

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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TELEVISION: The **CRTC's** new loudness rules kicked in Sept. 1 aimed at maintaining consistent sound levels throughout programming and commercials. Broadcasters and BDUs have been told to report to the Commission by Oct. 15 with confirmation that they're complying. However, the Americans have said they won't make the same requirement come into place until year-end... **Rogers Sportsnet** is establishing a sports events division, one where it will control all aspects of an event by way of ownership and production; a move beyond simply broadcasting an event. Sportsnet has just purchased the **Grand Slam of Curling** from **iSport Media and Management** and will handle everything from paying the prize money to making sure the ice doesn't melt. Ownership of such events will eliminate concerns of repackaging programming across different platforms... The **Genies** and **Geminis** are no more, succeeded by the **Canadian Screen Awards**. The **Academy of Canadian Cinema and Television** says that the first gala for the combined awards for television, film and digital media will be held March 3, with **CBC** as the official broadcast partner. An issue with the old awards was the sheer numbers of them. The **Geminis** had roughly 100 while the **Genie Awards** had more than 20. No word yet on how many awards will be handed out under the new combined format... The big four U.S. Amnets – **ABC, NBC, CBS** and **Fox** (in that order) – remain atop the list of Americans' most demanded networks. As such, BDUs don't have much room to dicker when it comes to negotiating better carriage deals. **The Diffusion Group** says its research shows the top 10 "must-have" channels have changed little in the past year. Consumers were asked to select 10 channels from a list of 35 that they considered essential to a pay-TV service. The remaining six, in order, are **Discovery Channel, The History Channel, HBO, ESPN, Syfy** and **Comedy Central**... The **Google TV Ads** service, launched in 2008, is gone. Instead, says Google, the company will concentrate on online and multiscreen video advertising. Cited for the new direction was that, increasingly, video is going digital and that users are now watching across numerous devices. Google had sold the idea of the ad-buying service as providing tools for targeting based on demographic and psychographic profiles. Further, ad buyers paid only for actual impressions delivered.

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RADIO: HOT 103 (CFMM) Winnipeg, formatted CHR/Top 40, has switched brands to become **103.1 Virgin Radio** and playing hit music. This latest switch to the Virgin brand follows the Aug. 17 rebranding of **97.5 EZ Rock (CIQM) London**. The others are located in Vancouver, Calgary, Edmonton, Toronto and Montreal... **TSN Radio (CKGM) Montreal** has moved from 990 to 690. The new frequency will improve reception, particularly on the West Island... Still in Montreal, **Astral Radio's** English-language stations (**CJAD**, **CHOM-FM** and **Virgin 96**) have moved from their old location at Fort and Ste. Catherine. The 30-year location has been succeeded by new digs on Rene Levesque East at Papineau, large enough to accommodate other properties... A fire last month in Calgary has forced the relocation of three **Corus** stations, at least temporarily. **QR77**, **Q107** and **Country 105**, says GM **Garry McKenzie**, will likely be out of the **Shaw** building for about a year... The Quinte area of eastern Ontario – which includes Belleville, Trenton and Brighton – saw all eight of its radio stations work toward the common goal of raising funds for the Prince Edward County Memorial Hospital Foundation, Trenton Memorial Hospital Foundation and the Belleville General Hospital Foundation. The day-long campaign Aug. 30, aired on **955 HITS FM**, **Cool 100**, **Mix 97**, **Rock 107**, **CJBQ**, **MyFM Brighton**, **91x Loyalist** and **UCB**, raised almost \$27,000... **Sportsnet Radio The Fan 590 Toronto** just turned 20, blowing apart the argument back in 1992 that an all-sports format would never work... Radio applications with the **CRTC** include:

1. **CBC Winnipeg** which wants an FM licence for French-language programming to replace **CKSB St-Boniface** and its FM rebroad **CKSB-10-FM Winnipeg**. The other re-broadcasting transmitters would remain in place with the new FM licence. They are: **CKSB-FM-1 Sainte Rose du Lac**, **CKSB-FM-2 St. Lazare**, **CKSB-FM-3 The Pas**, **CKSB-FM-4 Flin Flon**, **CKSB-FM-5 Thompson**, **CKSB-FM-8 Brandon**, **CKSB-FM-6 Dryden**, **CKSB-FM-7 Kenora** and **CKSB-FM-9 Fort Frances**. The new Winnipeg station would operate at 88.1 MHz with 100,000 watts...
2. **Dufferin Communications** has applied for an English FM licence at Clarence-Rockland, 37 km southeast of Ottawa. The new station would be at 92.5 with power of 300 watts and programming AC.
3. **Golden West Broadcasting** wants an FM licence at Steinbach which would be at 88.5 with power of 61,000 watts and airing Country Favourites...
- 4-5-6 **Arctic Radio** is applying to add three FM's in Thompson, Flin Flon and The Pas. **CHTM Thompson** would be at 102.9 with power of 190 watts; **CFAR Flin Flon** would be at 102.9 with power of 191 watts; and **CJAR The Pas** would also be at 102.9 with power of 200 watts. Arctic Radio also wants the existing AM stations to remain in place. All formats are AC...
7. **Bear Creek Broadcasting** and **Jim Pattison Broadcast Group** want approval for JPBG to acquire a 49.99 share of **Ken Truhn's Q99FM (CIKT-FM) Grande Prairie**. Truhn would hold the balance and retain control of the company.

The deadline for interventions/comments/answers for each of the above applications is Oct. 5.

REVOLVING DOOR: New **Maple Leaf Sports and Entertainment** President is **Tom Anselmi**, succeeding **Richard Peddie** who retired eight months back. Anselmi keeps his old job as MLSE COO... **Rick Lewchuk**, the Sr VP, Bell Media Agency and Brand Strategy, has resigned. He leaves his senior Toronto post effective Sept. 21 for **CNN Worldwide** in Atlanta where he will be Sr VP, Creative Services. Lewchuk will oversee on-air and off-channel brand and marketing creative for all CNN Worldwide businesses. His background includes SVP Program Planning and Promotion at **CTV**, VP Promotions at **Baton Broadcasting** and three earlier positions with TV stations in Regina and Lethbridge... Some middle management changes at **CHEX-TV Peterborough** tied to financial efficiencies. As of Sept. 14, Operations Manager **Paul Burke**, Program and Promotion Manager **Judy Carswell** and Chief Engineer **Paul Ward** will no longer be with the **Corus TV** station. Succeeding Burke in some capacities is Master Control Supervisor **Paul Dinsdale**, **Lynda McCullough** will take over most of Carswell's responsibilities and **CKWS Kingston** Chief Engineer **Roger Cole** will take responsibility for both stations. **Henry Przbyszewski**, as Assistant Chief Engineer, will have expanded responsibilities to keep Peterborough radio and TV running... New GM at **The Jim Pattison Broadcast Group** radio stations in Cranbrook and Fernie – **CHBZ-FM**, **CHDR-FM** and **CJDR-FM** – is **Leo Baggio**. With this promotion, Baggio – who's been with the company for 28 years – assumes the new role Oct. 1 and will also be PD at CHBZ and CHDR. He moves to Cranbrook from being Director of Radio Programming & Operations the last two years at the Kamloops division. Baggio succeeds **Rod Schween** who recently moved to Kamloops to become President of the company... The **CRTC's** first Chief Consumer Officer is **Barbara Motzney**, the former Director General of copyright policy at the federal Heritage department. Primary among her duties is putting the public's interest "at the heart of policy-making"... **Brent Corbeil**, who had been **CTV Ottawa's** Promotion Manager from March 2003 through Feb. 2012, is now **boom 99.7 Ottawa's** new morning co-Host, paired with **Michelle Cruise**... **Rob Wills**, who was promoted

to GM of the **Haliburton North** properties in Ontario 10 months ago, is no longer with the company. His responsibilities covered **The Moose** stations at Kapuskasing, Cochrane, Iroquois Falls and his base, Timmins. There is no successor... **Jacqueline Janelle**, who joined **CTV Edmonton** back in April as the Managing Editor, is no longer with the station. Before moving to CTV she'd spent the bulk of her broadcast career at **CBC Edmonton** in roles that included producing the morning show... After a three-year absence, **Gerald Montpetit** has returned to **CILS Victoria** as PD. He succeeds **Phillip Mossman**.

IGN-OFFS: **Bob Johnstone**, 82, of cancer in Toronto. For decades, his *Today in History* feature was a staple of local **CBC** radio programs across the country. Johnstone was also a court and crime Reporter for CBC News... **William Henry (Billy) Cox**, 79, of Parkinson's Disease in Toronto. nephews. Cox, until his retirement, was President of **Glen-Warren Broadcast Sales** under **Baton Broadcasting's** ownership. As well, he was Manager of the **Canadian Olympic Sailing Teams** in '68 and '72 and a Director of the **Canadian Olympic Association** when Montreal hosted the Games in 1976... **John H. Battison**, 96, in Columbus, Ohio. He was the founder and first President of the **Society of Broadcast Engineers**.

GENERAL: Despite the abundance of non-traditional media, Canadians spent more time watching TV or listening to radio in 2011 than they did in 2010. They also increased their Internet video watching to 2.8 hours a week from 2.4 the previous year. The **CRTC** says that, weekly, we watched an average of 28.5 hours of television, up from 28 hours in 2010, and we listened to an average of 17.7 hours of radio, up from 17.6 hours in 2010. Broadcast revenues climbed 5.5% to \$16.6 billion from 2010, and revenues from telecommunications services increased by 2.5% to \$42.7 billion... And, in a sidebar to the **CRTC Monitoring Report** released this week, **SayNoToBell** – an initiative by a group opposed to the **BCE/Astral** deal – said the TV numbers for the 2010 - 2011 season “*prove that Bell Canada has understated their audience share numbers in relation to their bid . . . and confirms that the proposed transaction is well over the CRTC's threshold for concern*”. The Commission said it would closely scrutinize any deal that sees one company control 35% of the market, and that it would deny any deal that would push the number above 45%... Meanwhile, the digital evolution continues. **Kaan Yigit**, the President of Toronto-based **Solutions Research Group**, says the number of laptops, tablet computers and smartphones used by Canadians and capable of streaming video online will hit 31 million this year... **Rogers Broadcasting** Toronto Traffic Reporter **Russ Holden** has just celebrated 45 Years with the company, making him the company's longest-serving employee. He began in Production at **CHFI FM Toronto** in 1967.

SUPPLYLINES: **BIRDE Marketing** of Markham has been purchased by Switzerland-based **LEMO**. Through that acquisition, **LEMO Canada** has been formed as BIRDE's successor. BIRDE Marketing represented LEMO products in Canada since 1988 and the company employs 13 people in four offices across Canada. **Mario Colacino**, who has been with BIRDE Marketing since 1988, has been appointed GM of LEMO Canada... **CBC** has expanded newsgathering efforts with the **Dejero LIVE+ Mobile App** provided to 100 of its national and international Reporters. The App is installed on **Apple iOS** devices... **CBC/Radio-Canada** is selling land, transmission towers, analogue TV transmission equipment and related buildings located at 100 different sites across the country. A list of assets is available from **Capital Canada Limited** in Toronto... **SparkNetworks** has become the exclusive Canadian distributor for **CBS Sports Radio**. The 24/7 line-up of national programming will debut Jan. 2... **Maple Leaf Sports & Entertainment** has selected **Dalet Digital Media Systems' Sports Factory** as its end-to-end Media Asset Management platform for all content related to its production and broadcast of **Toronto Maple Leafs, Toronto Raptors, Toronto FC** and **Toronto Marlies** games.

LOOKING: **B100/CIFM Kamloops** - Program Director; **CKPG Prince George** - Radio and TV Reporter/Anchor; **Rock 106 and 107.7 The River Lethbridge** - Program Director; **93.7 Wayne FM Wainwright** - Announcer; **CISN Edmonton** - Announcer; **103.9 K-ROCK Corner Brook** - morning show Host/MD; **Shaw Media Toronto** - Brand Manager for specialty channels and a Designer/Developer for Global News; **Global Regina** - weather Anchor/Reporter; **Newcap Television Lloydminster** - Production Manager; **Teletoon Toronto** - Writer/Producer; **CTV Winnipeg** - Reporter; **CTV Barrie** - Sports Anchor/Videographer; **Bell Media Toronto** - Manager, Independent Production, Comedy; **CBC Toronto** - Senior Architect, Social Media; and **Applied Electronics Calgary** – Western Regional Manager.

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Thursday, September 13, 2012

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BELL-ASTRAL HIGHLIGHTS: At the **CRTC** hearings in Montreal into the **BCE** purchase of **Astral Media**, Bell said it would divest 10 radio stations in five markets, seven owned by Astral and three of **Bell Media's**. They are: Astral's **Virgin Radio (CKZZ-FM) Vancouver** - Hot AC (with an 11.3 [18-54] Commercial Market Share (CMA) and ranked 3); Astral's **Shore FM (CHHR-FM) Vancouver** - Adult Alternative (with a 2.3 [18-54] CMA and ranked 13); Astral's **CISL AM 650 Vancouver** - Oldies with a 1.2 [18-54] CMA and ranked 14); Astral's **Boom FM (CHBM-FM) Toronto** - Classic Hits (with an 8.1 [18-54] CMA and ranked 4); Bell Media's **Flow 93.5 (CFXJ-FM) Toronto** - Urban Contemporary (with a 2.7 [18-54] CMA and ranked 12); Bell Media's **Kool 101.5 (CKCE-FM) Calgary** - Hot AC (with a 7.0 [18-54] CMA and ranked T8); Astral's **QX 104 (CFQX) Winnipeg** - Country (with an 8.5 [18-54] CMA and ranked 7); Bell Media's **Fab 94.3 (CHIQ-FM) Winnipeg** - Oldies (with a 6.9 [18-54] CMA and ranked 8); Astral's **The Bear (CKQB-FM) Ottawa** - Rock (with a 7.6 [18-54] CMA and ranked 6); and, Astral's **Boom 99.7 (CJOT-FM) Ottawa** - Classic Hits (with a 3.3 [18-54] CMA and ranked 11)...
– Bell Media also said it will look at selling **TSN Radio (CKGM) Montreal** if the Commission denies other changes it wants in Montreal. Bell seeks to convert CKGM to French-language **RDS** all sports radio and then to add more sports content to **CJAD Montreal**, provided the overall deal is approved. Bell wants the language switch because common ownership rules say one company cannot own more than three radio stations in a market of fewer than eight commercial stations. Montreal has five, and Astral owns CJAD, **CHOM** and **Virgin Radio**. Adding TSN would put it over this limit. In French, Astral owns **NRJ** and **Rouge FM**, and Bell owns no stations, so adding a new one would not put it above the limit...
– The **Communications, Energy and Paperworkers Union of Canada**, opposing the application, told the hearing that concentrated media ownership has reduced employment opportunities in content creation. The union said that since 2008, CTV has cut its TV staff by 24%, including 233 people since Bell acquired CTV. Astral, it said, has cut its radio news spending by 8% since 2008...
– Bell Media said it will launch a national 24-hour French-language TV news channel based in Montreal if its purchase of Astral Media is approved...



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– BCE, noting that more than 10% of Canadians now subscribe to **Netflix**, accounting for more than 11 million hours of TV viewing a week, said it would launch a service to compete that would be available in French and English...

– **Jacques Parisien** will oversee both French and English-language media properties operating across Canada. In addition, he will lead Quebec market development efforts through his relationships with stakeholders across the province, incumbent on whether or not the CRTC allows BCE's purchase of Astral. For the moment, Parisien remains Astral's EVP/COO and Astral Radio President...

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– **Rogers Communications** said it would have opposed **BCE's** purchase of **CTV** had it known how BCE behaves. "They don't behave like a content provider," said **David Purdy**, Sr VP of Content at Rogers. Rogers, he said, does not get access to specialty channel content which hampers its need to innovate. While Rogers has enjoyed a good working relationship with Astral for programming content, Purdy said, Rogers sees it threatened with the proposed takeover. BCE, he said, starts negotiations at an unreasonably high and unaffordable level. Over periods of months, the prices are reduced but by then BCE has enjoyed exclusive content offerings, thus the ability to provide reasons for consumers to switch if they want to see this content. Purdy asserted that BCE is willing to lose revenue on the content side to make more money on the telecom side...

– Rogers warned regulators that allowing BCE to acquire Astral Media would hand it "overwhelming control" of the broadcast marketplace. **Ken Engelhart**, Rogers Sr VP of Regulatory Affairs, urged the Commission to force

BCE to sell off Astral's English-language TV assets. Allowing the deal, said **Pamela Dinsmore** of Rogers, would create a behemoth with "overwhelming control of television on all screens in Canada."

– **Shaw Communications** endorsed the deal. President **Peter Bissonnette** said, "it would be a short-sighted and insular, protectionist approach suggested by some interveners who simply want to prevent or restrict a competitor from delivering the consumer benefits resulting from scale and integration." He said rules introduced last year governing how vertically integrated companies must interact with its competitors are sufficient to prevent abuses.

RADIO: Rock 95 Broadcasting, based in Barrie, has won the coveted 88.1 frequency in Toronto. The **CRTC** granted the application for programming that will specialize in showcasing independent and emerging Canadian artists. Forty per cent of the music featured will be Canadian and 60% of that will be from emerging artists. There were 22 applications for the Toronto frequency... The Commission also approved a licence to **Bhupinder Bola** for 105.9 FM in Markham. That new station will air ethnic programming with a contemporary and alternative music format... **MY FM**, owned by **Jon Pole** and **Andrew Dickson**, has won approval for an FM licence in Alliston, southwest of Barrie. It will operate at 92.1 with power of 1,986 watts and programming gold-based AC... **Golden West Broadcasting** launched **Rock 106.1 FM (CKSE) Estevan** yesterday. It's a sister to **Sun 102 (CHSN-FM) Estevan**, both now under Station Manager **Mark Henderson** and PD **Lyle McGillivray**... At the **2012 Canadian Country Music Association (CCMA) Gala Awards** in Saskatoon this past weekend, radio winners were: **MD of the year-Major Market: Scott Phillips, CKRY-FM Calgary/CISN-FM Edmonton; MD of the year-Secondary Market: Tim Day, CKGY-FM Red Deer, On-air personality of the**

year-Major Market: Toff and Melissa of the *Morning Ride* - **CHKX-FM Hamilton**; and **On-air personality of the year- Secondary Market:** KG Mornings with Greg, Tera Lee & Al, **CKGY-FM Red Deer...** The **Corus Entertainment Calgary** cluster – **CKRY, CHQR** and **Q107** – will move to the Eau Claire Market Monday, Nov. 5. The move, temporarily, is the result of that large fire earlier this year at **Shaw Court**.

T**ELEVISION:** **Global Regina** and **Global Saskatoon** have just celebrated their 25th anniversaries. They began life as **STV Regina** and **STV Saskatoon** Sept. 6, 1987. It was the first time that a Canadian broadcaster put out two simultaneous air signals in two different cities. In 1990, the two joined **CanWest Global** and in 1997 were rebranded as Global Regina and Global Saskatoon. And, in 2010, **Shaw Communications** acquired the Global network... **Pelmorex Media**, which owns **The Weather Network** and **MeteoMedia**, has acquired a California company that provides vehicle traffic reporting for broadcast media and consumers. The acquisition of **Beat the Traffic** of Santa Clara, says Pelmorex, paves the way for an October launch of **Travelers Network**, a service for the Internet and iPhones... **Gord Martineau**, the veteran Toronto Anchor of **Citytv News**, has been honoured by **Rogers Media** execs for 35 years of service to the station. He joined the then UHF station in September of 1977. Before joining Citytv, Martineau was with **CFTO-TV Toronto**. Before that, he did a stint at **CFCF-TV Montreal**... Also in the GTA, **CTV Toronto** news Anchor **Christine Bentley** celebrates 35 years of service this week. She began at **CFTO-TV** in late 1977 after a short stint with **CBC-TV Toronto**. Before that, she was a Reporter with **CHUM**-owned **CKVR-TV Barrie**... Analog signals are back in Hay River, N.W.T., thanks to efforts by the **Hay River Community Service Society**. It took over the equipment from the **CBC** and other channels so as to continue the town's over-the-air signal delivery. Twelve signals are available there. The society is made up of volunteers.

R**EVOLVING DOOR:** **Brad Phillips**, the VP of B.C. operations for **Astral Media**, will be the new GM of the **Corus Entertainment Vancouver** radio cluster, succeeding **Garry McKenzie** who's now heading prairie radio operations for Corus and based in Calgary. Phillips told **Broadcast Dialogue** that his Corus start date has yet to be announced but that it will be late this fall. As well, he said, while he's given notice to Astral a solid departure date has yet to be determined... **Sherri Pierce**, **Astral Media's** Director of Local Sales, Western

Canada, will succeed Phillips as GM of the **Astral Radio Vancouver** cluster... New Brand Director (PD) at **CJOB Winnipeg** is **Scott Pettigrew**, moving from his 26-year gig at **AM920 CKNX Wingham**. He's PD/ND at the southwestern Ontario station. Pettigrew begins at CJOB Sept. 24 and succeeds **Kevin Wallace** who moved to **Golden West Broadcasting's Air 106.1 (CFIT) Airdrie** as PD... The **Power 97 Winnipeg** morning show of **Phil Aubrey**, **Rena Jae** and **Dave Wheeler** (*Wheeler in the Morning with Philly and Rena*) departed the station after yesterday's (Wednesday's) show. They weren't able to agree on a new contract with **Corus Entertainment** deciding instead to leave... At **K-Rock Kingston**, new PD at the **Rogers** stations is **Darryl Spring**, who crosses the road from **Bell Media Kingston**... New MD/afternoon Announcer at **FLY FM Kingston** is **Lindsey Young**. Her last stop was **CKDO Oshawa**... **Shelley Joyce** will be the Host of a new morning show at **CBC Radio One Kamloops**. *Daybreak Kamloops* will launch Oct. 9. Joyce has been part of the

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CBC Kelowna team for the last six years... **Colin Laird** became the new GSM at **GX94/FOX FM Yorkton** Sept. 10. He had been a marketing consultant the last 11 years with the **Harvard Broadcasting** station cluster... **Astral Radio London** changes in light of rebranding **EZ Rock** to **Virgin Radio** include **Virgin Mornings with Tucker & Sarah**. **Scott Tucker** completed his six-month non-compete agreement with **Corus London**. **Sarah Kelly** moved from **The BEAR Ottawa**. ABD/MD is **Jeff Kelly**, ex of **BOOM 99.7 Ottawa**. And **Gary Grivich** moved from ABD/Music Director of the former **EZ Rock** format to ABD/MD/afternoon drive at **BX93**.

SIGN-OFF: **John Wood**, 78, of complications following bypass surgery, in London. As VP Sales, **CHUM Group Television**, Wood oversaw sales operations of all CHUM TV properties, retiring in the '80s.

GENERAL: The **CRTC** has outlined a three-year plan of activities that it expects to carry

out through 2015. Efforts will be focused on what Chairman **Jean-Pierre Blais** describes as "three key pillars: create, connect and protect". The "create" pillar aims to ensure that Canadians have access to compelling creative content from diverse sources and on a variety of platforms. The Commission will hold policy reviews, including a targeted review of the commercial radio policy. As well, it will initiate a public proceeding to renew the licences of independent TV services. The "connect" aspect seeks to ensure that Canadians can connect to quality and innovative communication services at affordable prices and have access to creative content. And "protect" speaks to enhancing Canadians' interests by promoting compliance... New York-based **Canadian Television Sales** has changed its name to **Canadian Media Sales** (CMS) to also reflect its radio, digital and mobile offerings.

LOOKING: **Accessible Media** seeks a Production Manager. See the ad on this page for details and who to contact... Other jobs we've heard about include: **Bell Media Toronto** - Research Manager, Digital and a Technician; **98.9 THE DRIVE Kingston** - Music Director/afternoon Announcer; **Bell Media Agency Scarborough** - Media Strategist; **Bell Media Vancouver** - ENG Satellite Technician; **CBC Vancouver** - Senior Communications Officer and a Director, Communications Services; **CBC Toronto** - Senior Director, Finance and Strategy; **100.5 Kruz FM Peterborough** - morning show Host; **Jim Pattison Broadcast Group Victoria** - Account Executive; **Global Regina** - Weather Anchor/Reporter and **MBS Halifax** - Operations Manager.

SUPPLYLINES: **SparkNetworks** and **Bentown** have Producer **John Masecar's** "The Masecar Files". The show will focus on AC and Hot AC formats and will offer customized imaging for Canadian markets. Most recently, Masecar was Senior Imaging Director at **Astral Radio Vancouver**... **CBC/Radio-Canada** has the host and domestic broadcast rights for the Toronto 2015 Pan/Parapan American Games. It has partnered with Burlington-based **BSI-TV** for engineering and technical production throughout the broadcast.

OPS: Last week, I messed up the call letters of the new **Virgin Radio Winnipeg**. They should be **CKMM-FM**.



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For more information on this role, please contact:

Sandra Vansevant
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GENERAL: The federal **Competition Bureau** says it could strike down the **BCE-Astral Media** deal even if the **CRTC** were to approve it. Competition Commissioner **Melanie Aitken**, who leaves that post tomorrow (Friday), says the Bureau is concerned that the \$3.4-billion purchase of Astral would give a single broadcaster too much power. During the course of their review, she said, there have been a lot of complaints about vertical integration and the effect it could have on competition. Aitken says her departure won't have any bearing on the files currently before the Competition Bureau... After a week of **CRTC** hearings in Montreal, first from the applicant and then various intervenors, **BCE** was again at the table on Friday to reaffirm that it needs to buy **Astral Media** to compete in the digital world. BCE CEO **George Cope**, in his final pitch to the Commission, said if the \$3.4-billion deal is shot down, Astral's assets would ultimately be split up, guaranteeing the continued foreign dominance in every way that online content is delivered. He again played down the potential dominance that Bell would have, describing it as under the 35% threshold set by the CRTC. The Commission said Friday it could take as long as 45 days before it decides if the deal is a go. Its choices include saying yes, saying



Wally Comrie and Elaine Ali accepting the Broadcast Excellence Award on behalf of the late Bill Hanson.

yes with amendments or outright rejection... Winners at the **Broadcasters Association of Manitoba (BAM)** held in Wasagaming Sept. 13 were: (the late) **Bill Hanson - Broadcast Excellence Award**; **Boyd Kozak - Hall of Fame Award**; and **Jamie Isfeld - Broadcaster of Tomorrow Award**. Hanson was a BAM past President, President of the **Western Association of Broadcasters** and a **TVB** Board member. He joined **CKY-TV Winnipeg** as an Account Executive in 1983 and was appointed to progressively more senior positions until, in 2002, he was appointed VP/GM of **CTV Winnipeg**. Most of Kozak's career was spent as an on-air personality, the last 17 years as a Reporter at **QX104 Winnipeg**. He's been the MC at hundreds of fundraisers across the province. Isfeld joined **CTV Winnipeg** in 2008 as a Web Developer. Though not her primary focus, she was awarded a **Manitoba Advertising Association Signature Award for Excellence in Advertising** in 2011.

REVOLVING DOOR: After 35 years with **CTV News Toronto**, news Anchor **Christine Bentley**, 60, has stepped down. Her last day on-air was Friday, Sept. 14. She said she's now looking forward to the pursuit of other opportunities and passions... Succeeding Bentley as co-anchor for **CTV News at Noon** and **CTV News at Six** on **CTV Toronto** is **Michelle Dube**. Until her promotion, she'd been a Reporter/Fill-in Anchor, and she will continue to file reports. Dube joined CTV Toronto in 2009, moving from **CHCH News Hamilton**... **Tamara Stanners**, the APD at **100.5 The Peak Vancouver**, has been promoted to PD. She joined the **Jim Pattison** station in 2008 just before it flipped to FM and was still called **CKBD-AM**... **Phil Aubrey**, **Rena Jae** and **Dave Wheeler** (*Wheeler in the Morning with Philly and Rena*), who left the **Corus**- owned **Power 97 Winnipeg** Sept. 12, began at **92 CITI-FM Winnipeg**



Christine Bentley



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(**Rogers**) this past Monday (Sept. 17). They succeeded the *Tom & Joe* morning show with **Tom McGouran** and **Joe Aiello**. Aiello continues with Rogers as the co-Host of the **102.3 CLEAR FM** morning show, along with **Kerri Salki**. McGouran and Salki's previous co-Host, **Jay Oliver**, are no longer with Rogers Winnipeg... **Angie Baker**, the GSM at **Corus Entertainment Cornwall**, has stepped back from that managerial role effective immediately. Baker remains with Corus Cornwall as an Account Executive... **Jon Arklay** has been appointed Senior VP, **Bell Media Agency** and Brand Strategy in Toronto. Most recently, he was VP, Creative and Brand, Bell Media... **John Nichols**, after 41 years at **95.1 The Peak FM (CKCB-FM) Collingwood**, will retire Dec. 21. Nichols, who's been behind the mic for all of those years, earned his "voice of the Georgian Triangle" reputation through his talent and his sheer longevity. Nichols' last day will mark the completion of the 33rd annual **95.1 The Peak FM Christmas Draw**, a fundraising initiative he established in 1980 that has raised more than \$600,000 for the **Collingwood General and Marine Hospital**.

SIGN-OFF: **John Iacobucci**, 70, of heart disease in Kimberly, B.C. Up until the time he took retirement, he was VP Sales at **CKNW Vancouver**. Before that, Iacobucci was GSM at **CKWX Vancouver** and also did a stint at **CKLG-AM/FM Vancouver**.

RADIO: At the **BCE/Astral** hearing in Montreal last week, a lesser item came to the fore when two separate and non-industry intervenors, i.e. listeners, appeared before the **CRTC** to argue against **Bell Media's TSN 690 Montreal** being flipped to French-language **RDS Radio 690**. First up was **Rahul Majumdar** who said, "Bell neglects, downplays and outright dismisses its English clientele and English Montreal sports radio." Further, he said, "given that Bell Media was originally granted the 690 AM frequency to better serve Montreal's English-listening community, I would recommend that the CRTC deny Bell Media's language conversion plans on that basis alone. At the very least, Bell should be ordered to surrender the frequency in order to allow another party to bring (English) sports radio to Montrealers." Up next was **Sheldon Harvey** who echoed the Montreal public's anger about the proposal. He opined that Bell, at the CRTC hearings last fall, acted in bad faith and misrepresented their intentions on the use of the clear-channel 690 frequency. Harvey further discussed his understanding that "it was always the intention of Bell Media to get into the French sports radio business, piggy-backing off of their successful RDS television service, particularly when Cogeco closed their CKAC 730 sports station"... **CHRC Quebec City**, the capitol city's oldest station, is closing. It is the only commercial AM'er left there. The owner (**Quebec Remparts** hockey club), citing financial losses, did not give a date for shutting it down but sources expect it to happen within weeks. CHRC, begun in 1926, spent most of its life programming talk. If (when) the station goes dark, **CJAD Montreal**, also at 800, would be the beneficiary... An Aug. 30 document on the **BBM** website refers to errors made in 2006 **Statscan** figures as they relate to the population of Kelowna. The over-estimation was pegged at 31,000 people but has since been amended to say that the population was, and is, correct. A third party supplier of data is being blamed for the confusion... A new **UCB Canada** Christian radio community station has launched at 90.7 in Cobourg. **CHJJ-FM** becomes the third UCB stand-alone station, the others in Belleville and Chatham's plus three repeaters. UCB, until two years ago, also had a repeater in Cobourg but it was an unprotected licence... **Arbitron's National Radio Listening Report** for September shows U.S. radio's

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Humble and Fred

Julie Adam, VP programming and national program director at Rogers Broadcasting, underlined the obvious when she told *Broadcast Dialogue* that good ideas are only good ideas if audiences like them. And audiences seem to like *Humble and Fred* and their ideas.



by Howard Christensen

Humble and Fred have been friends and partners since 1989, on the air and off, and are now celebrating their first anniversary of podcasting. It was a year ago this month that Humble Howard (Glassman) and Fred Patterson took their show on the road, as it were, to the much broader potential of an Internet audience. Both have known the ups and downs of wildly optimistic and gloomily pessimistic program directors'

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It's been a year since Humble and Fred took their marbles and went into podcasting.

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audience increased slightly year over year by 249,000 persons aged 12+, which represents nearly 93% of the American population. The data shows the largest gain in weekly listeners were 18-34s. They added more than 800,000 people. Also up, if only slightly, were 12-17s. Adults 18-49 and 25-54 declined in weekly radio listening. Arbitron blames "shifts in the composition of the population" as compared to last year's numbers... Negative comments about Haitians on **CHOI-FM Quebec City** violated **CAB** broadcast codes, according to the **Canadian Broadcast Standards Council**. A guest on one of the station's programs made the comments which the CBSC concluded were "unduly discriminatory, stereotypical and degrading under the Canadian Association of Broadcasters' (CAB) Code of Ethics and Equitable Portrayal Code". Details on this decision can be found at www.cbsc.ca... Vicki Shae of **Country QX 104 Winnipeg** used Taylor Swift's breakup anthem, *We Are Never Getting Back Together*, to bemoan the **NHL** lockout. Wearing an **Edmonton Oilers** jersey and sitting on her bed looking at hockey posters on the wall, she sings, "are you ever getting back together?" Lyrics are by Shae, **Brody Jackson** and **Jonathan Best**. Click <http://www.youtube.com/watch?v=T-MftkeLnJE&feature=youtu.be> to watch it... Omitted from last week's coverage of the **2012 Canadian Country Music Association (CCMA) Gala Awards** in Saskatoon was the Station of the Year honour going to **KX-96 (CHKX-FM) Hamilton**.

TELEVISION: **CBC News Montreal's Late Night** expanded to 30 minutes from 10 minutes. The 11 p.m. local package is anchored by **Nancy Wood**... In Halifax, **CBC Maritimes** has also expanded its late night local newscast to 30 minutes. Anchor is **Amy Smith**... On a related note, with news volume at stations across Canada and the U.S. increasing overall, the many American stations are finding that making the larger commitment to news programming – some with 60 hours a week or more – is bringing benefits to bottom lines,

their brands and in the strengthening of their ties to the communities they serve... **Nadir Mohamed**, the President/CEO of **Rogers Communications**, in an address to the **Canadian Club of Montreal** Monday, expanded on what to expect next in the digital economy: "*Smarter businesses, smarter communities, smarter healthcare.*" The digital shift is on, he said, "*and the underpinning is Internet Protocol*". Rogers, he said, will be first with an all IP cable service. On mobile video, Mohamed noted the consumer's desire for devices, networks and content to work easily together. The shift to mobile video, he said, is real, is big and "*it's happening fast*". By 2015, according to **Cisco**, more smartphones will connect to the Internet than home computers. The traffic generated from on-the-go devices will exceed traffic from home-based wired devices. Further, Cisco estimates that two-thirds of mobile data traffic will be video... **Mpix** and **MorePix** have been rebranded to **The Movie Network Encore** and **The Movie Network Encore 2**. The **Astral** classic movie channels launched Tuesday across Eastern Canada. The channels, says Astral, "*more closely align graphically with The Movie Network, the primary brand and channel in the suite of pay services offered*"... **Netflix** Chief Content Officer **Ted Sarandos** told the **Merrill Lynch Media, Communications & Entertainment Conference** in Los Angeles that Canada's big Internet providers are almost at the point of "*a human rights violation (for) what they're charging for Internet access*". In referring to the low broadband caps at ISPs which force customers to pay more if they exceed monthly caps. Sarandos said: "*The problem in Canada is... they have almost third-world access to the Internet*"... A **Canal D** reality show was deemed by the **Canadian Broadcast Standards Council** to be too violent to air before the 9 p.m. watershed. The episode in question had scenes of violence, including a man holding a young girl hostage with a large knife, gunfire during an attempted robbery, a bloody fistfight between neighbours, a street fight between two groups of young men and a man shoving his girlfriend against a brick wall. The complete decision can be found at www.cbsc.ca... Related to the watershed hour of 9 p.m., the **U.K. Royal College of Pediatrics and Child Health** is urging regulators to prohibit all TV advertising for foods high in sugar, fat or salt before 9 p.m. The college's president says regulations are too weak to protect younger viewers from the "commercial exploitation" of such foods... For those who love big honkin' TV sets, **Sony's** newest has an 84-inch screen with a 4K ultra high-res format. Cost before taxes is \$25k. Sony promises four times the resolution of the HD picture consumers are used to seeing. But the technology is so new that programming in full resolution is limited to some material on YouTube, and BDUs won't be providing it anytime soon.

LOOKING: **Astral Radio Hamilton** - Account Executive; **Astral Radio Calgary** - Digital Sales Agent; **Astral Radio Vancouver** - Account Executive; **CHUM-FM/Flow 93.5 Toronto** - Account Executive; **CTV Kitchener** - Technical Operators; **CBC Calgary** - Senior Communications Officer; **CJCD Yellowknife** - News Director; **102.3 BOB fm London** - Morning Show Host; **Newcap Radio Edson** - Commercial Producer; and **Global Regina** - Weather Anchor/Reporter.

SUPPLYLINES: **Pippin Technical** and **Integrated Tower Solutions** (ITS) are moving to a new 16,050 sq. ft. building, effective Oct. 2. The new address for Pippin will be 307A Gladstone Cres., Saskatoon SK S7P 0C7 while ITS, in the same building, gets 307B as its address. Phone numbers remain the same. Pippin had 12 years at the old address on Wells Ave but since ITS joined the family business, and because of the ITS growth from four people to 27, more space and a bigger yard for rigging equipment was needed.