

# Dialogue BROADCAST

The Best Broadcast Briefing in Canada

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Christensen Communications Ltd. \* 18 Turtle Path \* Lagoon City ON \* L0K 1B0  
[www.broadcastdialogue.com](http://www.broadcastdialogue.com) \* [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

Thursday, July 1, 2010

Volume 18, Number 8

Page One of Three

**T**V/FILM: CTV is seeking what it describes as urgent regulatory relief so as to keep their six /AI TV stations functioning. The secondary market CTV properties, says the company, keep on losing money – to the tune of the tens of millions annually. It's asking the **CRTC** to either eliminate or reduce a number of requirements, including the removal of requirements related to priority programming and reduction of the 55% CanCon requirement... **Hulu**, the free video website in the U.S., has unveiled a monthly payment plan that will give users access to full seasons of programming on American network TV. The Hulu Plus service is priced at \$9.99 and will be made available on certain products and services... **ZoomerMedia** has completed the acquisition of **Vision TV: Canada's Faith Network/ Reseau Religieux Canadien**, the acquisition of **MZ Media Inc.** and its radio stations, the acquisition of other complementary companies and the acquisition of a commercial property to house the new combined ZoomerMedia. The complementary companies include **Christian Channel Inc.**, which owns

the licences for **Joytv 10 (CHNU- TV) Fraser Valley** and **Joytv 11 (CIIT-TV) Winnipeg**... The 2010 Attitudes Survey, conducted by **BBM Analytics** for the **Television Bureau of Canada**, shows TV as being the most influential, persuasive, effective and powerful advertising medium. It outperformed radio, Internet, print and out of home through all demos. The poll of 1,001 people found that 59.6% of 18+ adults said TV advertising was the most influential. That compares to 13.1% for newspapers, 11.9% for the Internet, 5.7% for radio, 3.8% for magazines and out of home was at 0.8%. Television had the highest reach of all media (85.7%) with 23.9 hours of viewing per capita weekly... The **FCC** has slowed the merger process between **Comcast** and **NBC Universal**. It says the two haven't provided complete responses to requests for data ranging from channel lineup to organizational structure... Investor **Carl Icahn** said he wouldn't extend his offer for **Lions Gate Entertainment**, worth \$7 per share, beyond the close of business yesterday (June 30). He owns about 32% of the company and wanted a stronger hold so as to replace its board of directors... **PromaxBDA**, the global association for marketing, promotion and design professionals working in the entertainment industry, concluded its 55th annual conference



## General Sales Manager Newcap Radio Red Deer/ARG South

Central Alberta is the place to be! Red Deer is a great place to do business and an even better place to live! With a population of approximately 100,000, Red Deer is a perfect choice for a relaxed lifestyle, excellent health care, diversified recreational facilities, tourism attractions, a proud, vibrant economy and culture.

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**Application deadline is 5 p.m. (Mountain) July 15/2010.** Only short listed candidates will be contacted no later than July 26/10.

*Newcap Radio Inc. values diversity in the workplace and is committed to employment equity.*

in Los Angeles on the weekend. Among the big winners was **CTV Creative Agency**. Here's the Canadian breakdown:

Company	Gold	Silver	Bronze	Total
<b>CTV Creative Agency</b>	33	29	26	88
<b>Astral Media</b>	9	6	2	17
<b>CBC/Radio-Canada</b>	6	2	6	14
<b>Canwest</b>	4	1	6	11
<b>Corus Entertainment</b>	1	1	4	6
<b>TVO</b>	5	0	1	6
<b>TFO</b>	1	1		2
<b>Maple Leaf Sports Ent.</b>	1		1	2

**REVOLVING DOOR:** Doug Elphick has joined **Joytv 10 Vancouver** (now owned by **ZoomerMedia**) as GSM. He begins July 12. Elphick had been Director, National Sales, Western Region for **CTVglobemedia** from 1997 to 2008 and was most recently with the **CTV Olympic Broadcast Consortium...** **Brian Blackburn** is no longer GSM at the **Jim Pattison Broadcast Group** (JPBG) radio stations in Victoria. A successor isn't expected to be announced for a while. In the interim, **Bruce Davis**, VP of Sales for JPBG and GM of the Kelowna radio properties, will step into the role and be in Victoria a few days each week... **George Gordon**, who had been morning Anchor at **News1130 Vancouver**, is moving to the first radio station he'd ever heard in his life: **CFRA Ottawa**. Gordon returns to Canada's capital and begins as CFRA morning News Anchor August 3. As well, he'll be tasked with coaching and mentoring other on-air personalities... Lots of new people at **Harvard Broadcasting's** prairie stations. **Tamara Konrad** will become GM/GSM at **CKEA 95.7 Edmonton**. Konrad moves to Harvard from her Ops. Mgr. position at **Corus Edmonton**. where she's currently the Operations Manager. In addition to his GSM responsibilities at **X92.9 (CFEX) Calgary**, **Gary Brasil** becomes National Sales Manager for the Harvard group. Broadcast Engineer **Chris Terpsma**, the Chief Engineer at **Vista Broadcasting**, will move to become responsible for tech operations at Harvard's new stations in Edmonton and Red Deer. **Angie Norton** has become the new Business Manager for the company's Regina and Yorkton stations. And, **Christian Hall**, in addition to his responsibilities as PD/Ops. Mgr. at X92.9, becomes Program Manager for the Harvard Alberta Radio cluster... **Bill Toffan** has returned to **104.9 The Wolf Regina** in the position of PD and Morning Show Co-Host. He succeeds **Chris White** who recently joined the sales department... **Mark Lade**, after 50 years behind the microphone, has called it quits. During his career, Lade worked in such venues as Owen Sound, Woodstock, Hamilton, Chatham, Niagara Falls, Welland and London... his last stop being **Oldies 1410 CKSL London...** **Jennifer Stewart** has been promoted to Exec Director of Acquisitions, Development and Feature Film Network Programming at **CBC's** English Television Services. She will continue heading acquisitions and managing the development process for the creative departments of all English TV genres... **Ceara Kavanagh**, PD at **Vibe 98.5 Calgary** (as of yesterday [Wednesday] **Virgin Radio 98-5**) will leave the station at the end of July to return to **107.3 KOOL FM Victoria** where she'll become afternoon drive Host Aug. 11... **Derek Luis** is new CEO at **National Screen Institute - Canada** (NSI), succeeding **Susan Millican**. He was a **SUN TV/Quebecor** Media Executive whose career includes 20 years of broadcast, print and online experience across news and current affairs, drama, factual, documentary, variety, performing arts and web content... **Paul Sedik**, ex of **Astral Media Television**, has landed as Regional General Manager, Central Ontario at **NEWAD**, a Toronto-based agency.

**IGN-OFFS:** Myles Morton, 85, at Belleville General Hospital. Morton, the owner of **Quinte Broadcasting Radio Group** (**CJBQ/Mix 97/Rock 107 Belleville**) was also the former owner of the **Belleville Intelligencer** newspaper and **Cablevue**, the local cable company. He had been in declining health for the past year... **John Delazzer**, suddenly of a heart attack, in Toronto. Delazzer was the voice of **TVO** for many years and, before that, an Announcer at **CKKW Kitchener**.

**RADIO:** Oldies **AM 1380 CKPC Brantford** has gone country. The new ID is **NEWS COUNTRY AM 1380** and the station is programming country favourites "from the 60s to today". First tune on the new format was **Alan Jackson's Gone Country**. The station features ALL NEWS mornings performed by **Brent Slightholme** and **Matt Ruiss** during a three-hour news wheel... The Toronto **Rogers** sports station, **FAN 590**, did some housecleaning over the past few days, firing the morning drive team of **Don Landry** and **Gord Stellick**, plus morning show Host **Mike Hogan**. Also on their way out are Announcer **Rick Ralph** and Producer **Brian Angus**. There are other programming changes as well. As for the morning show, Toronto radio veteran **Jeff**

**Lumby** took over on an interim basis... At Noon yesterday (Wednesday), a three-minute intro to **Vibe 98.5 Calgary's** new ID – **Virgin Radio 98-5** – began with heavy breathing and a bit of moaning, leading into a theatre-of-the-mind vignette of a hospital's delivery room and the birth of **Astral Calgary's** new baby. First song aired was *California Girl* by **Katy Perry**... **Dr. Demento's** over-the-air radio career is over after nearly 40 years. He's discontinuing his syndicated show of airing tunes celebrating everything from dogs getting run over by lawnmowers to cockroaches devouring entire cities. By summer's end, his hyper-enthusiastic voice will be heard only on the Internet as it introduces oddball classics. The stations carrying his show had declined to fewer than a dozen.

**GENERAL:** **Shaw Communications** reported better-than-expected third-quarter results Wednesday, reporting net income of \$158 million for the three-month period, compared to \$132 million a year ago. The result puts share value at 37 cents, topping analyst expectations of nearly 34 cents. Revenue increased 10% to \$943.6 million... The **Canadian Broadcast Standards Council** has received the **Bill Hutton Award of Excellence** from the **Radio Television News Directors Association of Canada**. Formerly known as the *Friend of RTNDA Canada Award*, the award was renamed in 2009 to honour the late **Bill Hutton**, RTNDA Canada's first President. The award is given to individuals or organizations which have shown a true commitment to RTNDA and the betterment of broadcast journalism in Canada. Previous recipients of the award include **The Canadian Press**, **WIC**, **VOCM Radio**, **Golden West Radio**, **Broadcast Dialogue**, **CTV**, and the U.S. **RTDNA**.

**LOOKING:** **Newcap Radio Red Deer** seeks a General Sales Manager. See the ad on Page 1... Other jobs we've heard about include: **Newcap Radio Ottawa** – Retail Sales Manager; **boom 973 Toronto** – Imaging Producer; **Corus Radio Vancouver** – Business Manager; **Corus Radio Edmonton** – Business Manager; **Newcap Radio Red Deer** - Accounting/Traffic Clerk; **Dome Productions Toronto** - Mobile Engineering Technician; **TVO Toronto** – Manager, Corporate Communications and a Senior Information Officer; **APTN** – Camera/Editors for Edmonton, Saskatoon and Iqaluit; **CBC-TV Québec City** – Chief Editor; **CBC Calgary** – Host, English TV; **CBC Vancouver** – Reporter/Editor; **CBC Regina** – Technical Producer and a Supervising Technician; and **CBC Toronto** – Supervising Technician and a Manager, Production Resources & Operations.

**SUPPLYLINES:** **FUJINON**, effective today (July 1/10), has become **FUJIFILM Optical Devices U.S.A., Inc.** a newly formed subsidiary of **FUJIFILM North America Corporation**.

## Your Broadcast Dialogue July/August Edition is in the Mail.

*But if you're anxious to see it right away, go to our website, choose MAGAZINE, and click on either the digital or the pdf version.*

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Thursday, July 8, 2010

Volume 18, Number 9

Page One of Two

**SIGN-OFFS:** **Murray Chercover**, 80, in Toronto of complications following Pneumonia. The former **CTV** President/CEO helped shape the network from its inception. He retired in 1990 but continued as a special consultant to CTV while also developing his own **Chercover Communications**. In addition to an *Emmy* for his contributions to the broadcasting industry, Chercover collected a number of personal honours during his career including: the **CAB** Distinguished Service Gold Ribbon (1986); the **CFTA** Gold Medal for Lifetime Achievement (1988); a "Rockie" Lifetime Achievement Award from the **Banff Television Festival** and the **Conestoga College** Award for Excellence in Broadcasting (1990); the **Broadcast Executives Society's** "Achiever" Award (1991); and, he was named to the **CAB Broadcast Hall of Fame** in 1994... **Randy Dewell**, 62, in Halifax of a heart attack and a series of strokes. The former Halifax alderman, award-winning broadcaster – including the **Ted Rogers Sr/Velma Rogers** award – and civil servant, had such stops in his on-air career as **CFRA Ottawa**, **CHUM Toronto**, **CKGM Montreal** and **CJCH Halifax**.

**TV/FILM:** All production staff at **JoyTV 10 (CHNU) Vancouver** – 17 people – have been let go. Apparently new owner **ZoomerMedia** is working on a six- to eight-month plan to turn the station's fortunes around... **TVB's Ad Receptivity Survey** found that 18-34s are the most receptive and attentive to TV advertising. **BBM Analytics** conducted the survey last month. The survey revealed that across all demos, TV ads are the most noticeable compared to other forms of advertising. For full results, [http://www.tvb.ca/pages/RECP2010\\_htm...](http://www.tvb.ca/pages/RECP2010_htm...) **Bell** says it has a partnership to deliver live coverage of **Canadian Football League (CFL)** games on **TSN** and **RDS** for the 2010 season to **Bell Mobility** clients on their smartphones. The service is available across Canada and includes all 2010 regular season and playoff games... **Playhouse Disney télé**, the French-language channel for preschoolers, began broadcasting Monday morning. The learning-based specialty service for Francophone families is owned by **Astral Media**... **Jay Switzer** has won approval for four Category 2 specialty channels: **The Love Channel**; **KISS**; **Adventure**; and **Velocity**. Switzer leads a company yet to be incorporated and was **CHUM Limited** President/CEO before that company was sold to **CTV**. Love Channel will deal with romance, KISS with relationships, Adventure with contemporary action and adventure and Velocity with action movies featuring car chases, explosions, special effects and/or martial arts... **Global BC** was not discriminating against police when it aired a newscast's top three stories that were not flattering to them. A complainant said there was an anti-police bias but the **Canadian Broadcast Standards Council** disagreed, making points that can be found at [www.cbcs.ca...](http://www.cbcs.ca...) U.S. Rep. **Anna Eshoo** (D-Calif.) isn't happy with **DISH Network's** move to take the **Federal Communications Commission** to court over a requirement that it carry HD **PBS** signals by next year. DISH, the second largest satellite BDU in the U.S., says the requirement infringes on its First Amendment rights by coercing it into giving the channel preferential treatment rather than leaving DISH to decide how best to serve its subscribers. In a court filing, DISH says that while it "values PBS programming" the question at hand is "who gets to make the editorial judgment whether to carry local PBS stations in HD — DISH or the government"... China has launched a 24-hour, global English-language TV network. **CNC World** is first broadcasting on cable in Hong Kong and is expected to expand its cable service to North America, Europe and Africa by the end of the year.

**RADIO:** Three-year old Country **HANK FM Winnipeg** died this week and was succeeded by **K-Rock 100.7**, moving the **Newcap** station from Country to "World Class Rock". Mornings are now programmed with the syndicated **Bob and Tom Show**, based in Los Angeles... **Target Broadcast Sales** will become the national rep shop for **Harvard Broadcasting's The Wolf (CFWF-FM)/Lite 92 FM (CHMX-FM)/620 CKRM Regina, WIRED 96.3FM (CFWD-FM) Saskatoon, GX94 (CJGX)/FOX FM (CFGW-FM) Yorkton, X92.9 FM (CFEX-FM)**

**Calgary** and soon-to-launch **CKEA-FM Edmonton** and **CKRI-FM Red Deer**. The official date for beginning Target's representation is still up in the air but expected to be no later than Sept. 1... **Corus Radio**, in partnership with **BlueNest Technologies**, has launched **CorusConnect**, a web-based service tool that enables Corus Radio Toronto's retail and agency clients to manage all aspects of their account online. They can pay their invoices online, listen to their current ads and view their ad schedule in real time. A national roll-out of the program is slated to launch on all Corus Radio stations in the next year... The **Evanov Radio Group's** three Ontario **Jewel** (Toronto, Brantford & Hawkesbury) stations took part in **Boating For The Cure** at the Muskoka Wharf in Gravenhurst, raising upwards of \$15,000 for the **Canadian Breast Cancer Foundation** and **Prostate Cancer Research Foundation**... Last Thursday afternoon, **AM 1550 Richmond** Host **Jasbir Singh Romana** went on-air with a special two-hour Canada Day show that revealed a depth of emotion. The station, which serves the lower BC mainland's South Asian community, heard caller upon caller talk about living in a tolerant, democratic country that rewards hard work. In their home countries, callers said, if you're not the offspring of a rich person you've got a life struggle on your hands. Callers' pride in Canada wasn't restricted to material success. They also talked about the attraction of Canadian values of fairness, civility, respect for law and openness to newcomers.

**REVOLVING DOOR:** **Earle Mader**, the PD at **C100 Halifax**, has retired. Mader spent his 30-year broadcast career with the **CHUM** station, the last two and a-half years as PD. **The BOUNCE** PD **Chris Duggan** has taken over as PD for both stations. Mader won Music Director of the Year honours (secondary market) at the **2002 Canadian Music Week**... **Jennifer Yascheshyn** has been promoted to PD at **CHUM Kingston** from Promotions and Marketing Director. She succeeds **Dan Melon** who is moving to the faculty at Ottawa's **Algonquin College**. New Marketing and Promotions Director is **Shawn Whalen**, who continues with his regular **FLY-FM Kingston** on-air shift... **Matthew Waddell** has moved to **TELETOON Canada** in Toronto as Creative Director. Most recently, Waddell was Associate Creative Director at **Astral Television Networks**... **Kapila (Kaps) Ratnayake** is the new Chief Engineer at **Corus Radio Cornwall**. He had been with **Rogers Radio Calgary**... **John Waterman** becomes the new ND at **98.1 FM CKBW Bridgewater** July 19. He'll also be responsible for news on the soon-to-be-launched Country station, **CJHK-FM**. Waterman had been with **ATV/CTV Halifax** and, most recently, **91.7 The Coast Sechart**.

**LOOKING:** **96.7 (CHYR) Leamington** - morning show Host; **Astral Radio Toronto** - National Content Manager and an Assistant Music Director; **Astral Fort St. John** - Radio/TV News Director; **Virgin Radio Toronto** - Afternoon Drive Host; **100.3 The Bear Edmonton** - Weekend Host; **The Team 1260 Edmonton** - Play by Play Broadcaster/Talk Show Host; **99.7 EZ Rock Ottawa** - Evening Host; **Corus Interactive Toronto** - Technical Coordinator; **CKDK 1039FM Woodstock** - Morning News Announcer/Talk Show Producer; **XL96/C103 Moncton** - Creative Director; **CBC Toronto** - Manager, Content Training and a Managing Editor cbcnews.ca; **CBC Halifax** - Program Manager NS/NL; **CBC Winnipeg** - Senior Communications Officer; **CBC Fredericton** - Operations Manager New Brunswick; **Citytv Calgary & OMNI** - Creative Services Manager; **Citytv Edmonton** - Video Journalist; **Citytv Calgary** - Breakfast Television Co-Host; **CTV Ottawa** - Account Executive; and **/A\ Barrie** - Senior Anchor/Reporter.

**SUPPLYLINES:** **Paul La Frenais** has given up his position at **Novanet** in Ajax due to medical reasons. His successor is **Rod Ditz**... After 35 years at **Rohde & Schwarz**, including seven on the Executive Board and five as its Chairman, **Michael Vohrer** has retired. As of July 1, **Manfred Fleischmann** serves as President and CEO... **Brian Spiers**, best remembered as the ex **Grass Valley** Sales Manager for Canada (and based in Toronto), has moved to Gainesville, FL, to become VP Sales North America for **Digital Broadcast, Inc.**... **Distribution Access** in Toronto has signed an agreement to acquire **Canamedia**, one of Canada's oldest broadcast distribution and production companies.

**EDITOR'S NOTE:** Our annual summer two-week break this year will see our last BD Briefing delivered Thursday, July 22 and resumed Thursday, August 11. There will be no delivery on either July 29 or August 5.

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Thursday, July 15, 2010

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Page One of Three

**GENERAL:** **Corus Entertainment** had a \$31.4-million profit in the third quarter, revenues up 12% over last year. Net income was the equivalent of 39 cents a share compared with last year's third quarter loss of \$145 million or \$1.81 per share. The year-earlier loss included a \$172.5 million charge to reflect the impaired value of its broadcast licences and goodwill assets. Corus says revenue in the third quarter increased to \$218.4 million, with specialty TV channels rising by 14% to \$147 million. Radio was a little slower with a 9% increase in revenue to \$71.4 million... The **Federal Court of Appeal** has unanimously sided with Internet Service Providers in that providing access to broadcasting is not the same as broadcasting. With a content-neutral approach, said the Court, ISPs fall outside of the Broadcasting Act. An Internet levy proposal last year got support from a number of Canadian creator groups. They argued that video content streamed online meant that ISPs were broadcasters and should be seen as such. The groups were, of course, seeking financial support for Canadian content... A slip of the tongue isn't going to cost U.S. broadcasters an arm and a leg. On Tuesday, a federal court tossed out the **FCC's** indecency policy, ruling that it violates the First Amendment. The Court also admonished the American regulatory body for vague enforcement of incidents like the **Janet Jackson** "wardrobe malfunction" and **Bono's Golden Globes** f-bomb. Further, said the Court, the indecency policy resulted in a standard that even the FCC couldn't articulate or apply consistently. The three-judge panel, however, did not preclude the FCC from attempting to come up with new rules on indecency...

**Verizon Communications** in the U.S. has been buying ad displays warning consumers that **Time Warner's** contract with **Disney (ESPN, ABC and Disney Channel)** expires Sept. 2. So, instead of being blacked out as the **Oscars** were in some areas, Verizon is pitching people on pre-emptively switching to its **FIOS** service. Industry watchers say that for such a campaign to appear up almost two months ahead of a deadline demonstrates the increased pressure faced by the likes of cable giants such as **Time Warner**. Verizon and its telecom colleagues – **DirecTV, AT&T and Dish Network** – are trying to build market share by

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offering better value at a smaller price. And it may be working. Six years ago, U.S. cable companies had 72% of the market, satellite operators had 28% and telecom competitors had none. By last year, satellite had 33% and telecom 5%, whittling down cable's share to 62%... **NBA** superstar **LeBron James** gave **ESPN** the exclusive when he announced that the **Miami Heat** was the team for which he'd chosen to play. But he did it upon conditions that included his choice of interviewer and, significantly, that all ad revenue be donated to charity. And this is where U.S. media critics have come to the fore, asking if this wasn't the equivalent of paying for a scoop. Further, wondered **AdAge**, could this be the start of a new trend in news control? ... At this week's Sun Valley conference, hosted by boutique investment bank **Allen & Co.**, small-sized acquisitions and strategic buys rather than megabuck deals such as the recent **Comcast/NBC Universal** blockbuster are likely at the forefront for financiers and broadcast media leaders.

**REVOLVING DOOR:** **CTV's Lloyd Robertson** has announced his retirement, set for next summer. By putting it off until then, he'll round off his career there at 35 years from the day he joined then-Anchorman **Harvey Kirck** in 1976 as co-Anchorman of **CTV News**. He's been Chief Anchor and Senior Editor since 1983. Robertson, 76, made the announcement at the end of last Thursday's broadcast. The next day, **Lisa LaFlamme**, 45, was announced as his successor. She began her broadcast career at hometown **CKCO-TV Kitchener** in 1988. Reporting stints include Iraq, Afghanistan, Sri Lanka, Haiti and as a political correspondent in Ottawa... Former **NBC News** Foreign Correspondent **Dawna Friesen** is the next Anchor of **Canwest's Global National**, succeeding **Kevin Newman** after he steps down next month. Friesen, a native of Winnipeg, began her career at **Global Winnipeg**, then worked at **CBC** and **CTV** before being hired by NBC in 1999. Friesen's reporting duties took her throughout Europe and the Middle East from her base in London... **Gerry Pigeon**, who's been with **Corus Radio Calgary** the past nine years, the last six as RSM, will move August 3 to **NL Broadcasting** in Kamloops to become GSM for NL's three stations there – **CHNL**, **CKRV-FM** and **CJKC-FM**... **News 95.7 Halifax** talk show Host **Andrew Krystal** will do his last broadcast there July 30 and then move to sister **Rogers** station **Fan 590 Toronto**... **Shelly Datseris** has been appointed Manager, Communications at **Teletoon Toronto**. Her background includes seven years at **Rogers Communications** and at **Rogers TV**... **Diana Swain** has been appointed to Senior Correspondent of the **CBC News** investigative unit. The CBC Toronto Anchor assumes the

new position Aug. 9 and will continue to be an occasional fill-in Anchor on **The National**... **Dale Jubb** will become Manager of Operations at **CTV Calgary** July 26. Jubb moves from his CEO position at video production facility, **Empowered Media** in Ottawa. He has also served as a Senior Director for **CBC Television** and at **CPAC Ottawa** as Production Manager. Former Ops. Mgr. **Karen Irvine** moves to Manager, On-Air Operations... **Joe McFarland**, ND at **102.1 FM The Lounge (CJCY-FM) Medicine Hat** since its launch in 2008, leaves at month's end to join Corus Radio Calgary as a Reporter... New MD at **JACK Calgary** is **Jeff Walker**, ex MD/Swing Announcer at **K-97 Edmonton**... **Chad Thomas** has returned to **Astral Radio Calgary** as Digital Accounts Manager. He left the stations to found an agency when they were owned by **Standard Radio Calgary**.

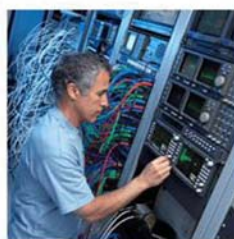
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**T****V/FILM:** **Quebecor Media** is urging the **CRTC** to reject **CTV's** applications for regulatory relief for its /A1 stations. CTV wants priority programming requirements eliminated, a

reduction of CanCon to 55% and suspension of the requirement that 50% of required hours of described video be original broadcasts. In its release, Quebecor said: “CTV was fully aware of the implications of its actions when the company acquired the /A\ stations in 2007 as part of the CHUM Limited purchase. Based on the most elementary notion of fairness ... the CRTC must reject CTV's application.” If the Commission were to approve the request, says Quebecor, it should apply the new conditions to all Canadian conventional TV stations... **CTV Calgary**, effective Monday, takes over Master Control for **CTV Vancouver & the B.C. Interior**. With that addition, CTV Calgary is the Master Control hub for all CTV stations west of Manitoba... **Statistics Canada** reports that television broadcasting 2009 operating revenues were \$6.5 billion, up 0.6% from the year before but still the lowest year-over-year increase since 1997. The combined revenues of public and private conventional TV broadcasters fell 3.9% from 2008 to \$3.4 billion in 2009, the steepest decline in 10 years. But for private conventional TV, operating revenues dropped 7.7% from 2008, the largest annual decrease in more than 30 years. Public and non-commercial TV had a 1.9% increase in operating revenues. The specialty (+3.3%) and pay TV (+16.6%) segments posted combined operating revenue gains of \$3.1 billion but revenue growth for both has been diminishing for the past few years: \$230 million in 2007, \$200 million in 2008 and \$175 million in 2009. Canadian TV broadcasters' ad revenues fell 8.4% from 2008 to \$3.1 billion in 2009, the first decline in 15 years. For private conventional television, losses were \$113.4 million in 2009; the first time in 30 years that profits were negative. In 2008, profits before interest and taxes totalled \$4.8 million... A Saudi prince has announced plans to launch a 24-hour Arabic-language news channel in partnership with **Rupert Murdoch's Fox** network. The new channel will compete for Arab viewers with **Al Arabiya** and **Al Jazeera**... **The World Cup** on **CBC** more than doubled the audience from the tournament in 2006 and reached 28 million Canadians. The final alone drew almost six million viewers.

**RADIO:** The **Copyright Board of Canada** has ruled that “a Canadian radio station that broadcasts recorded music off a server reproduces and communicates musical works, performers' performances and sound recordings”. The Board estimates that commercial radio stations will pay \$85 million in royalties based on total station revenues of slightly over \$1.5 billion in 2009. Under the former rates, stations would have paid about \$72 million, thus an increase of \$13 million per year (or 18%). The amount, however, isn't anywhere close to the \$200 million predicted by former **Canadian Association of Broadcasters** President **Glenn O'Farrell**. Details may be seen by clicking [HERE](#)... **92.3 The Dock (CJOS-FM) Owen Sound** will launch Monday, July 26. The **Larche Communications**-owned station is the first local broadcast competitor for **Bayshore Broadcasting's** stations (**CFOS/Mix 106 [CIXK-FM]/Country 93 [CKYC-FM] Owen Sound**). The Dock's format is *The Greatest Hits of All Time* ('60s through the '80s) and is aimed at 35-54s. Coincidentally, Bayshore will soon launch a new station in Orillia, Larche's backyard... **Vista Broadcasting** now has a live presence at its former re-broad at Nelson. The 10,000 population B.C. town had been fed all of **Mountain FM (CKQR-FM) Castlegar's** programming. Now, **Mountain FM (CHNV-FM) Nelson** is staffed and airs local programming with local people through most dayparts... Community station **CFAO 94.7 Alliston** (Ont.), only recently launched, is off the air. Owner-operator **Frank Rogers** says he wasn't able to attract ad revenues and, consequently, was evicted from his studio space because of rent arrears. Rogers is also behind in payments to former employees... **CKBW-FM Bridgewater** and its soon-to-be-launched sister station have moved to new digs. The new location – at 135 North Street – ensures maximum visibility since it's part of a major shopping area.

**LOOKING:** **CD 989 (CHCD-FM) Simcoe** seeks a Program Director. See the ad on Page 1... Other jobs we've heard about include: **CBC-TV Toronto** - News Anchor; **News 95.7 Halifax** - Talk Show Host; **Astral Radio Hamilton** - Account Executive; **Newstalk 1010 Toronto** - Weekend Morning Show Host; **Astral Radio Fort St. John** - Account Executive; **AM730 Vancouver** - Account Manager; **CKPG Television Prince George** - Master Control; **K97 Edmonton** - Evening Announcer/Music Director; **/A\ Barrie** - Senior Reporter/Anchor; **Astral Dawson Creek** - Videographer/Reporter-Television and Radio; **CTV Winnipeg** - Reporter/Weekend Anchor; **CTV Regina** - Maintenance Technician; **CTV Toronto** - Supervising Producer, Marilyn Denis Show; **Global TV Toronto** - Supervising Producer, 16:9; **Citytv Edmonton** - Reporter; **CBC Moncton** - Researcher; **CBC Toronto** - Director, Digital Rights and a Manager, Brand Development Sports.

**SUPPLYLINES:** **David Lee** is the new **RCS** sales rep in Canada. He's based in Toronto. Lee succeeds **Ross Langbell** who left the company this past spring... **Astral Radio's CHOM-FM Montreal, The Bear Edmonton, CJAY-FM Calgary, CHTZ-FM St. Catharines** and **Virgin Radio Ottawa** have contracted with U.S.-based **Jacobs Media** for consulting services.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** **Doug Caldwell, Bayshore Broadcasting, Owen Sound.**  
Welcome!



# BROADCAST Dialogue

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Christensen Communications Ltd. \* 18 Turtle Path \* Lagoon City ON \* L0K 1B0  
[www.broadcastdialogue.com](http://www.broadcastdialogue.com) \* [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

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Volume 18, Number 12

Page One of Three

**RADIO:** **Golden West Broadcasting** has purchased **Norwesto Communications** and its radio stations in Vermillion Bay, Dryden, Sioux Lookout and Kenora. The **Q 104** brand has been active in those communities for seven years, airing a Hot AC format. **GWB** expects **CRTC** approval by Sept. 1... **Canadian Satellite Radio Holdings**, the parent of **XM Canada**, booked a loss of \$1.5 million in the third quarter despite a 5% rise in revenue from new subscribers. The loss equalled 29 cents a share in the period ended May 31, reversing a profit of \$24.1 million or 49 cents a share in the same quarter last year... **Hank FM (CJHK-FM) Bridgewater** launches this morning (Thursday) at 100.7 with a Country format. The first songs played were to be **Hank Snow's I've Been Everywhere** followed by **Toby Keith's How Do You Like Me Now**. **Hank** is the sister station of **CKBW Bridgewater**... **X92.9 Calgary** says it's gone On Demand. The **Harvard** station has partnered with **Listener Driven Radio** for increased listener interactivity. They're running a new web widget at [www.x929.ca](http://www.x929.ca)... Announcers may find this new service from veteran **Bob Dearborn** useful; a free, daily, online prep sheet. Called **The Olde Disc Jockey's Almanac**, it can be reached by clicking <http://oldediscjockeysalmanac.blogspot.com/>.

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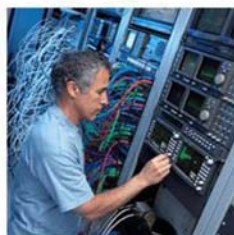
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**TV/FILM:** The **CRTC** says 857,000 Canadian households aren't ready for the switch to digital TV, expected Aug. 31/11. Those are the people who use antennae rather than subscribe to a BDU. A converter box, at roughly \$75 or less, will be necessary. Cable and satellite subs won't be affected... The **CRTC** won't entertain **Quebecor's** bid for a new Category 1 licence for a proposed information and analysis channel until after October of next year. The Commission, in a letter, rejected a request for the rare must-carry licence status. Quebecor could now apply for a Category 2 service, negotiating with BDUs to carry it. **Kory Teneycke**, the ramrod behind the application for what's been dubbed 'Fox News North', says the company is "... focussed on moving forward" and that he's confident a licence will be in hand in time for the Jan. 1/11 projected launch... **Netflix**, the U.S.-based Internet movie subscription service, says it will expand into Canada this fall. The company offers movies and TV episodes streamed to TVs and computers for one monthly fee...

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**Peninsula Broadcasting** CEO **Peter Hayman** says his company will begin a Niagara television channel late this fall. **Niagara Now TV** will be available on the Internet and to local residents who have **Cogeco** digital cable beginning in November. The company was awarded a Category 2 cable licence in 2007 under the name **Niagara News TV... Bully Beatdown**, which aired on **MTV Canada**, doesn't violate the **CAB's Violence Code**. The **Canadian Broadcast Standards Council** made the conclusion after a complaint from an anti-bullying activist who felt that it was inappropriate for the program to promote additional violence as the solution to the societal problem of bullying. The complete decision may be found at [www.cbsc.ca](http://www.cbsc.ca).



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**REVOLVING DOOR:** There were a number of changes at **Corus Entertainment** over the past week related to Corus' most recent organization review to streamline decision-making and clarify roles and mandates. Among the changes: **Corus Television** – Reporting to **Doug Murphy**, Exec VP and President of **Corus Television**, are: **Colin Bohm**, VP, International; **Andrew Eddy**, VP, Affiliate Sales; **Bill Knight**, VP, Business Development and Planning; **Gerry Mackrell**, VP, Airtime Sales; **Susan Ross**, VP, Strategic Planning; **Susan Schaefer**, VP, Head of Networks and Marketing; and **Joanna Webb**, VP, Head of Programming and Production. **Corus Radio** – Reporting to **Hal Blackadar**, Exec VP and interim President of Radio, are: **Dave Farough**, VP, Brands and Programming in Toronto (was GM at **CFPL/CFPL-FM/CFHK-FM/CKDK-FM London**. **Chris Sisam** moves in [see below]); **David Huszar**, VP/GM, **Interactive and Emerging Platforms** (was VP/GM, **Corus Interactive & Integrated Solutions**); **Neil Cunningham**, Director of Sales, Western Canada; **Garry McKenzie**, GM, **Corus Radio Vancouver** (was GM at **Corus Radio Calgary**); **Doug Rutherford**, VP/GM, **Corus Radio Alberta** (now GM at Calgary); **Suzanne Carpenter**, VP/GM, Corus Radio, Eastern Ontario and VP/GM, **CHEX TV Peterborough** and **CKWS-TV Kingston**; **Michael Harris**, GM, CKWS-TV and CHEX TV (was GM of CHEX TV only); **JJ Johnston**, GM, **Corus Radio Cornwall**, Kingston and Peterborough (was GM at Corus Radio Vancouver. No longer with the company are Cornwall GM **Scott Armstrong** and Corus Kingston [radio & TV] GM **Mike Ferguson**. Former Corus Radio Peterborough GM **Brian Armstrong** moves to GSM); **Chris Pandoff**, VP/GM, **Corus Radio Toronto** and Hamilton (was VP/GM for Corus Radio Toronto only but now adds Hamilton duties held by Suzanne Carpenter); **Chris Sisam**, VP/GM, Corus Radio, Southwestern Ontario (based in London, Sisam will be responsible for **Corus Guelph**, **Corus Kitchener/Cambridge** and London. **Guus Hazelaar** of Corus Guelph has retired; **Lars Wunsche**, GSM, Corus Radio Toronto (was GM at **Dave FM (CJDV-FM)/The BEAT (CKBT-FM) Kitchener**)... In other **REVOLVING DOOR** news this week: **CKY/CITI-FM Winnipeg** GM **Tom Scott** will return to **Citytv Winnipeg** this fall, again as GM. Scott, who joined Citytv in 2008 moved to the radio side to be GM at the **Rogers**-owned radio stations after the previous manager was transferred to Vancouver. A new GM for the radio cluster is being sought... **CTVglobemedia** Sr. VP, Corporate Communications **Bonnie Brownlee** is no longer in place. Her successor is **Scott Henderson**, VP Communications. Brownlee, who joined CTV in 2007, succeeded **Mary Powers** in the position... **Mike Finnerty**, the former **Daybreak** Host at **CBC Radio Montreal**, will return this fall to anchor the morning show. He left last year to work as an online editor for **The Guardian** in London. **Nancy Wood** hosted **Daybreak** for six months after Finnerty's departure. She left the earlier this year... **Astral Radio BC Peace Region** Brand Director **J. Terrence**, after 10 years at that location, three as PD, moves Aug. 16 to sister station **CJAY Calgary** to become Assistant Brand Director (Brand Director is Astral nomenclature for PD).

**GENERAL:** Added revenue from advertisers and subscribers helped **Astral Media** boost its third-quarter profit by 9%. Astral's net income rose to \$48.5 million or 86 cents per share. Total revenue from radio, specialty television and outdoor advertising grew to \$253.6 million in the three months ended May 31, with radio accounting for a 9% increase to \$89.1 million... **Canwest Global** says it earned \$16 million in the third quarter, one of the last financial reports before its TV and print businesses are transferred to new owners. Net income per share was nine cents – a large contrast to the loss of 62 cents per share or \$111 million reported for the third quarter last year. Total revenue rose to \$557 million, up 3% from a year earlier.

**LOOKING:** **Bayshore Broadcasting's Sunshine 89.1 Orillia** - all On-Air, Sales and Administrative positions; **Live 105 Halifax (Evanov)** - Morning Show Host, Morning Show Co-host, MIDDAYS/Music Director, Afternoon Drive, Evenings, News and Part Timers; **Rogers Radio Winnipeg** – General Manager; **Astral Fort St. John** – Brand Director; **The FAN 590 Toronto** – Morning Show; **Astral Radio Kelowna** – Inside Sales; **Astral Radio St. Catharines** – Weekend Swing; **Astral Radio Hamilton** – Senior Promotions Coordinator; **Rogers**

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**Radio Vernon** – Promotions Coordinator; **CFCA/KOOL-FM/KFUN Kitchener** - Account Executive; **Rogers Radio Medicine Hat** – Promotions Director; **630 CHED/iNews880 Edmonton** – Promotions Director; **98.1 CAM-FM Camrose** – Afternoon Drive Host; **Astral Television Networks Toronto** - Creative Director; **CTV Toronto** – Senior Producer, The Marilyn Denis Show; **CBC Toronto** – Senior Technical Analyst, an Information Architect and a Host CBC News Toronto; **CHEX-TV Peterborough** – Junior Account Executive; **CFJC-TV Kamloops** – Midday Host-Anchor; **CHAT-TV/CHAT 94.5/MY96 Medicine Hat** – TV/Radio Reporter and a Sports Reporter; **CHCH-TV Hamilton** - Transmitter/Maintenance Technician; **Newcap Television Lloydminster** – News Anchor/Reporter; and **Stage & Screen Travel Toronto** - Business Development Manager. Be sure to check the **CAREERS** section at [broadcastdialogue.com](http://broadcastdialogue.com) for details on many of these opportunities.

**SUPPLYLINES:** Toronto-based **Ward-Beck Systems** will provide New Jersey's **DaySequerra** with DTS audio processing solutions specifically designed for *openGear*<sup>™</sup>. The new Ward-Beck products are aimed at solving loudness issues in stereo and surround radio and TV broadcasts, transport 5.1 surround over stereo infrastructure and synthesize perfect, artifact-free, spectrally balanced stereo from mono content.

**EDITOR'S NOTE:** A reminder, the **Broadcast Dialogue Briefing** will not be published over the next two weeks as we take a short vacation. Delivery will resume August 12.