

Dialogue BROADCAST

The Best Broadcast Briefing in Canada

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Christensen Communications Ltd. * 18 Turtle Path * Lagoon City ON * L0K 1B0
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Thursday, May 5, 2011

Volume 19, Number 1

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TV: The **CRTC** has tuned the rules for satellite carriers in a move that will force both **Bell TV** and **Shaw Direct** to carry more local TV stations. The telecom companies must, effective Sept. 1, carry all stations that are part of **the Local Programming Improvement Fund** (established in 2009 to support small- and mid-sized local stations). Bell and Shaw must carry five English-language and five French-language **CBC** stations and perhaps more, depending on availability. They also must carry one TV station per province from each major Canadian ownership group, and two stations from other ownership groups... **Quebecor** says its **Sun TV** is no longer

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being carried on **Bell Satellite TV** due to fee dispute. It was removed from Bell's satellite lineup on Tuesday. **Luc Lavoie**, head of development for Sun News Network, said the issue may be taken to the **CRTC** on the basis of Bell giving itself an unfair advantage, noting it already owns three all-news channels – **CTV News Channel**, **BNN** and **CP24**. Bell said Sun is no longer being carried on its satellite TV service because there's no fee agreement with Quebecor... Toronto's **ZoomerMedia** revamped **One: the Body, Mind and Spirit** channel less than a week after acquiring full ownership. Changes include new programming, a new logo and a new on-air look. ZoomerMedia assumed full ownership of One last month, acquiring the remaining 52.78% of the shares it didn't already own... TV set ownership in the U.S., for the first time in 20 years, has declined. Americans who own a TV now account for 96.7% of the population, down from 98.9%. **Nielsen**, which provided the percentages, cites a move by younger demos to viewing on their computers and to new digital TVs being out of financial reach for many families... The **CRTC** has approved **Knowledge-West Communications Corporation's** application to acquire Category 2 specialty programming undertaking **BBC Kids** from **Jasper Junior Broadcasting**. KWCC is owned by **Knowledge Network Corporation**... Tomorrow, May 6, **Playhouse Disney** in Canada transforms to become **Disney Junior**.

REVOLVING DOOR: **Lisa Eaton**, the Managing Director, Media-Canada at **The Nielsen Company** in Toronto, moves to become Senior VP, Member Engagement at **BBM Canada**. She begins May 9... **Madelyn Hamilton** has moved from her GM position at **Astral Niagara** to become GM at the sister Hamilton cluster (**K-Lite/Oldies 1150/820 CHAM**). New GM at Astral Niagara is **Bob Harris**, the former GM at **Astral Hamilton**... **Scott Pelley**, the **60 Minutes** correspondent, will be the next anchor of **CBS Evening News**. He'll succeed **Katic Couric** in June... **Jill Spelliscy**, the managing director Saskatchewan for **CBC** and based in Regina, has retired. Her successor is **John Agnew** who was regional director of radio & television with **CBC Yellowknife**... **Al Ford** adds PD duties at **The Bounce Edmonton**. He retains his PD spot at **Sonic Edmonton** and as Operations Manager of the **Rogers Edmonton** cluster... **Andrew Long** becomes MD/APD at **The Bounce** May 16. His last stop was as PD at **The Curve Winnipeg**... **Rob Johnston** has been bumped upstairs at **Corus**. He's now creative director at the centralized "Production Centre of Excellence" which serves company radio stations in Ontario. He had been Creative Director at **Corus Radio Toronto**... **Jennifer Mason** is the new marketing & communications director at **GlassBOX Television** in Toronto. Most recently, she was senior manager, marketing strategy for **Shaw Media's** specialty television... **Tony Schaschl**, the director of news production at **CP24 Toronto**, is no longer with the local specialty news channel.



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Harvard Broadcasting is a rapidly growing Canadian Radio Broadcaster offering a superb working environment. We are seeking a talented Broadcast/IT Technician to join our Engineering Team in Calgary. This position is ideal for the technical professional who is ready to work independently in a self-directed role.

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Essential Requirements:

- * Graduate of recognized IT/Electronics Technician or Broadcast System Technology program
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- * Excellent communication and interpersonal skills
- * Ability to work with minimal support as part of a cooperative team in a fast paced environment.

Send Resumes by May 20, 2011, to:

Cam Cowie

ccowie@harvardbroadcasting.com

Harvard Broadcasting values diversity in its work force and is committed to Employment Equity. Only those candidates selected to interview will be contacted and no phone calls, please.

RADIO: Barbara Budd, the former *As It Happens* host, has won the **John Drainie Award** for her contribution to Canadian broadcasting. Budd, a former stage actress, left the **CBC** radio show about a year ago after her contract was not renewed. Past recipients of the Drainie award, named for the renowned Canadian actor, include **Pierre Berton**, **Barbara Frum**, **Vicki Gabereau**, **Knowlton Nash** and **David Suzuki... CJLV Laval**, a French-language AM station, has been sold for \$200,000. The **CRTC** approved the purchase by **Radio Humsafar Inc.** from **Diffusion Laval inc.** for it to continue the operation under the same terms and conditions as those in effect under the current licence... The **NHL** and its member teams are jealously guarding their brands. Witness the lawyer's cease and desist letter to **Rock 101 Vancouver** over signage and contests. The letter includes reference to a promotion where fans could take a sledge-hammer to an old van bearing the **Chicago Blackhawks** or **Nashville Predators** logo before the game. The event is a fundraiser for the **Make a Wish Foundation**. Management for the **Vancouver Canucks** say they embrace the support but that businesses

pursuing unauthorized promotional association with it will be notified. It's concerned with stopping promotions that violate exclusivity and corporate partnerships... The fifth annual **GX94/FOX FM Yorkton Airwaves for Health Radiothon** raised \$129,765 April 25-26. The money goes toward funding the conceptual plan for a new regional hospital.

GENERAL: Heritage Minister **James Moore** says his government has no plans to cut its **CBC** funding following the Conservatives' election victory. He also said that the Tories believe in the public broadcaster as a key cultural institution... The chief executive of **Rogers Communications** says preventing large telecommunications companies from bidding on key radio spectrum is a "recipe for leaving Canada behind" other economies. **Nadir Mohamed's** comments came during the Rogers AGM in Toronto. **Industry Canada** is devising plans to auction off radio airwaves in the 700-megahertz band, the one TV is vacating now as it switches to digital. Rogers, **BCE's Bell Mobility** and **Telus** are lobbying Ottawa to allow unfettered bidding on the entire band. There are those who say that the entire block should be reserved for new entrants so that they can better compete with the three dominant providers... The **Canadian Media Research Consortium** (CMRC) reports that Canadians are increasingly relying on social networks for their news consumption. In its study, CMRC found that more than 10 million Canadians, 71% of those who visit social networking sites, use the services as news sources. It's the third report in a series examining Canadians' changing news consumption habits, and the findings come from an online survey conducted by **Angus Reid Public Opinion**. Social networks, though, lagged behind traditional media on the reliability scale. Just 25% of those surveyed view them as reliable versus nine out of 10 who said they trusted traditional media... The **CRTC** says all Canadians must have access to broadband speeds of at least 5 Mbps download and 1 Mbps upload by the end of 2015. Commission chair **Konrad von Finckenstein** says such a broadband infrastructure "will serve as a gateway for Canadians to participate in the digital economy".

LOOKING: *Harvard Broadcasting's X92.9FM (CFEX) Calgary* is searching for a Broadcast/IT Technician. See the display ad in this edition. Other jobs we've heard about include: *Bell Media Toronto* - VP/GM, Music and Entertainment, VP/GM, Comedy and Drama and a VP/GM, Specialty Programming; *CTV News Toronto* - production manager; *Teletoon Toronto* - writer/poducer; *Astral Digital Toronto* - national account manager; *FM96 London* - midday announcer; *AM640 Toronto* - morning news anchor; *CBC Toronto* - industry analyst, media and entertainment; *CBC St. John's* - managing editor, news and talk programming; *Newcap Red Deer* - promotions & special events director; *Newcap Edson* - engineering technologist; *Rogers Radio Halifax* - promotions director; *CBC Edmonton* - morning host; *EMI Music Canada* - mid-west promotion and media representative; and *Loyalist College, Belleville* - professor, radio broadcasting.

SUPPLYLINES: *Christie Digital Systems Canada*, based in Kitchener, is getting a leg up from the Ontario government. The province is helping Christie to develop advanced laser technologies and to modernize its manufacturing facility. This will create a minimum of 50 new jobs and retain 53 existing jobs in Waterloo Region, and will employ about 570 people... *Shaw Media* is now implementing a *DIVArchive V6.3* content storage management from *Front Porch Digital* at its Toronto playout centre. The digital solution replaces one from *Masstech*.



If you haven't opened yesterday's e-mailing of the latest *Broadcast Dialogue Technology Insider*, You're missing the **AMAZING** story of *100.7 The Island* and how owner **Craig Timmermans** has dramatically cut his operational costs.

Click on the MAGAZINE section at www.broadcastdialogue.com and either flip (digital version) or scroll (pdf) the May 2 edition.

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Congratulations to all seven Kelowna, B.C., radio stations who worked together to produce and facilitate a ground-breaking local advertiser seminar to raise awareness, credibility and revenues for radio in their market.

While many radio stations treat their radio brothers and sisters like the enemy, battling for share of radio budgets, this group of progressive broadcasters saw the real enemy as newspaper, Yellow Pages and various other print vehicles.

Wayne Ens, of **ENS Media Inc.**, presented *The New Media Mix in the Electronic Age* to educate and persuade local advertisers to re-evaluate their print budgets in favour of a radio/digital mix.

"A rising tide lifts all boats," said Ens, "and we look forward to assisting many other radio markets to dramatically increase their local revenues."



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PUBLISHER'S NOTE: I am thrilled to announce that beginning with the next issue (Tuesday, May 17) of the **Broadcast Dialogue Magazine**, you'll be able to read it on your iPad. Having just tested the set-up for appearance and quick downloading, we were blown away by how fabulously it presents on the Apple tablet. Would saying "Welcome to *iBroadcast Dialogue*" be over the top?

GENERAL: **CRTC Chair Konrad von Finckenstein**, in a speech to the fifth annual **Broadcasting Invitational Summit** in Cambridge, Ont., last week, told industry leaders that their voices need to be heard on key communications policy issues and in a major re-thinking of the system; "the sooner, the better." He referenced the complete restructuring of the communications industry because of digital technology, the Internet and vertical integration while at the same time noting the stagnancy of the public apparatus that governs communications. Specifically, he pointed to the legislation, the regulations and the institutions that

haven't kept pace. von Finckenstein said many of Canada's key economic, social and cultural objectives now depend on digital communications and he described as "essential" that modern and forward-looking legislation, regulations and institutions be in place. "We won't get them unless we push for them, and I'm calling on the industry to step up to the plate"... Winners at the 64th annual **British Columbia Association of Broadcasters** convention last weekend in Kelowna saw three individuals pick up major recognition. **Brett Manlove** of Vancouver won *Broadcaster of the Year*, **Jeff Hollick** of **The Drive 102.9 Cranbrook** won *Broadcast Performer of the Year* and **Dan Burritt** of **News1130 Vancouver** was named *Broadcast Performer of Tomorrow*. Station winners in the **RADIO** category are: **Astral Radio Vancouver** - Best Creative (Large Market); **CFAX Victoria** - Best Creative (Small/Medium Market); **Astral Radio Vancouver** - Best Station IDs (Large Market); **98.3 C1FM Kamloops** - Best Station IDs (Small/Medium Market); **SHORE 104.3 Vancouver** - Community Service Award (Large Market); **Astral Radio Salmon Arm** - Community Service Award (Small/Medium Market); **CKNW Vancouver** - Excellence in News Reporting (Large Market); and **Astral Radio Kelowna** - Excellence in News Reporting (Small/Medium Market).

TELEVISION winners are: **CTV British Columbia** - Best Creative (Large Market); **CKPG-TV Prince George** - Best Creative (Small/Medium Market); **CTV British Columbia** - Best Station IDs (Large Market); **CFJC-TV Kamloops** - Best Station IDs (Small/Medium Market); **CTV British Columbia** - Excellence in News Reporting (Large Market); and **CFJC-TV Kamloops** - Excellence in News Reporting (Small/Medium Market)... **RTNDA Canada** has announced Atlantic Region winners to be presented at their awards night June 23 in Halifax. They are:

TELEVISION

- Use of New Media Award - **CBC Newfoundland/Labrador**
- Trina McQueen Award - News Information Program - **CTV Atlantic**
- Charlie Edwards Award - Spot News - **CTV Atlantic**
- Ron Laidlaw Award - Continuing Coverage - **CBC Newfoundland/Labrador**
- Dave Rogers Award - Short Feature - **CTV Atlantic**
- Dave Rogers Award - Long Feature - **CTV Atlantic**
- Dan McArthur Award - In-depth/Investigative - **CBC Nwfnld/Labrador**
- Gord Sinclair - Live Special Events - **CBC Nova Scotia**
- Adrienne Clarkson Award - Diversity - **Radio-Canada Acadie**
- Bert Cannings Award - Best Newscast - **CTV Atlantic**

RADIO

- Sam Ross Award - Editorial/Commentary - **KHJ Radio**
- Creative Use of Sound Award - **CBC Cape Breton**
- Peter Gzowski Award – News Information Program - **News 88.9**
- Charlie Edwards Award - Spot News - **CBC News**
- Ron Laidlaw Award - Continuing Coverage - **VOCM**
- Dave Rogers Award - Short Feature - **CBC Fredericton** and **CBC Cape Breton** (Medium Market)
- Dave Rogers Award - Long Feature - **CBC Cape Breton** (Medium Market)
- Dan McArthur Award - In-depth/Investigative - **CBC Radio**
- Gord Sinclair Award - Live Special Events - **News 95.7**
- Adrienne Clarkson Award - Diversity - **Radio Canada Acadie**
- Byron MacGregor Award - Best Newscast - **CHCM News** (Small Market) and **VOCM** (Medium Market)



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2011 NEWS

You won't want to miss the Presidents' Panel at WAB 2011!

WAB is bringing you one of our most powerful panels to date this year with our exciting Presidents' Panel!

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- Chris Gordon, President, Bell Media Radio
- Elmer Hildebrand, CEO, Golden West Broadcasting Ltd.
- Paul Ski, CEO, Rogers Radio
- Gordon Rawlinson, CEO, Rawlco Radio Ltd.

You won't want to miss the panel where you will hear from some of the most active and powerful players on the Canadian broadcast scene. The WAB panel session is always a rollicking and thought provoking time that will be sure to get opinions flowing!

Our Presidents' Panel is only part of our great line up this year for WAB's 77th Anniversary – People & Technology, The Real Convergence! The full program is available online at www.wab.ca or email us to receive a copy of the program if you haven't already in the mail.

Book your hotel room today to take advantage of great WAB hotel rates – the Fairmont Banff Springs fills up quickly this time of year! And register now online at www.wab.ca or download registration and hotel forms from our website.

See you this June!

Richard Kroeker
WAB President

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Keynote speakers:
Jesse Brown, W. Brett Wilson,
Linda Duxbury, Dave Lehman

The **CRTC** won't amend regulations on the broadcast of false or misleading news. In a decision released yesterday (Wednesday), the Commission said that for it to take action on a complaint, the breach of the false or misleading news provisions has to be flagrant. Further, the CRTC said that complaints regarding news content should be addressed to the **Canadian Broadcast Standards Council** (CBSC). The Commission will intervene only if the broadcaster in question isn't a CBSC member or if the complaint hasn't been resolved by the Council.

T**V:** Ontario's **Red Alert** emergency warnings can now be issued by broadcasters across the province. Through the partnership with **Pelmorex Communications**, owner of the **Weather Network**, the **Ontario government** says the alerts can be distributed through radio, TV and cable companies, instead of the current limited broadcasts. Red Alerts are issued when three key criteria are met: **Emergency Management Ontario** validates that an emergency incident is occurring; the emergency poses an immediate threat to the life, safety and property of Ontarians in a specific area of the province; and the alert is necessary to inform Ontarians of the danger and tell them what actions can be taken to protect themselves and their families. **CHCH-TV Hamilton** was the first over-the-air TV broadcaster to participate, having aired demonstration messages issued by the province on several occasions. **Trispec Communications** provided the necessary technical interface... The **Canadian Broadcast Standards Council** found no breach of contest standards on the new version of **Call TV** where viewers of Montreal-based specialty channel **V** were encouraged to call an on-screen 1-900 number or text their solutions to various puzzles to try winning cash prizes. The decision may be found at www.cbsc.ca... Viewers can now see **Sun News Network** online.

REVOLVING DOOR: Hana Gartner, after 35 years, has retired from **CBC-TV's** *The Fifth Estate* and **CBC News**. She began her journalism career at **CJAD Montreal** in 1970, then moved to Parliament Hill as a reporter for **Standard Broadcast News**. Gartner joined **CBC Montreal** in 1974, and moved to **CBC Toronto** a year later... **Maureen Rogers** became senior VP, television at **Pelmorex** May 9. Pelmorex owns and operates **The Weather Network** and its French counterpart, **Meteo Media**. Most recently, she was GM at **Citytv Toronto**. Before that, she was VP/GM at **Global Toronto**... **Scott Bodnarchuk** will become retail sales manager at **Rogers Radio Atlantic** in Halifax May 30. Previously, he was VP/GM of the **Metro Radio Group** in Halifax from 2001 to 2009 and, before that, was sales manager at **CHUM Winnipeg**... **CHOM 97.7 Montreal** Brand Director **Daniel Tremblay** is no longer with the **Astral** station. VP/GM **Martin Spalding** is handling programming duties... **Alon Marcovici**, most recently executive VP, digital media at **CTV** and who also served as VP, digital media for Canada's **Olympic Broadcast Media Consortium**, will join **The Globe & Mail** June 20. His position is a new role at the newspaper: VP, marketing and audience intelligence... **Humble Howard** and **Colleen Rusholme** no longer have the reins of the **Boom FM Toronto** morning show. Stepping in is **Stu Jeffries** who makes a return to that time slot. Jeffries and Rusholme did the morning show on **EZ Rock Toronto** (now BOOM) beginning in the fall of 2005. In the summer of 2007, Jeffries moved on and Humble Howard moved in. It was on Boxing Day, 2009, that **Boom 97.3** made its debut... **Z103.5 Toronto** launched the **Cory Kimm and Ami A.** morning show this week. The two have worked together since 2009 and were previously doing afternoon drive at **102.3 Now Radio Edmonton**... Succeeding **John Agnew** as regional director of radio & television at **CBC Yellowknife** is **Janice Stein**, the managing editor at **CBC St. John's**. She will move in June. Agnew, as reported last week, moved to **CBC Regina** to succeed the retired **Jill Spelliscy** as the managing director Saskatchewan... **Lisa Purdy** has been appointed channel director of **BBC Kids Canada**. Her background includes production roles at CBC. Purdy begins May 13... **Andre Barro** has been appointed VP/executive producer at Montreal-based **Handel Productions**. Barro has worked at production companies **Cirrus**, **Galafilm**, **Cineflix** and **Pixcom**.

SIGN-OFFS: **Bob McIntosh**, 69, at Toronto's Mount Sinai Hospital. McIntosh was familiar to most Ontarians for his syndicated road and weather reports which were heard on radio stations throughout the province... **Ike Patterson**, 64, in Port Alberni, B.C. Patterson moved to Port Alberni in the late '60s for an on-air job at **CJAV**, now **93.3 The PEAK FM**. At the time of his sudden passing, he was into a third term on city council.

RADIO: The annual **Astral Media Radio** English-language stations' **National Caring for Kids** radiothon last Thursday saw listeners across Canada donate \$6.7 million. Sixty Astral stations in 30 cities participated. The funds will help support several large children's hospitals and healthcare facilities. Astral teamed with **Children's Miracle Network**, the international non-profit organization dedicated to saving and improving the lives of sick children... **Newcap**, after reporting a 12% revenue increase to \$117 million and a 21% increase in earnings before interest, taxes, depreciation and amortization, to \$25.5 million in the 2010 fiscal, now says it is hungry for acquisitions in Ontario, Manitoba and B.C. President/CEO **Rob Steele** says it is in those provinces where Newcap sees the best potential for growth. The Dartmouth-based radio operator, at its AGM in Halifax, also reported earnings per share for the year were 33 cents, a drop from 45 cents in 2009... The **570 News Kitchener** "Kids Can't Wait" radiothon for **KidsAbility** raised \$212,702, all aimed at helping children with autism, and other physical and developmental challenges. This year's 12-hour radiothon was again held in the Centre Court of a mall in Waterloo in partnership with sister stations **CHYM 96.7** and **106.7 KIX FM**... **Lite 95.7FM Edmonton** and **Harvard Broadcasting** will be putting \$40,000 in prizes toward giveaways at the New Music West Festival to be held in Edmonton July 21-23. This will mark the first time that the 20-year-old event that showcases emerging artists will be held outside Vancouver... English-language all-sports **Team 990 Montreal** turned 10 this month, having hit the air May 7, 2001. GM **Wayne Bews** has been with the station since the beginning and says he always believed sports radio would work in Montreal.

LOOKING: **Astral Kelowna** - account executive; **BIG DOG 92.7 Regina** - commercial/imaging producer; **Q99 Grande Prairie** — evening and weekends on-air; **Harvard Broadcasting Yorkton** - broadcast/IT technician; **CJLO Montreal** - station manager; **CBC Toronto** - UI developer (Media Operations and Technology), a senior mobile developer (Media Operations and Technology) and a business manager (CBC News); **Rogers TV Collingwood** - broadcast technician; and **Global Toronto** - a broadcast technician and a reporter.

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RADIO: **92.7 Lake FM Slave Lake**, owned and operated by **Newcap**, after airing updates on wildfires inching ever closer to their town, was itself a victim of the flames. At 2 p.m. Sunday, the power went out. The generator kicked in but three hours later it, too, died. Station staff – who stayed to the bitter end to help evacuees – were forced out. Shortly after their departure, the Lake FM studios were destroyed. As of Tuesday evening, the station was back on the air with programming originating from the facilities of Newcap sister station **The Eagle (CFXE-FM) Edson**. Engineers have begun working toward finding a temporary studio location in Slave Lake

and getting it up and going... The majority of employees at the three **Maritime Broadcasting System (K-100/98.9 Big John FM/93 CFBC)** Saint John radio stations have signed cards to join the **Canadian Media Guild**. The guild filed the union cards with the **Canada Industrial Relations Board** and is now seeking immediate certification of the union... **Magic 96.7 (CJWV-FM) Peterborough**, owned and operated by Cobourg-based **Pineridge Broadcasting**, has just turned on its transmitter. The new AC station is playing 10,000 songs in a row, uninterrupted during the testing phase. Magic 96.7 PD/morning man is **Dan Duran**, perhaps best known for his work on **CTV's eNow** and on **The Dini Petty Show**... Coincidental to the testing going on at **Pineridge Peterborough's** new station, the **CRTC** denied an application from **CKQM-FM Peterborough**, now owned by **Bell Media**, to modify the technical parameters of its transmitter. Opposing interventions from Pineridge and **Durham Radio** said sufficient technical analysis of the signal strength within their market was not submitted. Further, they argued, CKQM-FM's reception problems were outside of its authorized service area. The Commission said not enough proof was presented that indicated CKQM-FM was not adequately serving Peterborough with its existing technical parameters... If the **CRTC** approves **Cogeco's** application for two Montreal AM frequencies, that



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"It's an awesome layout and probably the first time I've sat down and truly enjoyed a trade magazine on one of my iDevices."

"... it also integrates into the books app and you can flip, zoom, and fly around just like a regular tree-killing publication."

"... the iPad version of BD is fantastic. It looks great and interacts perfectly."

If you've got an iPad, click [HERE](#) for a treat!

region of Quebec may soon see an English-language station and a French-language station programming full-time traffic reports. And if the combined idea of **Transport Quebec** and **Cogeco** take legs, the plan calls for the stations to begin in the Fall with on-air coverage between 4:30 a.m. and 1 a.m. weekdays and from 6 a.m. to 1 a.m. weekends. Transport Quebec will finance part of the stations' operating costs. Two frequencies relinquished by **Corus Quebec** were the French and English news stations, **Info690 (CINF)** and **AM 940 (CINW)**. Both were revoked by the CRTC one year ago after not being in operation since Jan. 29/10... The **CRTC** has determined that no changes are required as regards airplay given to new Canadian artists. Further, it adopted definitions of new Canadian artists proposed by key music industry groups. The CRTC also made public two studies on the airplay given to new Canadian artists. Commission Chair **Konrad von Finckenstein** said that because many Canadian artists are taking advantage of online platforms and social media to promote and distribute their music, *"there is no need to impose specific requirements"*. Station playlists reveal that new artists' music accounts for three out of every five Canadian songs played by contemporary hit radio stations in English-language markets and one out of every four Canadian songs played in French-language markets... **Corus Entertainment** has applied for power increases at two of its Vancouver stations; to 51,000 watts from 35,200 for **CFOX-FM** and to 53,000 watts from 37,000 watts for **Rock 101 (CFMI-FM)**... A **CFMB Montreal** radiothon last weekend raised \$125,000 for the schools of Greater Montreal's Greek community... **Rock 102 Saskatoon's** first annual *Caged for the Cure* raised \$62,310 to benefit **St. Paul's Hospital Leslie & Irene Dube Urology Centre of Health for Prostate Disease**. The radio marathon ran 36-hours.

REVOLVING DOOR: **Dave Charles** has become the new PD at **JAZZ.FM91 Toronto**. When Charles returned to Canada from Australia back in 2009, he joined **ByrnesMedia** as its new media and business consultant... **Dr. Jean Luc Berube** is the new president of the **Communications Research Centre (CRC)**. Before taking over as interim president, he was VP of **Broadband Network Technologies**... **Catherine Cano**, the former director of program development at **CBC News** in Toronto, is now with **RES PUBLICA Consulting Group** as managing partner of the Toronto office of wholly-owned **NATIONAL Public Relations**... **Jim Lehrer**, 77 this week and who has been delivering the news each weeknight to **PBS** viewers since the U.S. **Gerald Ford** administration, is retiring. His departure from regular anchoring will take place the week of June 6... **Jay Ingram's** last co-hosting duty on **Discovery Channel's** nightly **DAILY PLANET** is June 5. An original co-host, Ingram has been with the Toronto-based show since its inception 16 years ago... **Steve "Hurricane" Huber** is no longer PD at **92.9 The Bull Saskatoon**. Huber had been with the **Saskatoon Media Group** since August 2007... **Joanne Clancy** has been promoted at **CTV Atlantic (CJCH-TV) Halifax** to assistant ND/senior producer... **Mary Hart**, 60, who began as a co-host with **Entertainment Tonight** in 1982, is packing it in. Her last co-hosting appearance on the show is tomorrow (Friday). Hart, a former Miss South Dakota, has worked with five male co-hosts, most notably **John Tesh** and currently **Mark Steines**. **Nancy O'Dell** will succeed her... **Shaw Media** has created a new, in-house digital sales division designed, it says, to help advertisers leverage digital platforms for maximum impact. There are 12 new positions which will begin June 1. Among them are five national account execs: **Jennifer Blaney**, ex of **Yellow Pages**; **Robert Devereux** from the **2010 Vancouver Olympic Games'** digital properties; **Bryan Press**, ex of **Insight Sports North America** and, before that, **GlobalTV.com** and



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2011 NEWS

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- Rick Arnish, President, Jim Pattison Broadcast Group
- Chris Gordon, President, Bell Media Radio
- Elmer Hildebrand, CEO, Golden West Broadcasting Ltd.
- Paul Ski, CEO, Rogers Radio
- Gordon Rawlinson, CEO, Rawlco Radio Ltd.

You won't want to miss the panel where you will hear from some of the most active and powerful players on the Canadian broadcast scene. The WAB panel session is always a rollicking and thought provoking time that will be sure to get opinions flowing!

Our Presidents' Panel is only part of our great line up this year for WAB's 77th Anniversary – People & Technology, The Real Convergence! The full program is available online at www.wab.ca or email us to receive a copy of the program if you haven't already in the mail.

Book your hotel room today to take advantage of great WAB hotel rates – the Fairmont Banff Springs fills up quickly this time of year! And register now online at www.wab.ca or download registration and hotel forms from our website.

See you this June!

Richard Kroeker
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Keynote speakers:
Jesse Brown, W. Brett Wilson,
Linda Duxbury, Dave Lehman

Alliance Atlantis; Julie Spina, promoted from inside sales rep at Shaw Media; and, **Kiera Yeates**, most recently of **Tribute Magazine**... **Peter W. Klein**, a three-time **Emmy** winner, will become acting director at the **University of British Columbia's Graduate School of Journalism**. He begins July 1. Klein, an associate professor at the school, is a longtime producer of the **CBS News** program, **60 Minutes**. Before that, he was at the **ABC News** shows, **20/20** and **Nightline**. He also helped launch **New York Times TV**, and worked as a radio and print reporter throughout the U.S. and overseas... **Juan Diaz** is the new manager, broadcast technical services at **The Weather Network**. Diaz, formerly of **Vizrt**, started this past Monday... **Jason Sokoloski** joins **Astral Television Networks** in Toronto as director of operations at month's end. Sokoloski, who moves from **Bell TV**, succeeds **Bill Custer**.

TV: The 2011 Board of Directors at **Women in Film & Television – Toronto** (WIFT-T) has appointed **Prentiss Fraser**, the senior VP of worldwide sales & acquisitions at **Entertainment One**, as board chair for the upcoming term. She succeeds **Susan Ross**. New directors are **Jade Raymond**, the managing director, **Ubisoft Toronto** and **Joanna Webb**, senior VP, programming & production, specialty television at **Bell Media**. They succeed outgoing directors **Bonnie Brownlee** and **Wanda Bradley**.

GENERAL: A new centre – to be named after the late, famed Edmonton broadcaster **Jerry Forbes** that will be home to several holiday charities – got a \$3 million boost from the province of Alberta this week. The **Jerry Forbes Centre for Community Spirit** will give work space to non-profits. Forbes helped found **630 CHED's Santas Anonymous** in 1955.

The 70,000 square-foot centre is scheduled to open in 2013.



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LOOKING: **Rogers Sportsnet**, Toronto - director programming strategy; **Newcap Television Lloydminster** - producer/director; **CTV Edmonton** - news producer; **CTV Winnipeg** - news writer/producer; **/A1 Vancouver Island Victoria** - news anchor/reporter; **CP24 Toronto** - manager, live operations; **Global TV Toronto** - Broadcast technician; **JOE FM Edmonton** - program director; **Virgin 999 Toronto** - morning show producer; **Newstalk 1010 Toronto** - producer; **BOOM 97.3 Toronto** - evening announcer; **Corus Radio Winnipeg** - account manager; **KiSS 92.5 Toronto** - announcer; **News 88.9 Saint John** - talk show host; **Wired 96.3 Saskatoon** - morning show co-host; and **CBC Toronto** - research officer.

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Thursday, May 26, 2011

Volume 19, Number 4

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REVOLVING DOOR: Michelle Lomack has become publicity manager at **Rogers Media Television** in Toronto. She previously worked as a publicist at **CTV**. Lomack succeeds **Veronica Logue** who is moving to New York City... **Dick Ebersol**, the president of **NBC Sports**, unexpectedly resigned last week as the result of a contract dispute with his new bosses at **Comcast**. Ebersol had been given a promotion when Comcast took over **NBC Universal** earlier this year.

SIGN-OFF: Pete Griffin, 81, of cancer at his home in Smiths Falls, ON. Griffin, who worked Toronto radio for almost 25 years, began at **CHUM-FM** in 1963 when it aired classical music. When it went AOR in 1968, Griffin stayed and became morning man. In the late '70s, he moved to **CFNY-FM** and was there, doing mornings, until 1987. Griffin and broadcast engineer **Dave Haydu**, who also moved to CFNY, teamed at CHUM-FM in the early '70s to become a morning favourite, **Pete & Geets**.

RADIO: Lots of buzz about **Rogers Media** getting set to rebrand stations because they've registered URLs that include variations of CityNews and CN. **John Hinnen**, VP/GM at **680News Toronto**, tells **Broadcast Dialogue** that Rogers made the move to protect its brands and "has no plans at this time" to re-brand the radio stations... **Newcap** has sold its two radio stations in Winnipeg to a wholly-owned subsidiary of **Evanov Radio Group** (ERG) at a price of \$5.5 million. If **CRTC**-approved, the transaction for ethnic **CKJS-AM** and specialty station **CHNK-FM (HANK-FM)** is expected to close before Dec. 31. Evanov already owns a station (**CFJL 106.1**) that's expected to launch this summer in the Manitoba capital. Plans by ERG include running the two Newcap stations from their current studio location and with the same staff... A new myFM station has launched in St. Thomas. **94.1 myFM (CKZM-FM)** is airing 5,000 songs in a row and then will begin regular programming that includes local news and events. **MY BROADCASTING CORP.** owns stations across Ontario at Renfrew, Pembroke, Arnprior, Strathroy, Napanee, Exeter, Goderich, Kincardine, Port Elgin, St. Thomas and, to be launched this summer, Gananoque... **up! 97.7 (CHUP-FM) Calgary**, the

former **Mix 97.7 (CIGY-FM)**, launched last Friday, playing what the news release describes as "upbeat songs". The change in format saw the departure of morning show co-hosts **Sue Deyell** and **Beesley**. In their place are

Tripp Anthony (aka West), who had been doing weekends and was previously at **Kool 101.5 Calgary** doing evenings, and PD Kath Thompson who also does morning news. **Rawlco Radio** developed the up! brand in Edmonton and says it "wanted *Calgarians to have the same opportunity to feel good every time they turn on the radio*". First song played was **Michael Jackson's *The Way You Make Me Feel***.

TV: The **CRTC** is seeking information on online broadcasting services and wants Canadians to provide data and information on the affect they're having on this country's communications system. The Commission is gathering data and information at the request of "the most significant members of the *Canadian communications industry*" and because of a resolution of the Standing Committee on Canadian Heritage which was included in its March 2011 report, *Impacts of Private Television Ownership Changes and the Move Towards New Viewing Platforms...* Ten-year **CTV Regina**

news anchor **Manfred Joehnck** has resigned amid allegations of impaired driving. Police allege Joehnck struck a motorcyclist May 12 who was stopped at a street corner. The motorcyclist sustained minor injuries... **TVA Group**, a **Quebecor Media** subsidiary, says start-up costs for the **Sun News Network** reduced earnings in the first quarter to \$300,000 from \$700,000 a year earlier. TVA earned one cent per share for the period ended March 31, compared to three cents in the first quarter of 2010. Revenues decreased 2.3% to \$107.1 million from \$109.6 million in the year-ago period. The company lost \$844,000 during the quarter, compared to a \$741,000 profit last year. The television sector's operating profit decreased by 16.8% or \$578,000... **Accessible Media** (AMI) has launched the new www.ami.ca website which consolidates the **VoicePrint** and **The Accessible Channel** sites... Fair and proper comments regarding Islam on **Crossroads Television** did not violate broadcast codes, says the **Canadian Broadcast Standards Council**. For details, click www.cbcs.ca... **WorldTV.com** (<http://worldtv.com>) in London, England, has launched its TV channel and web video publishing platform. The platform enables any individual or company to create their own TV channel that can appear on the web or web-connected TVs. The basic service is free although additional features can be added through a pay per use model.

GENERAL: **Telesat's** most recent launch – **Telstar 14R/Estrela do Sul 2** – failed to fully deploy the north solar array while the south solar array deployed successfully. It is now providing power to the spacecraft, which is stable and is otherwise operating as expected. It is expected that the satellite will, at a minimum, support all of the existing services to customers presently provided by Telstar 14/Estrela do Sul, to be operated by Telesat's Brazilian subsidiary... Interactive media, according to a recent report from **Ernst & Young**, is the fastest-growing segment of the media and entertainment industry. The report, entitled *Spotlight on profitable growth*, gives credit for its rise to the top as being fuelled by a push to provide consumers with access to information and entertainment content through a variety of Internet-based formats. **Neal Clarence**, leader of Ernst & Young's Media and Entertainment practice, says interactive media continues to benefit from consumers' ongoing shift away from traditional media and towards online platforms. A good example is companies that provide streaming video services, which are changing the way people watch television. *Spotlight on profitable growth* is a five-year study on the growth and profitability of the media and entertainment industry, based on earnings before



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WHAT'S HAPPENING MAGAZINE CAREERS WEEKLY BRIEFINGS TECHNOLOGY

What's Happening

May 25, 2011

Enns on Sales: Error by Omission

I've had it with broadcast sales and management types according to the misleading information disseminated by digital media "gurus". Their blogs, media releases and seminars might not be bad, but they certainly leave out important information about our heightened role in the new media landscape... and we let them!

I recently spoke at a broadcast association conference where one of my fellow speakers was a "Facebook guru". She posed this question to an audience of radio and TV managers:

"If you wake up tomorrow with a terrible toothache are you more likely to:

- Go to the mall and hope Vajpak has a dentist's coupon?
- Search the internet on Google for dentists?
- Go to a friend you trust on Facebook to recommend a dentist?"

The answer to this loaded question was all too obvious. But not one of the broadcasters in the room stood up to give a fourth option:

d) "Call a dentist who had created an awareness and preference and provided you with a consistent radio or TV campaign!"

Again, the answer would be obvious because you wouldn't have to go online or search anywhere... you already have an awareness and familiarity with a dentist who has properly branded his/her practice! Radio is old news. No one goes to their industry conferences to hear about radio... they've been there, done that. And your prospects' trade magazines aren't publishing articles about anything old or traditional... that's just not news.

The digital media bloggers, consultants, authors and guru's don't mention us either. But their teachings are an error by omission.

I recently read an article that included this graph showing that smartphone users take action on their Actions taken after searching for businesses close to their location according to US Smartphone users, Q4 2010

% of respondents
Called the business - 61%
Visited a business - 59%
Looked up business on a map or got directions - 58%
Visited the website of a business - 54%
Made a purchase from a business in store - 50%
Made a purchase from a business online - 22%
Recommended a business/service to someone else - 22%
Read or wrote a review about a business - 20%
Marked or added a business to my favorites list - 19%
(Note: n=1,127 Ages 18-64 who access local content)

Source: Google and Ipsos OTI MediaCT. "The Mobile Movement: Understanding Smartphone Users, April 27, 2011. www.ipsos.com

That's the same story we tell Yellow Pages guys get away with for years... "people who searched for auto glass had a high propensity to buy auto glass"... *duh!*

What this graph omitted, but what that very same research document revealed was, "Traditional media were the biggest motivation for beginning a search on a smartphone, followed by word-of-mouth."

It's time for us to expose the gross omissions in all of the digital media propaganda. While we need to embrace digital's role in the new media mix, our sales people, our web sites, our advertiser seminars and our on-air promos, need to expose all of the positions that are conveniently omitted from the new media "news" our clients and prospects are exposed to daily.

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May 24, 2011

The Youth Media Alliance Appointments

The Youth Media Alliance (YMA) board of directors is pleased to welcome two new members to the team: **Alexandra Raffle**, its board member, and **Lynne Cole**, its coordinator of special events and communications.

Alexandra Raffle takes over from **Chris Bartleman** of CHOC Media, who recently completed his term.

Alex Raffle served for four years as CEO of the Ontario Film Development Corporation (1994-98), and served on the

interest, taxes, depreciation and amortization of margin percentage and dollars. The new report ranks the top 10 media and entertainment industry sectors on both their profitability and profitability growth rate, and provides a performance comparison of the overall media and entertainment business to other stock market indices. The ranking of overall average profitability during a five-year period: Cable operators, 37.6%; Interactive media, 34.6%; Cable networks, 31.4%; Satellite television, 27%; Publishing, 20%; Conglomerates, 18.8%; Television broadcasts, 17.6%; Film and television productions, 10.6%; Electronic games, 10.6%; and, Music, 10.6%... The **Radio Television News Directors Foundation of Canada** has awarded nine scholarships for 2011, four of them going to students at London's **Fanshawe College**. The awards are made on a competitive basis from applicants across Canada. Eight of the winners are: **David Thurton, Ryerson University, Toronto (660 News Diversity Scholarship)**; **Fadi Didi, Fanshawe College, London (BNN/Jim O'Connell Scholarship)**; **Corey Emmett Murphy, Fanshawe College, London (RTNDF Scholarship)**; **Stefanie Masotti, University of Western Ontario (Cold-FX Scholarship)**; **Jillian Marie English, Carleton University, Ottawa (Atlantic Broadcasters Scholarship)**; **Rosella Chibambo, Carleton University, Ottawa (The Canadian Press/Eric Murray Scholarship)**; **Micah Lindo, Fanshawe College, London (CBC/Barbara Frum Scholarship)**; and **Zachary Currie, Fanshawe College, London (Marketwire Scholarship)**. The ninth winner, to be chosen from these eight, will receive the **George Clark Scholarship** at the RTNDF luncheon as part of the **RTNDA National Conference** in Halifax June 24. In addition to a cash award, winners will receive a complimentary registration to the RTNDA National Conference in Halifax and a travel subsidy.

LOOKING: **Bell Media Toronto** - executive director; **CTV Winnipeg** - morning show news host; **CTV Saskatchewan** - news producer; **CTV Regina** - news producer; **CTV British Columbia** - morning show producer; **CBC Moncton** -

producer; **CBC Halifax** - senior remote area transmitter technologist; **Astral Salmon Arm** - news anchor/reporter; **BOOM 97.3 Toronto** - digital content producer; and **CJHR Renfrew** - operations director.

SUPPLYLINES: Melville, NY-based **Chyron** has appointed **Brian Spiers** as senior national account executive within the company's North American sales team. Spiers is known to Canadian broadcasters through positions he held with **Grass Valley** and **Tektronix**.