Burton Cummings, Randy Bachman** and **Lighthouse** in a *Radio for Radiology* benefit concert next Aug. 17 at **Casino Rama** in Orillia. Proceeds will go towards the new **Simcoe Muskoka Regional Cancer Centre**... **CFRB Toronto** has begun a garbage contest. If you're one of six winners, you get your trash – and that of your friends and neighbours – picked up every week for the duration.

REVOLVING DOOR: After 33 years in radio, **CJOB Winnipeg** morning show Host **Larry Updike** is calling it quits. He'll leave the **Corus** station at the end of August. Beginning in September, he joins **Siloam Mission** which helps Winnipeg's poor and homeless. Updike says, "*It is time to give back*"... **fm104.9 (CKCL-FM) Vancouver** PD **David Larsen**, **CKLG-FM (Jack FM) Vancouver** PD **Andy Ross** and **Rogers Radio Vancouver** Market Sales Manager **Jamie Letwin** are no longer with Rogers Vancouver... At **Rogers-owned FAN 590 Toronto**, cutbacks caused job losses. The only on-air staff member to go was late-night host **Norm Rumack**, who was at the station when it launched its all-sports format in 1992, four Sales Reps and another unidentified person... **John Shannon**, the former head of **Hockey Night In Canada**, is leaving his job as Executive in Charge of TV Programming and Production for the **NHL**. Shannon joined the NHL in March of 2006 after overseeing the launch of **Leafs TV**... **Ted Bradford** is MD/Afternoon Drive Host at **Classic Hits 95.5 (CJOJ-FM) Belleville**. He moved back to Canada from **Galaxy Communications** in Syracuse... **The Wolf Peterborough** sees **TJ Connors** take over mornings July 2. Connors moves from nearby **Bob FM Lindsay**. He's the son of **Scruff Connors**... **Alison Barton** has been hired by **Harvard Broadcasting** as its Promotion Manager at **104.9 the WOLF (CFWF) Regina**. Barton moves from **Mid-West Family Broadcasting** in La Crosse, WI... **Ken Boyd** is no longer the Afternoon Host at **89.5 The Hawk Chilliwack**, having moved on to an opportunity outside of broadcasting. His successor, beginning July 1, is **Karl Douglas**, ex of **CFMI Vancouver**, **CFOX Vancouver** and **Jack FM Victoria**.

SIGN-OFFS: **Romeo LeBanc**, 81, of Alzheimer's disease at his home in Grande-Digue, N.B. LeBlanc, Canada's first Acadian governor-general, switched from teaching to journalism in 1960 when he was hired by **Radio-Canada**, and worked for the francophone network in bureaus in Ottawa, Britain and the U.S.. In 1967, centennial year, he used his journalistic skills to get a communications position as press secretary to prime minister **Lester B. Pearson**, a position he continued to hold after **Pierre Trudeau** became prime minister in 1968... **Morley Jaeger**, 72, in Prince Albert. His vocal cords, said a local scribe, "*painted compelling pictures of the Prince Albert Raiders' rise to prominence in the 1970s and 1980s*" on **CKBI Prince Albert** when he was the play-by-play man. Jaeger went on to become a Prince Albert city councillor when his broadcasting days ended... **Douglas William Keough**, 82, in Vancouver. Keough worked as the first Sales Rep for the fledgling **CBC TV Vancouver**, later moving to Lethbridge and Victoria for similar start-ups... **Ed McMahon**, 86, in Los Angeles after a series of health problems. McMahon, **Johnny Carson's Tonight Show** sidekick and announcer for 30 years, became famous for his "*H-e-e-e-e-ere's Johnny!*" intro. McMahon had been a Marine aviator during both WW2 and the Korean war.

LOOKING: **Global Saskatoon** - a Sales Rep and a Production Editor; **Lloyd FM Lloydminster** - News Anchor/Morning Co-Host; **Astral Television Networks Toronto** - Director, Original Programming; **CTV Toronto** - Intermediate Systems Administrator and a Brand Partnership Coordinator; **Country 94/The Wave Saint John** - Program Director; **Rogers Radio Timmins** - Ass't Program Director.; **The Bounce Edmonton** - Promotions & Branding Coordinator; **CJOB/POWER 97/99.1 GROOVE FM Winnipeg** - IT/Broadcast Engineer; **Big Country 93.1 FM Grande Prairie** - News/Sports/Reporter; **CBC Trois-Rivières** - Host (Regional Services); **CBC Toronto** - Human Resources Director and a Senior BI Business Analyst; and **CBC Quebec City** - Maintenance Technician.