

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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November 5, 2009

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RADIO: **Astral Media Radio** has inked a multi-year agreement with Aeroplan to reward their direct radio and web clients with Aeroplan Miles when they purchase airtime and web space on its 83 radio stations... Vancouver-based **Bohn & Associates Media** says it will merge with **SparkNet Communications** Jan. 1. Bohn is the 25-year-old Canadian broadcast consultancy and SparkNet controls the **Jack FM** and **Playing What We Want** radio brands in the U.S. and Europe. As SparkNet Communications, under the direction of **Pat Bohn** and **Garry Wall**, the company says it will continue to serve and advocate for the interests of Canadian broadcasters and the music industry... A jury in Sacramento County has awarded the family of 28-year-old **Jennifer Strange** \$16.5-million for her death after participating in a **KDND-FM Sacramento** water-drinking contest. Strange, a mother of three, died of acute water intoxication after the challenge to see which contestant could drink the most water without going to the bathroom. The prize was a Nintendo Wii video game for winning the "Hold Your Wee for a Wii" contest. Ten KDND employees were fired after the death... The **Owen Sound Chamber of Commerce** has named **Bayshore Broadcasting** as its *Business of the Year*. Cited were Bayshore initiatives over the past year that included *Bayshore's Healthy Tomorrows*, a fundraising partnership with seven hospitals; the launch of an annual environmental forum and environmental award; the company's proactive leadership through the recession; and winning an FM licence for Orillia at its first competitive hearing.

TV/FILM: The DVR is no longer the "death of television". Instead, more people seem content to sit through the commercials than networks once thought. Against almost every expectation, nearly half of all people watching delayed shows are still watching commercial messages. According to **Nielsen**, 46% of American 18-49s are watching the ads during playback... **Nanos Research** says a study of more than 1,000 Canadians shows support for local TV stations being compensated from cable and satellite companies. Nanos says 70% of respondents agreed with the statement: "Local TV stations should receive a portion of the amount that customers pay on their monthly bill for cable or satellite TV". And **CTV** Exec VP **Paul Sparkes** says more than 130,000 Canadians submitted comments confirming local TV matters as part of the **CRTC** public consultation process... **CBC/Radio-Canada** has called for BDUs to offer basic packages of essential TV channels at a regulated price. CBC suggests the introduction of a pared-down package of all-Canadian channels, with the **CRTC** determining the minimum content and maximum price... Toronto specialty news channel **CP24** is taking to the rails with a new monthly one-hour talk show in a moving streetcar. **ON THE ROCKET**, with host **Adam Giambrone** – also the **Toronto Transit Commission** Chair – will talk transit via phone with callers-in and with viewers being invited to hop on and off the streetcar.

GENERAL: The **Canadian Association of Broadcasters** will hold an induction ceremony in Ottawa Nov. 30 for eight new members of the **CAB Hall of Fame**. They are: **Rob Braide**; **Michel Chamberland**; **Terry Coles**; (the late) **Charles Dalfen**; **Lyndon Friesen**; **Tony Parsons**; **Sidney Margles**; and **Sandy Sanderson**... An Ontario judge allowed **Canwest Global Communications** to move the money-losing **National Post** into the division that runs its other papers. Canwest said the move is the best hope of saving the newspaper. A number of Canwest divisions are restructuring under court protection from creditors, that has been extended to Jan. 22... A little-known numbered company inside **Canwest Global** is at the heart of a legal battle between **Goldman Sachs** and the bondholders controlling Canwest. Goldman is asking the courts to rebuild barriers that separate Canwest's profitable specialty TV from its parent. The Wall Street investment bank wants to undo what it calls a "fraudulent" and "abusive" move to rework the internal operation of Canwest in the days before it filed for creditor protection. Canwest creditors dissolved the numbered company as part of a larger drive to gain control

of the specialty TV unit (**CW Media Holdings**), widely viewed as the most prized asset. CW Media turned in a \$129-million profit over the last nine months and is not part of the court-supervised restructuring. Goldman Sachs owns 36% of the votes in CW Media, and 65% of the equity. The **CRTC** was surprised by the move since it wasn't told of the numbered company being dissolved... Meanwhile, **Angelo Gordon & Co.**, one of the biggest U.S. hedge funds, is building a stake in the bonds of **Canwest Global Communications**. And that's fuelling speculation that the fight with **Goldman Sachs** over the future of Canwest's specialty channels is about to get even hotter. Angelo Gordon has been buying Canwest debt since it filed for creditor protection in October. In hedge fund circles, there's a sense that Canwest's bonds could eventually be worth far more than they currently command... Defence Minister **Peter MacKay** has become engaged to **Jana Juginovic**, a **CTV News** exec based in Toronto and who is now on a one-year **Niemen** fellowship at **Harvard University** in Boston... **RTNDA**



Hugh Haugland

Canada says its annual award for news videography will now be known as the **Hugh Haugland Award** in memory of the veteran **CTV Montreal** cameraman who died in a helicopter crash this past August. Haugland spent 24 years at CTV Montreal and was the son of **Bill Haugland**, the long-time **CFCF-TV Montreal** Anchor, now retired... "*What goes around comes around*" also applies to broadcasting history. As an example, take **Charles Coughlin**, a Canadian-born Roman Catholic priest – the Radio Priest – who fulminated against U.S. President **Franklin Roosevelt**. In his Nov. 2 **Globe & Mail** column, **Jeffrey Simpson** says Coughlin thundered against Roosevelt's protection of "plutocrats" and "Communists" and for allowing the U.S. to fall under the sway of international bankers who were behind the Great Depression. On the first anniversary of President **Barack Obama's** election victory, Simpson says he "has been assaulted by the fiercely ideological, somewhat paranoid, well-financed and media-savvy battalions of the U.S. right. They have their audiences and their causes and the closed loops of their supporters." And he pointed specifically towards radio and TV hosts who wonder aloud whether Obama is working to

put the U.S. under a fascist regime and others who question whether he's even an American citizen. Still others attack him as a Muslim who intends to make the U.S. a "socialist" country.

REVOLVING DOOR: **Ross Hawse**, GSM at **Newcap Radio Edmonton**, joins **Rawlco Radio Edmonton** Nov. 30... **Sarah Cummings** has been appointed PD at **Astral Media Radio's** new FM station in Ottawa. Cummings, of **Astral Media Radio Niagara**, will divide her time over the next month between the two locations as she winds up her PD gig at **105.7 EZ Rock/Newstalk 610 CKTB**. Succeeding Cummings at the two St. Catharines stations is **Gina Lorentz**, the current PD at **CKNX-FM Wingham**. Also at Astral Media Radio Niagara, **Mike Tyler** becomes PD at **HTZ-FM**. His background includes stops at **Jack FM Toronto**, **Y108 Hamilton**, **The Hawk London** and **CFNY Toronto**. Both Lorentz and Tyler begin their new jobs Nov. 23... **Teleton** Director of Communications, **Pascale Guillotte**, departs broadcasting today (Thursday) to join **Kids Help Phone** in Toronto as Manager, Communications.

IGN-OFFS: **Helene Tahk**, 59, in Pickering, Ont., of cancer. She had been with **BBM** in Toronto for roughly 15 years as an Account Exec before leaving in 1998 to begin a new business with her husband... **Barry Burgess**, 63, in Regina of a degenerative neurological disorder. He spent 35 years with **CBC**, 25 of them in Saskatchewan, before retiring in 2002... **Alex Moir**, 84, in Edmonton. Moir was the supper-hour newscast Anchor on **CBC-TV Edmonton** for 25 years.

LOOKING: **SUN TV Toronto** - Account Executive; **Teleton Toronto** – Director, Communications; **Astral Television Networks Toronto** – Account Executive; **CTV Toronto** – Web Developer; **CBC Regina** - Associate Producer English Radio; **CBC Toronto** - Manager, Brand Development; **CBC Moncton** – Supervising Technician; **CBC Vancouver** - Manager, Production, French Services; and **MusiquePlus Montreal** - Directeur(trice) technique.

SUPPLYLINES: **Miranda Technologies'** third-quarter profit plunged 86%. The company cited lower revenue as the main reason for the decline.

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Dave Russell**, **Image Video Toronto**. Welcome!

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TV/FILM: The **CRTC** has approved the \$2 sale of **CHEK-TV Victoria** by **Canwest Global** to a group of private investors (the **CHEK Media Group**) comprised of local investors, 39 station employees and the **Communications Energy and Paperworkers Union**. Further, the Commission renewed CHEK's licence until Aug. 31, 2016. The station now airs seven hours of Canadian programming a day, including news. The CRTC reviewed the application and approved in less than a month's time, probably a record. Established in 1956, CHEK-TV is Western Canada's oldest private TV station... Americans spent four hours and 49 minutes a day on average in front of the TV during the 2008-2009 TV season. That's up four minutes from the year before and up 20% from 10 years ago. The average U.S. household watched eight hours and 21 minutes a day – an all-time high. Further, says **Nielsen**, while daytime viewing was flat compared to a year ago, it was still at its highest peak since 1991... **MuchMusic.com** now allows users to create an individual viewing experience similar to actually being at an event shown. Software works to allow each viewer to independently control their own "eyeballs" so that they can look sideways, up or down or all around, zooming in or out of the action. The impression Much hopes it creates is that viewers will feel themselves at the centre of the action... **Rogers Communications**

has marked the 40th anniversary of its local Rogers TV channels by reaffirming its support of community programming. **Phil Lind**, speaking at company HQ in Toronto, said: *"Local TV matters... we've said it a lot longer, although not as loudly as the broadcasters."* The company Vice-Chairman says **Rogers Cable** spends \$33 million a year on programming, producing 17,000 hours locally. **Rogers TV** (Cable 10 Toronto) was launched in October of 1969 and now includes 34 stations in Ontario, New Brunswick and Newfoundland... Actress **Shirley Douglas** will receive an international achievement award from **Women in Film and Television-Toronto** at WIFT-T's gala luncheon Nov. 30. Her career spans TV, screen, stage and includes work with directors such as **Stanley Kubrick** and **David Cronenberg**. Douglas' father was former NDP leader **Tommy Douglas** and her son is actor **Kiefer Sutherland**... **The Jay Leno Show** saw ratings hit a low Monday night, registering 1.15 in Adults 18-49. **NBC** is said to be shaking up the show's format.

VICE PRESIDENT, MARKETING & PROGRAMMING

The **National Broadcast Reading Service Inc. (NBRS)**, a federal not-for-profit company and charity, was established in 1989 to reduce media barriers faced by five-million vision and/or print-restricted Canadians. Its mission is to partner with others to provide services and products that help Canadians living with disabilities and others to reduce or overcome barriers to visual, electronic and print media.



Controlled by NBRS, **The Accessible Channel (TAC)** is a mandatory English-language digital television channel licensed to broadcast in open video description format to simplify access to a wide breadth of news, information, drama, entertainment and other television fare for its viewers.

The Vice President Marketing & Programming will be responsible for accomplishing the marketing objectives of NBRS and The Accessible Channel by developing and implementing comprehensive marketing strategies and programs, including the development of a new corporate brand; the development of strategic programming initiatives; and overseeing the public/government and affiliate relations programs.

Experience & Qualifications:

- Graduate/post graduate degree in Marketing or related areas
- 8-10-years experience in the multi-disciplinary functions of marketing with a particular emphasis on creating brand awareness. Minimum 5 years in a senior management position. Experience in the broadcast and media industries preferred
- Demonstrated experience in planning and managing at the strategic and operational levels
- Ability to work collaboratively with colleagues and staff to create a results-driven, team-oriented environment
- Exceptional track record of developing and implanting marketing strategies that have consistently met or exceed planned objectives, providing personal leadership through example. Deadline for submissions is November 18, 2009.

Applicants should e-mail their resume and covering letter including salary expectations to: jobs@nbrscanada.com.

The Accessible Channel and NBRS is an equal opportunity employer. We thank all applicants for their interest. However, only those applicants we plan to invite to a follow-up interview will be contacted.

RADIO: TALK 1410 (CFUN) Vancouver has been succeeded by another **CHUM Radio Vancouver** sports format, **TEAM 1410**. It will twin with **TEAM 1040 (CKST) Vancouver**. VP/GM **James Stuart** said CFUN's Talk format failed to grow an audience. There were 19 lay-offs, he said, and four other employees were affected by the change. Among those let go are PD **Stu Ferguson**, morning show Host **Simi Sara**, Hosts **Nikki Renshaw** and **Dave Brindle**, Retail Sales Manager **John Nicholson**, plus show producers, sales and administrative staff. PD **Robert Gray** of The Team 1040 adds Team 1410 to his duties... Online revenues from U.S. radio station-owned websites are expected to be up by year-end, even as traditional over the air ad revenue goes down. Researcher **SNL Kagan** projects online revenues topping US\$441 million by the end of next month, up 12% from the end of 2008.... On Monday, **Blackburn Radio** officially launches its new Country station, **FM 95.9 (CJWF-FM) Windsor**. 95.9 signed on back in late September with test broadcasts... **Virgin Radio Montreal** raised \$456,000 for the **Québec Breast Cancer Foundation** through challenging listeners. For each person who found a way to raise at least \$2,000.00, a personality from Virgin Radio, accompanied by a stylist, visited them to shave a head. Over 100 people gave up their locks for the cause... And, at **Virgin Radio Vancouver**, "**Bras Across the Bridge**" generated 2,360 bras and \$4,720 for Breast Cancer research. Enough bras were collected to span the Capilano suspension bridge seven times. Virgin Radio spent two weeks collecting bras before linking them together on the bridge as a massive show of "support".

GENERAL: Peter Mansbridge and **Gail Asper** were among 35 Canadians who were invested with the Order of Canada last week... Meanwhile, **Mount Allison University** in Sackville, N.B., confirms that **Peter Mansbridge** will be installed as its next chancellor at a ceremony next May. During his term – through to Dec., 2013 – the **CBC National** Anchor will act as the ceremonial head of Mount Allison, presiding over convocations, conferring all degrees and acting as an ambassador for the university... **Cossette Inc.**, one of Canada's largest advertising and communications firms, has agreed to be acquired and taken private by Connecticut-based private investment firm **Mill Road Capital LP**. Mill Road to pay \$7.87 a share for all issued and outstanding subordinate voting shares of Cossette... **Linden MacIntyre**, best known for his journalism on **CBC-TV's the fifth estate**, has won the **Scotiabank Giller Prize**. The prize, Canada's richest, at \$50,000, was for MacIntyre's second novel, *The Bishop's Man*.

REVOLVING DOOR: Nanos Research is no longer affiliated with the **Cable Public Affairs Channel**. **Nik Nanos**, CPAC's pollster for the last five years – and this year the host of *The Nanos Report* – says a conflict of interest broke their ties... **Cody Mackay**, ex of **CHUM Radio Vancouver**, moves to **Astral Media Radio Vancouver** on Monday as Director of Engineering. He succeeds **Barry Johnston** who retired... **CBC Radio 2** host **Tom Allen** has left his morning timeslot. Succeeding him is **Bob Mackowycz**. Allen moved to afternoons... **Ruth Winker** is the new Promotions Manager at **JAZZ.FM91 (CJRT-FM) Toronto**. She had been with **Fan 590/Jack FM Toronto**.

VICE PRESIDENT, OPERATIONS



www.nbrscanada.com

The Vice President, Operations will be responsible for accomplishing the production and operational objectives of the **National Broadcast Reading Service Inc (NBRS)** and **The Accessible Channel (TAC)** by providing leadership and direction to staff in the development and implementation of work flow process in digital content management.

Experience & Qualifications:

- Graduate/post graduate degree in a Media/Broadcast-related field
 - 8-10-years experience in television production with strong knowledge of the pre- and post- production requirements, engineering and digital distribution. Minimum three years in a senior management position
 - Strong technical knowledge and expertise with non-linear edit systems, new media formats including mpeg2, mpeg 4; 2D design software such as Adobe After Effects CS2, Photoshop CS2, Illustrator CS2 as well as Linear edit systems and High Definition Productions
 - Ability to lead by example and to work collaboratively with colleagues and staff to create a results driven, team oriented environment.
- Deadline for submissions is November 18, 2009.

Applicants should e-mail their resume and covering letter including salary expectations to: jobs@nbrscanada.com.

The Accessible Channel and NBRS is an equal opportunity employer. We thank all applicants for their interest. However, only those applicants we plan to invite to a follow-up interview will be contacted.

SIGN-OFFS: **Peter Hall**, 62, in Grande Prairie. Hall had been on-air at **Big Country Grande Prairie** for over 15 years. Before that, he was with **CFGP** (now **Rock 97.7 FM**) **Grande Prairie**... **Norris McLean**, 76, in Edmonton of a brain tumour. The former **CFRN-TV Edmonton** announcer and weatherman joined the AM/TV combo in 1963 and stayed until the early '80s, then moved across the road to **ITV Edmonton** and stayed through to his retirement in 1993.

The New Media Mix

Yellow Pages have historically captured more local advertising dollars in your market than all of the radio and TV stations combined! But those days are coming to an end. The only question is, "Where will those dollars go in the new media environment?"

If you don't take action now, those ad dollars will simply be transferred to CanPages, Canada 411, YellowPages.ca or a host of other on-line directories or web malls.

Humber College and **ENS Media Inc.** are hosting a special sales workshop to halt the migration of those dollars to new media and to increase your sales in 2010.

Selling Against Directories In The New Media Economy
You and your team will learn;

- The strategic differences between on-line directories and traditional yellow directories;
- How to get an appointment with professionals in the yellow pages who claim they "don't advertise";
- How traditional broadcast media can prosper in the new media environment;
- How to leverage convergence for more 52 week broadcast orders;
- New prospecting tools to attract new business categories.



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 before we sell out. Limited seats available.

LOOKING: **The National Broadcast Reading Service** is looking for a VP, Marketing and Programming for **The Access Channel**. See the ad on Page 1... The **National Broadcast Reading Service** also seeks a VP, Operations for both **NBRS** and **The Access Channel**. See the ad on Page 2... Other jobs we've heard about include **CTV Winnipeg** - Technical Director/Director - Operations; **Rogers TV Toronto** - Station Manager; **CTV Toronto** - Assistant Controller; **Global Television Edmonton** - Producer/Director; **Astral Television Networks Toronto** - Business Affairs Specialist (The Harold Greenberg Fund); **CBC Toronto** - Promo Producer/Director, A Mobile Application Programmer, a Web Developer (cbcsports.ca) and a Senior Writer (The National); **CBC Ottawa** - Senior Business Analyst; **CBC Goose Bay** - Reporter/Editor; **917 The Bounce Edmonton** - Program Director; **104.9 Vancouver** - Assistant Program Director; **Mountain FM Squamish** - Assistant PD; **Y108 (CJXY-FM) Hamilton/Toronto** - Midday Show Host; **Astral Media**

Radio Smithers - Account Executive; **Astral Media Radio Kelowna** - Account Executive; and **CKGY/CIZZ Red Deer** - Traffic Manager.



Reserve your tables now for the BES Annual Christmas Luncheon!!
Thursday December 10th, 2009 at the Sheraton Centre Hotel, Toronto

An afternoon (and evening) of celebrating the holiday season with your advertising colleagues. A great time to say hello to friends and customers, competitors and suppliers, and the people you never get to see. Why not have your staff office Christmas party with us?

For tickets, click <http://bes.ca/besevents.html>

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RADIO: **New Country 95.3 (CING-FM) Burlington/Hamilton** surprised the southern Ontario radio community last week (Friday the 13th) by dropping its seven-year-old format in favour of Greatest Hits. For the moment, the ID is **The New 95.3**. A new name is expected to become final in January. While no new talent has been announced, Country 95.3 morning show hosts **Paul McGuire** and **Lea Cater**, and mid-day Host **Laura Dunseith**, are no longer with the station although McGuire remains with **Corus**-owned specialty channel **CMT** in Toronto. Ironically, the **Country Music Association** just chose Hamilton for its awards show. **KX-96FM (CJKX) Oshawa** was quick off the mark, promoting itself as being the Greater Toronto Area's only Country formatted station...

CHUM-FM Toronto morning Host **Roger Ashby** will be inducted into the **Canadian Music and Broadcast Industry Hall of Fame** on March 11 during **Canadian Music Week** in Toronto. Ashby has been with CHUM Radio for 40 years – his first 16 years at CHR powerhouse **CHUM-AM... FM 104.9 (CKCL) Vancouver** has a new ID after its **Name That Radio Station** contest saw finalist entries proposing such IDs as: The Groove, The Rocket, Fun FM, Blast FM, Big 104.9, Coast FM, Splash FM, Sky FM, Hits 104.9 and WOW FM. The winner? **FUN FM... Evanov Communications**, formerly the **Evanov Radio Group**, is celebrating 25 years of service this year. Founded by **Bill Evanov** in 1984 with the launch of multicultural station **CIAO Brampton**, Evanov Communications now owns nine stations, has licence approvals for two more, one each in Halifax and Winnipeg, and has applications before the **CRTC** for two more; an English and a French station in Quebec City... The **University of Waterloo** radio station – **SoundFM** – will likely go dark Dec. 4 because of funding. Students voted this

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fall against paying \$2.50 per term to support it... This coming Saturday night, **CKGM Montreal** will celebrate its 50th anniversary at an alumni reunion bash in a downtown club. Talent expected to be on-hand include: **Marc "Mais Oui" Denis; Jim Bay; Buster Bodean; Rob Christie; Al Gravelle; Eden Polansky; Bob McDevitt; Tom "Bones" Malone; Don Burns; Robert Vairo; Senator Jim Munson; Roger Abbott;** and the newly reunited **Q92 FM Montreal** morning team of **Aaron Rand** and **Murray Sherriffs**. **Ralph Lockwood** was going to attend but health reasons will keep him at home in Pennsylvania... **Rawlco Radio** has received the *Outstanding Corporate Philanthropist* award from the **Hospitals of Regina Foundation**. The award recognizes the **Z99 (CIZL-FM) Regina** radiothons which have raised \$4.5 million dollars over the last 22 years. The award, accepted by Z99 VP/GM **Tom Newton**, also recognized **Gordon Rawlinson** and Rawlco's \$1.5 million dollar donation to establish the **Rawlco Centre for Mother Baby Care** at **Regina General Hospital**... The **National Association of Broadcasters** bought full page ads in two Capitol Hill publications to thank supporters of the **Local Radio Freedom Act**. Nearly 300 U.S. lawmakers have shown their opposition to the **Performance Rights Act**. The ad lists all 252 representatives and 27 senators. A majority in the House is 218 representatives, so to all appearances broadcasters have more than enough firepower to defeat PRA

should it make it to the House floor for a full vote. The support for local radio is completely bipartisan... Some say there are no limits to what an American talk show host can say, but recent incidents contradict that wisdom. In New Hampshire, conservative talk Host **Doug Lambert** called the chairman of the state Democratic Party a faggot. **WEMJ-AM Laconia** dropped him and the **Laconia Daily Sun** dropped his column. At **WTAQ-FM Green Bay** and **WHBL Sheboygan**, **Jerry Bader** got a two-week suspension for saying in his blog that Wisconsin's lieutenant governor had dropped her campaign for the top spot due to marital problems.

REVOLVING DOOR: **Eric Stafford**, who was caught on "Black Monday" (Jan. 19/09) as one of those let go by **Astral Media Radio**, has landed as GM at **CHUM's Energy 105.5 Calgary**. Stafford had been GM at **The Bear Ottawa** for 13 years... **Lyne Nault** has been appointed Sales Director at **Astral Media TVPlus** in Toronto. She succeeds **Paul Sedik** who is no longer with the company. Astral Media TVPlus represents Astral Media's 10 French specialty channels. Nault was promoted from her National Account Executive position... New GM/GSM at **Newcap Lloydminster** (two TV stations and seven radio stations in that cluster) is **Tim Weinberger**, ex of **Global Edmonton**. Former GM **Wayne Frolick**, who had been away on sick leave, has fully recovered and decided to move his vocation in another direction. As well, **Brian Labrie's** Regional Retail Sales Manager position was eliminated... **Murray Oliver** is the new National Assignment Editor at **APTN** in Winnipeg, succeeding **Mark Halsal**. Oliver's background includes Bureau Chief for **CTV** in Africa and Iraq and as an investigative journalist at **CBC**... **Brian Hetherman** has become VP, Industry Affairs at **FACTOR** in Toronto. Before being offered the job, Hetherman resigned from the **FACTOR** Board of Directors. Because he has to divest himself of current management and label commitments, Hetherman will begin with **FACTOR** on a part-time basis Dec. 1 and be in his new job full-time on April 1. He is President of the **Music Managers Forum (MMF)** in Canada and Vice Chair on the **IMMF** Board... The afternoon Host at **WIOQ-FM Philadelphia** – **Joey Brooks** – will move north to become the new **CHUM-FM Toronto** afternoon drive Host. Brooks steps into the new gig early in the new year. Meanwhile, **Richie Favalaro** who's been covering PM drive, will move to Swing, hosting the **CHUM Chart** program and doing interviews... **CBC-TV**, with an eye toward U.S. and international audiences, is shuffling its management team to strengthen co-productions and financing. **Fred Fuchs**, the arts and entertainment head, has become GM of



production enterprises while creative drama head **Sally Catto** takes over Fuchs' old job... **Buzz Bishop**, most recently of **Astral Media Radio Vancouver**, takes the reins of the **90.3 AMP Radio Calgary** morning show next month... **Alexis LaForest** has been promoted at **Corus Winnipeg** to Promotions Manager, succeeding **Lisa-Marie Buccini** who left the industry... New Weather Specialist on **CJAD Montreal's** morning show is **CTV's Lise McAuley**... **Kathy Corcoran** is now Manager, Broadcast Research at **S-VOX** in Toronto. Before joining the company, Corcoran held research positions at **Sun TV, CTV, WIC** and the **Canada Media Fund**... **Lou Dobbs**, who worked at **CNN** for all but two years of its existence, has resigned. He made the announcement on *Lou Dobbs Tonight*, finished the newscast and walked out of the building... **Sirius XM Radio Inc.** says **XM Satellite Radio** founder **Gary Parsons** has resigned as

Chairman. The Board appointed independent director **Eddy Hartenstein** as non-executive Chairman. Here in Canada, **Canadian Satellite Radio Holdings**, the parent of **XM Canada**, appointed **Dara Altman** to the company's Board of Directors. She is an executive with Sirius XM and succeeds Parsons.

TV/FILM: **Canwest Global** President **Leonard Asper** says cable companies have gained so much power they've become a threat to Canadian broadcasting. And, says Asper, the **CRTC** is mostly to blame because it set ground rules that impoverished broadcasters and put cable firms "in the penthouse".

Over the past 40 years, he said, "... regulatory policies and decisions have favoured one sector to the detriment of another, resulting in a massive wealth transfer." Canwest is the last of the major broadcasters to at the Gatineau CRTC hearing asking that conditions be set that would compel the BDUs to pay for over-the-air TV signals.

In point form, other highlights over the Monday to Wednesday period included:

- * – Canwest Regulatory Affairs Executive **Charlotte Bell**, told CRTC Chair **Konrad von Finckenstein** that he should show some spine: "You have to pull your weight to keep this under control."
- * – von Finckenstein stressed that he is interested in a solution that won't involve a rate increase for subscribers.
- * – The Conservative government told the Commission that it won't tolerate charging consumers more.
- * – **Quebecor** President **Pierre Karl Peladeau**, whose firm is both Quebec's dominant broadcaster and cable operator, said the solution is to divvy it up differently. He wants the stakeholders given three years to rebalance the system by allowing both specialty channels that get a fee-for-carriage and OTA stations that don't to duke it out. And, to make sure there is real negotiation, the Commission should remove the must-carry label from everything except English and French-language CBC. That way, he said, Canadians get to pay for only the stations they want to watch and the market determines the value of specialty and conventional signals.
- * – Peladeau also noted that while OTA revenues keep dropping, the CRTC continues to impose on them the onerous costs of producing domestic programming.
- * – A proposal on Tuesday by the CBC that cable firms offer viewers an inexpensive "skinny basic" package that would include mostly the Canadian channels was met by interest from some Commissioners. Expanded packages could be up-sold, said CBC, but the existence of a low-cost option would dissuade gouging.
- * – Cable industry executives steadfastly refuse to negotiate with the broadcasters. Backroom chatter is that the BDUs know they don't have to bend because the argument is likely to be pushed upstairs to Heritage Canada if they lose.
- * – CBC President/CEO **Hubert LaCroix** reminded the Commission that in 2000, Rogers had no difficulty in saying that **iCraveTV**, which had been showing TV programs on the Internet, was trading on the value of broadcasters' signals without doing anything to develop or licence content. Rogers asked for \$30 million-plus in damages.
- * – LaCroix also said that prior to the recession, Rogers' OTA properties showed a -18% revenue stream and that it asked the CRTC to be relieved of any requirement to do drama or any other programming of national interest.
- * – **Ivan Fecan**, the **CTVglobemedia** President/CEO, said if the company doesn't win fees for carriage, it will walk away from its OTA TV business.

*– CTV wants the ability to decide, on a per-station basis, if it wants mandatory carriage or cash. It also wants the right to pull signals if negotiations fail.

*– CTV says 65% of its coverage area will be digital by the August 31, 2011 transition date. But the balance of stations will likely have to wait until December, 2013. That didn't set well with Commissioners who reminded the network that the mandatory 2011 date has been set in stone for years.

*– Rogers accused the networks of being locked in an "irrational" bidding war for U.S. programming, telling the CRTC that the broadcasters should not be allowed to collect the fees...

Alberta's film industry will be getting a new film studio in Calgary after a tentative deal was reached with **WinSport Canada**, the owners of the **Canada Olympic Park** site where land will be purchased for it. Estimated to cost \$26 million, not including the purchase of the land, the studio will be built – beginning next spring – on four hectares of Olympic Park property, that is, provided negotiations reach a satisfactory conclusion... Meanwhile, the Alberta government, to further support the province's evolving film, TV and digital media industry, has modified its film development program so that the requirement to have a broadcast licence in order to pursue funding has been removed... There was a time – in prime time – when there would be no way one would hear someone described as a "douche", especially before 9 p.m. But it's happening on all the U.S. networks and, of course, spilling into Canada. The American **Parents TV Council** says the word has been used 76 times this fall on 26 shows. Douche isn't obscene or profane but does seem to be, says PTC, the latest in TV's efforts to expand the boundaries of taste. And that, says the Council, is probably an attempt to stop audiences from defecting to the largely unregulated specialty channels. Even though the language is getting rougher, **Timothy Jay**, a psychology professor at the **Massachusetts College of Liberal Arts**, says "douche" has evolved to the point where it's lost much of its offensiveness. Most kids, he says, have no idea what it means.

GENERAL: **Corus Entertainment** is among the 2009 top 10 "most admired" corporate cultures in Canada. The new survey, compiled by **Waterstone Human Capital**, ranked Canadian companies with strong corporate cultures despite the economic downturn... **Canadian Women in Communications-Edmonton** is holding a networking event Dec. 1. For details, contact **Jo-Anne Fischer Cassidy** at jafc@shaw.ca.

LOOKING:: **Global Television's 16:9 The Bigger Picture** Toronto - Freelance Reporters; **Astral Media Toronto** - Research Manager; **Astral Media Radio Toronto** – Account Executive; **Astral Media Radio Penticton** - Creative Writer; **EZ Rock 104.9/The Team 1260 Edmonton** - Senior Account Executive; **MBS Charlottetown** - Engineering Director; **CBC Montreal** - Sales & Marketing Officer; **Global Edmonton** - News Anchor; and **Global Regina** - Anchor/Reporter; Assignment Editor.

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Jeff Simpson, AVID Toronto**. Welcome!