

BROADCAST Dialogue

Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoan City ON • L0K 1B0 • howard@broadcastdialogue.com

Thursday, May 2, 2013

REVOLVING DOOR: Kirstine Stewart has gone from the *CBC* to become *Twitter Canada's* managing director. The former executive vice-president of CBC's English-language services is Twitter's first hire in Canada. She had been with CBC for seven years, beginning as GM of CBC Television and, in January of 2011, promoted to her exec VP gig. The move was effective immediately. Succeeding Stewart on an interim basis is Neil McEaney, general manager of finance and strategy... While Margot Micallef resigned as president and CEO of *Westerkirk*-owned *Vista Radio* last week and is no longer involved in day-to-day broadcast operations, she remains a shareholder and a board member. Another member of the board, Gary Miles -- the former CEO at *Rogers Radio*, who held that position from March 2002 up to his retirement in January 2008 -- is now CEO of Vista and based in Toronto. Micallef told *Broadcast Dialogue* that she is still bullish on radio "and on Vista in particular." Since founding Vista Radio and acquiring its first (*Sun FM (CJSU-FM) Duncan*) of 64 stations, she has been chair of the board, CEO, president and a board member... Ron Close has been appointed president and CEO of *Pelmorex Media*, succeeding Pierre Morrissette, the company's founder and controlling shareholder. Morrissette will continue as executive chairman of the board. Pelmorex is the parent company of *The Weather Network*, *MeteoMedia*, *Travelers Network*, *Beat The Traffic* and *eltiempo.es*. Close's background includes the presidency of *Bell New Ventures* and co-founder/CEO of *Netcom Canada*. He has also been on several boards, including *CTVglobemedia*, *The Globe and Mail* and *MaRS Innovation*... Ronnie Stanton began at *Corus Radio Vancouver* May 1 as Brand Director of *Classic Rock 101*. He had been with *Astral Vancouver* as operations manager and brand director at *Virgin 95.3*, *Shore 104* and *AM 650* until April 30. Before moving to Astral Vancouver in October, 2008, as PD at 95 Crave (now Virgin 953), Stanton was the group PD for 10 Australian stations. Earlier this year, he was part of a 2013 *Canadian Music Week* panel on promotions. That story can be found [HERE](#). Toronto-based Steve Parsons, Astral's national content manager, is interim operations manager in Vancouver until a successor for Stanton has been found... Tim Leiweke takes over as president/CEO at *Maple Leaf Sports & Entertainment* June 30. The position has been vacant since Richard Peddie stepped down last year. Most recently, Leiweke was president/CEO of *Anschutz Entertainment Group* (AEG), the international sports and entertainment company that owns the *Los Angeles Kings*, the *Los Angeles Galaxy*, a stake in the *Los Angeles Lakers* and sport and entertainment facilities such as the *Staples Center*, the *Home Depot Center*, the *L.A. Live* entertainment complex and other such venues... Gerry Phelan, the ex news director at *VOCM St. John's* (and former *RTNDA* president) and who has been away from the VOCM post for two years, is now on a six-month contract with *NTV St. John's* to operate and organize its news department. The irony in this is that Phelan's recently announced successor at VOCM is Fred Hutton, the current ND at NTV, who will join VOCM this summer... At *GX94/Fox FM Yorkton*, Darnelle Lechman moves up to become promotion and marketing director May 6... Larry Howell is now senior broadcast engineer at *Corus Radio Calgary*. He moved from Richmond, B.C., where he'd been working outside of broadcasting. Howell's most recent radio stop was *Rogers Fort McMurray*... Kapila (Kaps) Ratnayake has moved from *Corus Radio Cornwall* where he was chief engineer and returned to *Vista Radio*, based in Bracebridge. He joined Corus in July of 2010 from *Rogers Calgary*. Before that, he was with *Vista Prince*



Gary Miles

Margot Micallef



Tim Leiweke

Kirstine Stewart



Ronnie Stanton



Larry Howell



Ron Close

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George... Dustin Stashko plans on riding a bicycle across Canada this spring, quitting his on-air job at *103.5 The Bridge (CHNV-FM) Nelson*.

GENERAL: The *Bell-Astral* hearing begins next Monday and *Bell Media* president Kevin Crull says there will be no surprises. Last fall, the *CRTC* was critical of Bell for making changes to its application during the hearing... The *Rogers* and *BCE* combined ownership of the *Toronto Maple Leafs* is beginning to pay dividends with the team's return to *NHL*

playoffs. Ticket prices are through the roof, up 75% over regular season prices... The Harper government wants a firmer hold on *CBC's* negotiations over wages and benefits. The measures were at the tail end of a budget bill introduced this week. If it goes through, and it probably will, there will be a harder line on federal involvement in the *CBC's* collective bargaining process as well as at 48 other crown agencies. A section of the budget bill gives cabinet the power to order Crown corporations' directions as they negotiate with unionized and non-unionized employees... Tomorrow (Friday) in Ottawa, Governor-General **David Johnston** will preside over 26 *Order of Canada* investitures, including *Golden West Broadcasting* founder and CEO **Elmer Hildebrand** of Winnipeg and **Dennis Covill** of Hacketts Cove, N.S. Of those receiving *Order of Canada* honours are **John D. Ross** of Iroquois, Ont., the founder of **Ross Video**, and former Heritage Minister **Sheila Copps** of Ottawa... The *Broadcast Executives Society* in Toronto has cancelled its May 10 luncheon, citing under-subscribed ticket sales. The timing of the luncheon involved a conflict; the Los Angeles TV programming meetings are underway then... Among *Nipissing University* honorary degree recipients this year are broadcasters **Shelagh Rogers** of *CBC Radio* and *CTV's* **Craig Oliver**, a member of the *Canadian Association of Broadcasters' Hall of Fame*. Graduation ceremonies take place in North Bay June 12-14.

RADIO: *Newcap's* first quarter, ended March 31, showed revenue of \$29.1 million, up \$1.6 million or 6% from last year's first quarter. Earnings before interest, taxes, depreciation and amortization (EBITDA) of \$5.2 million were \$0.4 million or 9% higher than last year. Profit was \$2.1 million, compared to \$0.8 million last year. *Newcap's* Western Canada stations (32 radio and two TV) remain for sale though the company says that while it is continuing the sale process, there is no agreement in place to sell them and no certainty that any transaction will take place... The *CRTC* has issued a call for comments on Saskatoon's ability to support additional radio stations and on whether or not there should be a call for applications for new stations there. The call was triggered by an FM application. The deadline for comments is May 31... *AM 1150 (CKFR) Kelowna* anchor/reporter **Wendy McLeod** was pulled from the air at the *Astral* station after brand director **Mark Burley** learned she was volunteering in a communications capacity for the local B.C. Liberal candidate... The kerfuffle over *CBC Radio* in the Kitchener-



Waterloo area being on-air with a local morning show before *CRTC* approval has been resolved. The Commission has now approved the licence... **Humble** and **Fred** begin doing a live *SiriusXM* morning show beginning May 9... In yet another survey proclaiming radio's overall command of a national listening audience, *Katz Radio Group's RADAR* report spanning Oct/2011 through Sept/2012 in the U.S., says the weekly reach is 92.4% of all listeners, or 243 million people. By comparison, digital services reached 7.6% of the American audio audience... The *VOCM St. John's/CFCB*

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Corner Brook Cancer Care Radiothon raised \$148,242 in just four hours. Money from the *Steele Communications* initiative goes toward cancer treatment and patient support programs at the *Dr. H. Bliss Murphy Cancer Care Foundation* and at cancer care centres around the province... *Kiss FM Vernon's* eighth annual *Variety Children's Radiothon* raised \$31,595 for children with special needs. Callers also sponsored 301 Buddy Bears for children at Vernon's *Jubilee Hospital*.

TELEVISION: A majority of Canada's BDUs, *Shaw* and *Rogers* among them, have urged the *CRTC* to reject those channels vying for mandatory carriage. Costs, they say, would increase if they were forced to add channels to basic cable and satellite packages. There are 22 applications for mandatory carriage from new and existing channels, including those that want their mandatory distribution status renewed. *Shaw's* *Barbara Williams* said mandatory carriage should be reserved for services that make an exceptional contribution while *Rogers's* *Phil Lind* called their proposals flawed. "They are indifferent to consumer demands and industry trends," he said, and they don't "satisfy the stringent test for granting mandatory carriage..." The channels will have an opportunity to respond at the *CRTC* hearings later this week... *BBM* says average Canadians watch 30 hours of TV each week. In another recent report, *MTM* (Media Technology Monitor) found that 58% of Canadians multi-task with an Internet-connected device while watching TV. Twenty-six percent said they were always or almost always using the Internet while watching TV... *Bell Media* has created an apprenticeship program with a yearly commitment of up to \$1 million to help develop the next generation of small-screen producers in Canada. Application details will be announced within a few weeks... The *CRTC* has approved the *Rogers Media* purchase of *The Score*, which will be rebranded under the *Rogers Sportsnet* umbrella. The commission is allowing *Rogers* to increase analysis programming from 10% to 15%. It also gave flexibility in interrupting live event programming every hour for results and video highlights. *Rogers* was also told to improve benefits to the Canadian broadcasting system as part of the sale and provide a revised tangible benefits program by May 30. *The Score* has 6.6 million TV subscribers... Spending on tangible public benefits related to the acquisition of television assets were up by more than three times as much -- to \$177 million -- in the 2011-2012 broadcast year ended August 31, 2012. In the same period the year before, the amount spent was just \$52 million. Ottawa-based *Boon Dog Professional Services* attributes the increase in part to "the significant amount of consolidation that has occurred in the television market in the last few years"... *CTV's* *Lloyd Robertson* will be made an honorary doctor of laws by *Brandon University* during its convocation May 31... *ShawConnect.ca* has added to its content by joining forces with *SPORTSNET.CA*, *Auto123.com* and *49st.com*; for sports coverage, vehicle reviews and automotive events, and for concerts/performing arts/community activities... Every BDU is bulking up on content, including *Cogeco*. The Montreal-based cable company's on demand online service for digital TV subscribers now has a choice of up to 3,000 shows and movies... *Amazon.com* plans to release a TV set-top box that would stream video over the Internet into customers' homes. Due later this year, the box will also access Amazon's video on demand store. The move will bring the company into closer competition with *Apple TV* which sells its own set-top box... *Asian Television Network International* has launched five channels in collaboration with India's largest terrestrial broadcaster, *Doordarshan*, known as DD. DD has provided exclusive rights to *DD India*, *DD News*, *DD Bharati*, *DD Urdu* and *DD Sports*... The *National Film Board of Canada* is launching a *Netflix*-like subscription service to promote auteur documentaries. The multi-platform initiative would feature NFB and non-NFB fare. (Ed's note: *Auteur* - A filmmaker, usually a director, who exercises creative control over his or her works and has a strong personal style. I had to look it up.)

SIGN-OFFS: *Stan Pratt*, 75, in Sault Ste. Marie. The longtime Sault Ste. Marie broadcaster, in Ontario and in Michigan, was on-air at *WSOO* in the '60s and '70s before moving across the international bridge to work in sales at *1050 CFYN* and *100.5 CHAS-FM*. He was also host of a popular Saturday night *CHAS-FM* big band show. *Pratt* graduated from *George Washington University* with a law degree before turning to radio... *Jim Parslow*, 61, in Edmonton. *Parslow* began at *CBC Edmonton* 37 years ago in the duplicating/mail room, then landed a summer relief position in radio technical, a passion for the medium that he would work in for the rest of his career. He became a supervising technician and also had a stint in *CBC* management. As a *Parslow* co-worker said, "He was everyone's favourite. A mentor, a confidant, and someone that you knew always had your back."



Stan Pratt

SUPPLYLINES: *COMMSPEC* is the new name for *Spectrum Expert*. The e-mail address has changed to patrice.lemee@commspec.ca.

Effective negotiation:

Empowering deserving women

More than a decade of professional development and mentorship program collaboration with Canadian Women in Communications (CWC) has underscored negotiation competency as a critical career skill for deserving women. The subject has been the recurring focus of a nationwide series, regional chapter and webinar presentations.



by Rodger Harding

As a backdrop, intense interactions in gender intelligence studies, seminars, coaching and mentorship initiatives with hundreds of CWC members over the years have left me with three subjective observations regarding women that seem to prevail in most working environments. Many women perceive that:

- They are not always seen for who they really are
- Creative/strategic input is under-utilized
- There is insufficient individual support in the workplace.

This being true, would it not follow that the confidence and assertiveness required for effective negotiation would be somewhat eroded? Similarly the default service-orientation of most women tends to place the interest of others before their own. This is, for me, well evidenced by the fact that women make excellent negotiators on behalf of others rather than for themselves.

My training approach strives to ensure that prospective negotiators are able to realistically and confidently believe in their objective, understand the value/worth of their standpoint and, importantly, their ability to sustain focus in the face of stiff opposition. In any negotiation workshop involving women, my primary objective is to hold the mirror to participants... reflecting what, in my unshakeable opinion, are distinct competencies that underpin the value of women in the workplace. These same attributes are indispensable to an effective negotiation process:

- An innate sense of empathy affords women an enhanced desire to listen, observe, intuit, question and research, enabling them to see and address what others have missed

- An understanding that structure/process goes hand-in-hand with chaos/crisis/change
- A rational acceptance of human vulnerability, imperfection and failure as normal life factors
- Service-oriented leadership, as opposed to a quest for power and influence.

Questions asked by several of the 67 participants at a recent CWC seminar support my observations, and perhaps allow for a reverse analysis of the key issues facing women negotiating for themselves; for the right position, the appropriate compensation package, the key assignment, etc.:

“There is an art to articulation in negotiation, is there an art to biting your tongue?”

“How much does body language and confidence play into a successful negotiation?”

“Is negotiation a real estate game? List high and sell for less making the buyer walk away feeling like they ‘won’?”

“Is ‘no’ just the start of the negotiating process? Why do you think we take it as a rejection of us personally and how do we get past that?”

“Why do people sidestep the issue when I negotiate?”

“How do you make people take ownership of their own words? Is it a confidence issue?”

“What is the impact of showing no confidence? How do I enter a room showing confidence? Is there an exercise?”

“I work in a unionized organization and am limited in the negotiated level I have to stay at, any suggestions?”

A distillation of these questions drives the following guidelines for women negotiators, using innate strength:

To Negotiate... or Not...?

- Good negotiation is a compromise
- A sense of rational empathy will allow women to accurately research, listen, observe and intuit all factors in play
- Balanced thinking and good timing will determine when to engage and when to walk away.

Establish a Realistic Objective

- Decide on a Course of Action/Strategy
- Confidently knowing, believing in and articulating bottom line objectives, balanced with the expected outcomes of opposing parties is critical. This will command respect, acknowledge others, and quickly identify appropriate strategy, much like any communication or sale process.
- Body language/delivery will automatically reflect professional confidence.

Sustain Focus

Maintain Ground Gained

Reach Agreement

- A negative argument/no answer countered with a confident “May I ask why not?” will ensure accountability
- Wily opponents often bully, prevaricate and hurl smoke-bombs to confuse/deter or avoid a compelling argument. See this as weakness, not strength
- Negotiate with the behaviour, not the person
- Record any concessions made; formally confirm ground gained.

While in a process-driven world we are oftentimes on a quest for the ultimate success formula. The ability to recognize the coexistence of opposites allows confident women to manage each negotiation on its own subjective merits, while objectively remembering to “love thyself as thy neighbour” will allow them to attain their deserved goals.

Rodger Harding, business leadership consultant, received the World of Difference 100 Award (2012) from The International Alliance of Women (TIAW), in the Champion of Women’s Economic Empowerment category. He can be reached at (416) 962- 6700 or rodger@hardingintl.com.

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Thursday, May 9, 2013

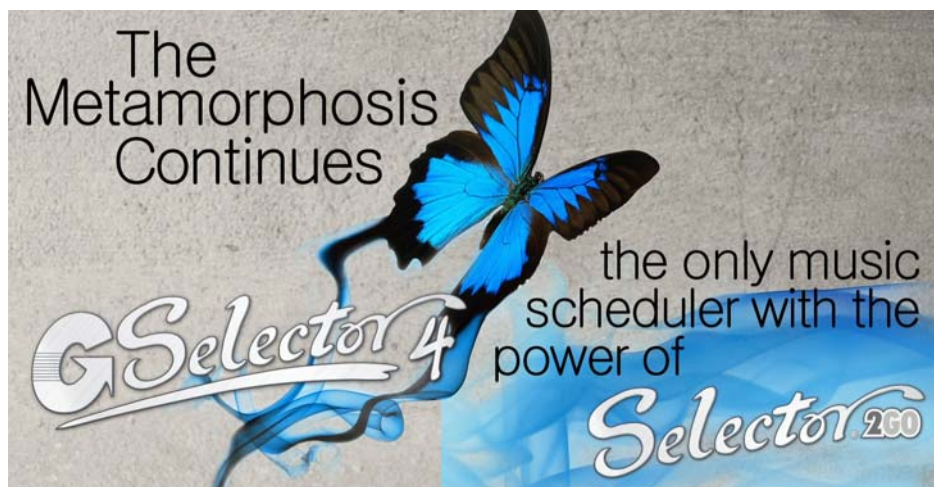
GENERAL: The *Bell-Astral* saga continued this week at the second *CRTC* hearing into *BCE*'s proposed \$3.4 billion acquisition of the Montreal-based company. The re-tooled proposal calls for a deal that, among other things, would see Bell sell all of Astral's English language specialty services and one of its English pay TV services, the *Family Channel*. It would keep eight of Astral's specialty and pay channels including pay TV channel, *The Movie Network* and French language pay TV station, *Super Ecran*. Bell also said it will sell 10 radio stations and will acquire less than half of Astral's French language specialty services. That, says Bell, brings the combined *BCE* holdings below the Commission's ownership concentration threshold. Monday saw Commission chairman *Jean-Pierre Blais* pepper Bell execs with questions related to the percentage of viewers Bell would have in the Quebec market and which regulatory conditions Bell would accept e.g. the Commission requiring more divestitures than Bell had planned. On that matter came speculation that Bell might be forced to sell one of Astral's English-language Montreal radio stations as a condition of sale. Bell wants an exemption on ownership restrictions so that it can keep its own *TSN 690* plus Astral's *CJAD*, *Virgin* and *CHOM*. Without the exception, Bell argued, it would be forced to sell *TSN 690* or shut it down. After Commissioner *Suzanne Lamarre* suggested such a course of action, *BCE* President *George Cope* said selling a profitable station and keeping an unprofitable one didn't fit the company's business strategy. Astral COO *Jacques Parisien* noted that separating the three Astral stations would not benefit the broadcasting system. The hearing continues through until tomorrow (Friday) with a decision expected this summer. Arguing against the sale's approval was the *Public Interest Advocacy Centre*, a consumer group that claimed a bigger Bell won't be better for competition or choice. In their appearance Tuesday, the group's legal counsel, *Janet Lo*, said there would be more Bell content and services available to consumers, but at Bell's price and on Bell's terms. Should the Commission approve the deal, *Rogers* said Bell should be forced to sell Astral's *The Movie Network* pay TV service because it expects Bell will impose financial terms to make it tougher to acquire the service's movies and programs. Further, it said, *Rogers* would like to buy it, including mobile and on-demand. But Bell's *Mirko Bibic* responded that *Rogers* already has access to *TMN* content through a long-term agreement with Astral. Halifax-based *Eastlink* asked the *CRTC* to turn the merger down for a second time. It says the sale of some of Astral's specialty TV and radio stations wouldn't change Bell's market dominance. Quebec's *Cogeco Cable* seconded the *Eastlink* position, arguing that the deal remains bad for both competition and consumers. CEO *Louis Audet* said further that it would result in an unhealthy level of ownership concentration in TV, specialty and pay TV, radio and new media... Meanwhile, *BCE*'s earnings preview from *Forbes* indicates a poor first quarter to be announced today (Thursday), with analysts expecting a 12.5% drop from a year ago. The consensus estimate is 70 cents per share, down from earnings of 80 cents a share in the same period last year... While the confirmation process for *Tom Wheeler* as the new *Federal Communications Commission* chairman works its way through U.S. hearings, commission member *Mignon Clyburn* will serve as interim chief. *Clyburn* will be the first woman to lead the agency... *Twitter* is looking for someone to run its news operation. *The Guardian* newspaper in the UK describes it as the ultimate job for "devising and executing the strategies that make *Twitter* indispensable to newsrooms and journalists, as well as an essential part of the operations and strategy of news organizations

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and TV news networks." The social network is fast becoming a basic source, tool and distribution point in news. Just a week ago here in Canada, Twitter recruited *CBC* English Services honcho *Kirstine Stewart*... Broadcast winners from the recent *Canadian Association of Journalists* are: Robert Fife and Philip Ling of *CTV* in the **OPEN TELEVISION (UNDER FIVE MINUTES RUNTIME)** category; Gil Shochat, Alex Shprinsten and Joseph Loeiro of *CBC* in the **OPEN TELEVISION (OVER FIVE MINUTES RUNTIME)** category; Melissa Brousseau of *CBC North* in the **REGIONAL TELEVISION** category; Alison Motluk of *CBC Radio* in the **OPEN RADIO NEWS OR CURRENT AFFAIRS** category; and, Nahlah Ayed and Diane Grant of *CBC News - The National* in the **JHR / CAJ AWARD FOR HUMAN RIGHTS REPORTING**... Pierre Gingras, a former mayor of Blainville who now sits on *CBC's* board of directors, has been named before Quebec's corruption inquiry in connection with party funding allegations. In 2011, the Harper government appointed Gingras to *CBC/Radio-Canada's* board for a five-year term... The publishing advertising business continues to decline as witnessed by *Torstar's* latest financial report. First quarter net profit plummeted to \$4.2 million while revenue fell to \$350 million. The company, which publishes the *Toronto Star* and other newspapers in Ontario as well as holding digital properties and *Harlequin* books, says net income attributable to equity shareholders tumbled \$13.3 million to \$4.2 million or five cents per share in the quarter, compared with \$17.5 million or 22 cents a share in the same 2012 period... *Rogers Communications* idea of you paying for everyday items with the wave of a smartphone is a step closer to reality. The Minister of Finance has issued letters patent incorporating *Rogers Bank*. *Rogers* has a year to move forward with an application to meet the requirements of an order to commence and carry on business. Only then will it actually be able to start offering credit card services.

RADIO: *Newcap* says it is no longer interested in selling its Alberta and B.C. properties. The parent, *Newfoundland Capital Corporation Limited*, was unable to reach an agreement at a value the company considered appropriate... *Newcap's* newest radio station, *95.9 sun fm (CHHI-FM) Miramichi*, launched May 6 at 9:59 a.m. with a Hot AC format. *sun fm's* first moments on-air were taken up with an imaging piece talking about the history of Miramichi, *Newcap*, the station and its on-air personalities. First song played was *Raise Your Glass* by *Pink*. The Power Breakfast has co-hosts Steve Power and Sara Power (no relation) and GM/GSM is Dan Gallant. PD Mel Sampson also does mid-days while Paddy Quinn handles afternoons... The *Canadian*



Broadcast Standards Council has another complaint about Toronto Mayor Rob Ford's weekly *Newstalk 1010 (CFRB) Toronto* talk show. This time it's over a threat to out proponents of new transit taxes. Lawyer Viresh Fernando said safe topics include "potholes and pavement" but not going after political opponents. A line was crossed, he said. Last year, CBSC ruled that comments made on the show by a freelance journalist about a former mayoral candidate were "abusive and unduly discriminatory"... *Lake FM (CHSL FM) Slave Lake* has approval for a re-broadcast transmitter in Wabaska, about 135 km to the southeast. The frequency is

94.3 FM with power of 6,000 watts... *Broadcast Dialogue* let you know about *Golden West Broadcasting* CEO Elmer Hildebrand's Order of Canada presentation last week. For a short video of the event itself, click [HERE](#)... *Power 97 Winnipeg*, in an effort to bring some comfort to those working the sandbagging operations in Southern Manitoba's spring flooding, has put its "Mother Flooder", a Chevrolet Silverado, back on the road. It first saw service in the spring of 2011. *Power 97* has partnered with *Tim Hortons* to bring refreshments to sandbagging sites... *Bell Media Winnipeg's Caring For Kids* radiothon went north of \$200,000 to help support Manitoba's sick children. *FAB 94.3*, *99.9 BOB FM* and *TSN 1290* listeners kicked-in the money to help the 130,000+ children treated at the *Children's Hospital* every year, many who have life threatening conditions... *CKTB/105.7*



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EZ Rock/97.7 HTZ FM St. Catharines, after their 10th annual *Have a Heart Niagara Kids Radiothon* in support of the *Niagara Children's Centre*, had raised \$141,000. The money will be aimed at children in need of therapy and equipment... *Astral's 99.9 Sun FM, AM 1150* and *101-5 EZ Rock* raised over \$62,000 in its one-day *Have a Heart Radiothon* to support *Kelowna General Hospital*. The 12-hour broadcast geared its call for donations toward supporting care for young patients, enabling the acquisition of new specialized pediatrics equipment and providing parents with support services... *Astral Terrace*, with the help of a local eatery called Mike's, raised \$3,300 on a recent "lousy weather day" by providing folks who stopped by with a Mike Burger and the chance to win a *Vancouver Canucks* jersey. Proceeds went to health care in the region.

TELEVISION: If it doesn't get mandatory carriage, said *Sun News* executive Kory Teneycke to the *CRTC*, it will not continue to exist. Anything short of a guaranteed spot on the dial, he said — including a must-offer designation — would mean the end of the channel. The Commission wrapped up hearings last week into 22 applications for mandatory carriage from new and existing channels... Meantime, *Sun News* owner *Quebecor* reported a steep drop in first-quarter net income although revenues fell less than one per cent. Net income attributable to shareholders was \$35.6 million or 57 cents a share, compared with \$71.4 million or \$1.13 per basic share in the first quarter of 2012. Consolidated revenue fell \$9.5 million, or 0.9 per cent, to \$1.05 billion. Adjusted income from continuing operations was \$33.1 million or 53 cents per share, down from \$37.8 million or 60 cents a share in the same quarter last year... *Aereo* wants a declaratory judgment to stop *CBS* from suing to block *Aereo's* service in every U.S. market it enters. In its complaint, the unlicensed streaming start-up alleged that *CBS* was court-shopping to find a friendlier venue after New York judges twice ruled in *Aereo's* favor. It wants to enter Boston next week, and *CBS* CEO Les Moonves has said he'd consider taking the network to cable if *Aereo* wins the judgment. *CBS* maintains that *Aereo's* business is fundamentally illegal in nature.



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REVOLVING DOOR: Brother Jake Edwards, the long-time morning show host at *Rock 101 Vancouver*, will be leaving the station this summer. He remains on-air and *Corus* management is already promising a celebration of his "great time" there sometime in the coming months. Edwards won the *Canadian Music Week* broadcast personality of the year award twice; in 2000 and 2001. He began his career at *CJCB Sydney* in the early '70s, and had stops at *CKBC Bathurst*, *CKCW Moncton*, *CITI-FM Winnipeg*, *Q104 (CFRQ-FM) Halifax/Dartmouth*, *Q107 (CILQ-FM) Toronto*, *CKIS-FM Winnipeg* and, since 1996, *Rock 101 (CFMI-FM) Vancouver*... Michka Mancini has become VP, digital sales at *Rogers Media* in Toronto. Most recently, Mancini was



Michka Mancini

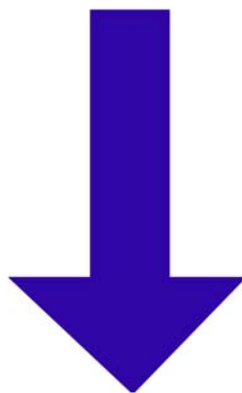
Brother Jake Edwards

Arisa Cox

with *CBC* where she assisted in forming strategy and driving revenue. Rogers Media has also implemented a new “one contact” approach for its advertising partners who deal with the company’s brands. The four appointed agency leads are: **Mitch Dent**, exec VP, Rogers TV sales; **Brandon Kirk**, VP, publishing; **Linda McErlain**, GSM, radio; and **Gavin Roth**, VP, multiplatform sales. As well, **Jennifer Holgate** moves into the newly-created role of VP, digital sales product innovation. **Derek Berghuis** remains exec VP of radio sales... **Jay Onrait** and **Dan O’Toole**, hosts of *TSN’s* nightly *SportsCentre*, are moving to *Fox Sports* in Los Angeles. They will remain with TSN through most of June. Onrait joined TSN in 1996 as an editorial assistant before moving to gigs in Saskatoon and Winnipeg. He joined *NHL Network* in 2001 and moved back to TSN in 2002. O’Toole began with TSN in 2003 after working as a news anchor in Vancouver, a sports director in Fort McMurray and a news reporter in Edmonton... **Taylor Renkema** has become co-host of the *104.9 FM Brockville* morning show alongside **Bruce Wylie**... **Gregg Reynolds** joins *Big Dog 92.7 Regina* on Monday as **Heather Prosak’s** morning show co-host. Reynolds had been doing mornings at *Q93.3 Stettler*... **Arisa Cox** is the new morning co-host at *91.7 The BOUNCE Edmonton*. She, along with current p.m. host **Ara Andonian**, will begin their new duties in July. Cox’s background includes being host of *Big Brother Canada*, former co-host of *E! News Weekend*, national arts reporter for *CBC News* and living on-camera for a year on Canada’s first big reality series, *The Lofters*. Andonian joined the station earlier this year after stints at *The River Kamloops* and *SUN FM Kelowna*... **Dawn Gordon** has become manager of corporate communications at *Rogers Media*. It’s a lateral move from her internal communications manager position.

SUPPLYLINES: *CJME Regina* and *CJOB Winnipeg* have added **John Wilson’s Media Voice Services** as a weather specialist... **John Parikhal** and **Philippe Denichaud** have formed *Breakthrough Management*, a company recognizing that media companies under pressure aren’t going to grow by cutting costs which are already as lean as they can be... **Accessible Media Inc.** (AMI) has chosen *Vector 3* as its new TV playout system. **Applied Electronics** is the systems integrator responsible for integrating and commissioning the new Master Control in Toronto, as well as the migration of their existing MCR facility in Hamilton. Other manufacturers used in design and build included *EMC Isilon*, *Digimetrics*, *Wohler*, *AJA*, *Harris* and *Extron*.

Over the next few pages, a summary
of the advances, the updates, the issues
and the promise from
BBM’s Staying Tuned Conference...
furthering the abilities in measuring
digital broadcast audiences.





STAYING TUNED

2013 CONFERENCE

International experts offer media research insights

Staying Tuned 2013, BBM Canada's 22nd such forum for sharing new research ideas, saw presenters from Canada, the United States, the UK and the Netherlands gather in Toronto for a day of insights on the latest audience measurement theories and practices.

Three plenary sessions focused on: (1) Research Innovation, (2) Cross-Platform Insights and (3) The Social and Digital Connection.



Derrik Dennis

Plenary Session 1: Research Innovation

Understanding the Mobile Marketplace

To understand the mobile marketplace, Derrik Dennis, director of sales and business development at Arbitron Mobile, said his company employs a user-centric approach with selected panelists in seven countries. Apps reside in panelists' smartphones. The apps run continuously and Arbitron measures content on mobile devices, doing so either online using cellular networks or WiFi.

Seven key categories are measured: Applications & Properties (reach, frequency, engagement); Context & Network (dropped calls, signal strengths, locations); Communications & Social Media (calls, SMS, MMS, e-mail applications, social networking, webmails, instant messaging, VoIP); Music & Media (music, video, radio, gallery, YouTube, imaging, search, mobile TV); Device &



Left to right:
Camiel Camps, Intomart GfK;
Peter Doe and Matt O'Grady, Nielsen;
and Derrick Dennis, Arbitron Mobile

Network (device features, applications, camera, GPS, calendar usage, games, app stores, app installations, maps and navigation, roaming, charging, battery lifetime, memory usage); Life Patterns & Consumer Profiles (appointments, movements, commuting and travel behaviors); and Internet & Advertising (data applications, streaming, WiFi, web browsing, URL clickstreams, page face time and visit duration, throughputs, page visits, browsing content types, data volumes, network access technologies, session-level statistics).

While everyone's usage is different, consumer profiles can be boiled down to reach, frequency and engagement.

Browsing has almost universal reach across all panels and all countries. Virtually everybody is using messaging in all of the seven markets. Of all the media consumption that is out there, TV, radio, credit, mobile, etc., 10%-20% of those measured are using them on their mobile devices. Phone services are almost universal though a bit less than is being seen in media and with messaging services. Social seems to be universal with anywhere between 75% and 85% reach.

Engagement is where the variables kick in.

Browsing: While reach of browsing was very close to 100%, Japan doubles the time in using their phones as browsers; four times as much as smartphone users in China and France.

In China, engagement of infotainment pales in comparison to length of use in the UK and the U.S. by a margin of almost three to one.

Messaging services also had universal reach. Indonesian people spend almost 1,000 minutes a month messaging. Japan is less than half that.

Multi-media engagement is high in China, Indonesia, Japan and the U.S. while low in European countries. Americans spend almost 500 minutes a month on average talking on the phone while in Germany, China and Indonesia the numbers are closer to 200.

The top five apps in the U.S. in February, 2013 were Facebook, Google Search, YouTube, Gmail and the Android market, and they've held those top-rated spots for a while. Facebook is the number one app no matter how you slice the data. The engagement, though, at eight hours a month is high. The engagement for other apps is low in comparison.

The next two apps with highest engagement are games called *Words with Friends* and *Candy Crush Saga*. They're rated highest for engagement.

Games typically have the highest engagement numbers but sustaining the ratings is another story. They have both meteoric rises and falls.

Within mobile advertising—as with any platform—the engagement has to be factored into the equation, not just reach. How long people are spending with their device definitely matters.

Heavy data users can be broken down by operating systems: 71% of all iPhone users use more than one gigabyte of data each month.

In the UK it's even higher at 76%. Android users use a lot less data than their iPhone counterparts. In engagement, the average length of an iPhone user is almost double that of an Android user at almost 2.5 hours a day.

While users spend a lot of time on apps, mobile websites still outpace app usage in categories, such as news, commerce, sports, travel and search in the UK. Even social networking sites, such as Facebook and Google have high overall reach with their websites.

Summary:

The reach of smartphone functions and features is consistent across markets but the average time spent with each function varies by country. Reach or uses of mobile websites still outweighs the reach or uses of apps in the news and information, commerce, sports, travel and search categories. It's important to know the time of day people are using their smartphones. The “when” is an important element in how customers are reached.

TV Viewing Patterns & Measurement

Television used to be simple. Everyone watched a few channels huddled around the one TV set in the home. But today, multiple screens are de rigueur; on PCs, tablets and smartphones. People watch on demand, on the go and “over-the-top” (streaming from the Internet onto a home TV), with hundreds of channels from which to choose.

Peter Doe, senior vice-president, data integration at Nielsen, says this proliferation of choice has led to more viewing overall but that individual channels and shows are inevitably getting a smaller share of the pie. And although TV viewing on TV is still the norm, the other screens are increasingly being used, especially by younger adults.

This complexity and fragmentation of viewing presents serious challenges for research.

Conventional audience measurement panels with sample sizes of a few hundred or a few thousand homes are insufficient for reliable measurement of much of this fragmented landscape.

Meanwhile, the emergence of “Big Data” (for example Set Top Box Return Path Data and server-based measures of online content consumption) offers a potential solution since these sources provide census or near-census measures



Peter Doe

of activity. However, they do not provide all the information that traditional audience measurement delivers. Set Top Box data may deliver tuning records for thousands, even millions of devices, but it does not tell us who is actually viewing or what is happening in all homes or on all sets, only those with return path capability.

Nielsen has been conducting research into integration of traditional research panels and Big Data sources to create a complete measurement of the audience, resulting in the development of sophisticated statistical models. Doe says it is essential to rigorously assess the validity of these models—and transparency in these methods is a must—if these new hybrid research methodologies are to be adopted.

In short, he said, the more complex media environment is inevitably demanding more complex research techniques.

Nielsen's Matt O'Grady, the managing director, local media USA, shed light on overall usage across all screens. With television overwhelmingly dominating the majority of viewing, it's where the majority of content is readily available, particularly for high demand, first release programming.

On a monthly basis, the average U.S. household watches 156 hours per month on the TV screen. Viewing, on PCs and Macs total seven hours and 45 minutes a month while mobile viewing is pegged at 5.5 hours per month.

O'Grady said Nielsen is not measuring tablet video viewing but that it expects to pick up more viewing once Nielsen can measure those screens, particularly for the younger segments. Based upon survey work, 18-24 year-olds reported watching less traditional TV after acquiring a tablet while six percent of that demo reported not watching TV at all.

The 18-24s are migrating to other screens for video viewing. Their TV viewing went down from 120 hours per month in the fourth quarter of 2001 to 111 hours per month in fourth quarter of 2012.

In the same period, their PC video viewing went up from roughly nine hours per month to 15 hours a month. During the same period, for the 25-54 demographic, TV viewing went up from 153 to 156 hours per month and their PC video viewing went up from almost six hours to roughly 8.5 hours monthly.

The TV is becoming mobile with smartphones and tablet devices. They are no longer simply a simultaneous screen for accessing social media or e-mail.



Matt O'Grady



Camiel Camps

The E-Diary Revolution – Switching from Paper to Online Diaries in The Netherlands

The Netherlands is one of the few countries in the world that has been successful in commercially deploying an electronic diary. Camiel Camps, research manager at Intomart GfK explained that radio audience research in the Netherlands has employed diaries since 1967. The original paper diary had a pre-coded station list.

In 2001, GfK did focus groups aimed at learning how young people could be motivated to complete more diaries. One suggestion was making it available for completion on the Internet.

Two years later, in 2003, the Dutch survey offered an online diary (e-diary) as an alternative to the paper one. The current e-diary (second generation), designed to make participation as easy as possible, offers

several completion tools and feedback for the respondents on their personal listening.

The e-diary is the main measurement technology in the Netherlands, covering over 80% of all submitted diaries.

Over the years, there were multiple tests to ascertain if submitted listening by e-diaries was the same as those from paper diaries. They were.

In the near future, a mobile diary for smartphones integrated with the e-diary system, is to be introduced. It will offer a small screen interface of the diary while on the road.



Left to right:
Bryan Segal, comScore;
Carol Frost, Arbitron; and
Kelly Johnson, ESPN

Plenary Session 2: Cross-Platform Insights

Mobile, Desktop and Broadcast

It's important to distinguish between 'Users' and 'Usage'. How many is not the same as how long. Kelly Johnson, senior director, audio, integrated media and promotion research at ESPN, said both users and usage are valuable metrics in analyzing cross-media behavior but mean different things and must be considered separately.

In the Arbitron Coalition for Innovative Media Measurement (CIMM) project measuring consumption of ESPN across three screens (TV, Internet/PC and mobile), 40% of users were consuming ESPN on TV and at least one digital platform, but these users were consuming a disproportionate amount of total minutes (68%). This is because multi-platform users tended to be heavier users overall, averaging 18 hours 16 minutes each month with the brand compared to five hours 48 minutes for the TV-only group and three hours and eight minutes for the digital-only group.

Cross-media usage is not a zero sum game. Doing one behaviour more does

not mean doing another behaviour less. Media usage is no longer constrained to limited locations and opportunities; people can consume media throughout the day, wherever they are.

This is called “New Markets of Time.”

TV viewing continues to grow because the media pie is getting larger. Johnson said that when behaviour patterns were analyzed across ESPN TV and radio over a show called *Mike*, both TV and radio audiences were growing.

While there might have been an assumption that airing a radio program on TV would cannibalize the radio audience, the opposite was true. “While the program began to gain audience on television, the radio audience continued to grow,” Johnson said.

People are using the best available platform based on where they are and what they are doing. They are using different platforms at different times and in different places for different purposes. Cross-media behaviour isn’t about convergence, it’s about the opportunity to follow the consumer throughout the day, fulfilling specific needs and building touch points. For football content across ESPN TV and ESPN radio, it wasn’t only multi-platform users who were spending a disproportionately greater time with the brand but also multi-location users.

The 46% of ESPN football viewers/listeners who engaged with that content both in home and out-of-home accounted for nearly three out of every four minutes consumed (72%).

Arbitron and CIMM Single-Source, Three-Screen Audience Measurement Pilot

Carol Frost, the vice president product management cross-platform services at Arbitron, said Arbitron and the CIMM organization completed a pilot study in 2012 which measured media usage on three screens; television; PC; and mobile.

CIMM’s objectives included determining the feasibility of building a single-source, three-screen panel, to measure media usage of selected programs and to gain new insights on three-screen users and usage, and to understand how to scale in the future.

The Panel:

Arbitron built a 500-person panel by recruiting those who had previously participated in its U.S. PPM panel. The three-screen panelists were asked to each carry a PPM as well as to allow installation of software on their PCs and smart-phones to track Internet URLs on both the browser and apps.

The Data:

Media usage was measured over a three-month period in late 2011 and early 2012. The participating CIMM companies were ABC, CBS, NBC and FOX as well as most of the major cable networks. Arbitron built 25 projects for the participating media companies.

Project One (Social Media):

The study found that people spend more time with TV (52%) and only two percent on mobile Internet. People who use social media spend a lot of time on their PC (46%); the more screens used, the more time spent with media. Three-screen users spent 123% more time with media than TV-only users.



Kelly Johnson



Carol Frost

The majority of the users in project one who viewed content on all three screens were between the ages of 35-49. Nearly all of the panelists (98%) used at least two screens but almost two-thirds (60%) use all three screens. No panelist used PC or mobile Internet content without also using TV. Ninety-three percent of respondents who viewed CIMM members' TV content also visited Facebook.

Project 2 (Video Sites):

The majority of the time—90%—is spent with TV. Just nine percent of the time is spent on a PC and less than one percent on mobile. About 36% of people who use video sites are three-screen users. Thirty-five percent of users accessed CIMM members' content while at work while 81% viewed YouTube. Just 12% of respondents viewed Hulu although they spent an average of 90 minutes on the site during the measurement month.

Conclusions:

Three-screen audience measurement is in its infancy and will gain value when it can be adopted in the planning and buying ecosystem. Editing and processing rules would benefit from industry consensus. Consumers are rapidly adopting new technologies and measurement is behind the curve. Single source cross-platform data provides important depth however it is likely too expensive to provide the needed breadth. Scaling in the future will likely be a hybrid approach between panels and census data.

Cross-Platform Insights

Bryan Segal, vice president sales at comScore underlined the importance of multi-platform measurement. It started for comScore in 2011 when CIMM (Coalition for Innovative Media Measurement) commissioned a pilot project to measure video content across three screens—TV, PC/laptop and mobile. The comScore project used single-source methodology where exposure to all platforms was captured from the same people.

Key findings from a methodology and best practices perspective were:

- Ever larger single-source research panels can no longer be considered the “holy grail”, because they can never be large enough.
- Whether it's 10,000 or 50,000 or 100,000, panels of this size are not large enough to measure digital media consumption, and not enough to measure the overlap between digital and TV.
- Traditional TV is continuing to evolve, too, and that makes small panels even more problematic. Addressable advertising and interactive advertising are on the horizon, providing consumers with more types of TV consumption but also more fragmentation.
- Measurement solutions must leverage the advantages of consumer panels but be at scale, and census-based, to accurately measure the digital and traditional TV ecosystem.

Single source continues to be a foundational and necessary methodology. The essential new component is finding ways to leverage census measurements.

A Census Network was created by comScore where over 1.5 trillion digital interactions per month over 172 countries and across 1.5 million domains are measured, with greater than 85% of all devices.

Digital consumption and measurement used to be fairly simple ... but the



Bryan Segal

reality is that the digital landscape is no longer just about the personal computer. When the Media Metrix service launched over 16 years ago, captured was just about 100% of the landscape. The digital experience is now scattered across a number of different devices and platforms, all of which demand high-quality, objective audience measurement.

Two new devices that are essential as part of the ecosystem are smartphones and tablets. While it took smartphones nearly a decade from their first introduction to reach 40 million owners in the U.S., tablets crossed that threshold in two years after the launch of the iPad. Understanding the tablet phenomenon is critical for any company in the business of digital media, publishing, advertising, retail or consumer electronics.

Content is consumed across multiple devices by the same person. Measurement requires the inputs of content and devices.

To make this a reality there are three key methodological pillars to take into account:

1. Depth of PERSON centric panels
2. OVERLAP PANEL de-duplication
3. Breadth of CENSUS measurement.

comScore, Arbitron and ESPN are working on putting all of these together with Project Blueprint to be presented this summer. Project Blueprint measures five platforms for the first time: TV, PC/laptop, smartphone, tablet and radio.

From a Canadian perspective, there is a plethora of demand but, said Segal, innovation, investment, collaboration and leadership is required.

With the continued sophistication of technology and new potential platforms coming on the scene and being adopted quickly by consumers, understanding the breadth of content reach and frequency, engagement and effectiveness across these devices is essential to show the importance of advertising to reach consumers.

Plenary Session 3: The Social and Digital Connection

Tablets and Television: Tablet use and Their Context with TV Viewing in Canada



Paul Seccaspina

Paul Seccaspina, the president of Oraclepoll Research, said an online panel survey of tablet users from across Canada, consisting of 706 completed surveys of tablet users, found that tablet penetration stands at 32% of households—an increase of eight percent over the previous six months. Usage is expected to increase another 11% during the next year.

The tablet of choice among Canadians is the iPad (65%), followed by the Playbook (20%) and Galaxy Nexus (10%). The iPad is a favourite among younger Canadians (under 34 - 80%) and the Playbook among older ones (55+ - 44%). Tablet households tend to have higher incomes, with 44% reporting over \$100,000 per annum and almost seven in 10 incomes in brackets over \$75,000.

While 68% of panelists told us that this is their first such device, almost two-thirds also said there is another person at their residence that also has a tablet.

While tablets don't overwhelmingly dominate any specific area of usage, it is the preferred device to read books or magazines and to watch videos. It splits its time almost equally as a means by which to browse the web, to view news, weather and sports and to watch TV with laptops.

Tablets rank low as a preferred device to e-mail and to edit or create documents. They fall in the middle of the pack as a preferred device to listen to music, visit social media sites and play games.

When asked, most users (59%) said their laptop is for work and the tablet is for play or leisure. The main reason users prefer laptops over tablets is functionality, such as the keyboard, screen size and being easier to use in general. Despite this, the paradox of the tablet is that its main detractor (functionality) is juxtaposed with portability as being the main reason users like this device.

The Video Consumer Mapping study found that 28% of media time is consumed with media multi-tasking; time spent with two or more media. This figure is consistent across age groups and does not decline until the 55-64 age cohort where it represents 20% of media time. As a result, there were no surprises when it was learnt that 83% of the panelists reported watching TV last night and that 47% watched with tablet in hand. Of these viewers, 17% sought content related to what was in a program.

Frequency of tablet and TV use on a weekly basis was very high; 30% of respondents claimed everyday use of TV and tablet with another 10% using both on five or six days. This high rate of concurrent use is offset by almost 20% reporting that they never used their tablets while watching TV.

The tablet activities undertaken while watching TV are disparate with only one category, those seeking news and information, claiming more than 51% participation in the past week; another 37% claimed that they never did this. Weather updates enjoyed 48% weekly use though 31% never sought the content. Forty percent reported that they'd sought more information about content from a program they were viewing, but another 36% reported they'd 'never' made such an effort. It is within this figure that television's great opportunity is being under-achieved.

While many people sought more information introduced in the program, disappointingly few reported going to a TV program website (23%) or visiting a TV channel website (20%) in the past week while 51% and 57% never undertook these respective tasks.

With such a high level of tablet-TV activity and many searching for more content related to stations' programs, one would hope that television would enjoy a higher conversion rate.

Twenty-four percent of panelists reporting using their tablet like a TV but only three percent of respondents believed tablets would replace traditional televisions. Many (49%) believed the screens were too small and that tablets made it difficult for several people to watch at once; five percent reported haughtily that they already had a Smart TV.

Only two percent believed in the ultimate primacy of tablets due to their portability with another one percent feeling it was simply "the way of the future".



Paul Street,
Bell Media,
co-presenter of
*Tablet use and
Their Context
with TV Viewing
in Canada*

BROADCAST Dialogue

Essential Reading

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Thursday, May 16, 2013

PUBLISHER'S NOTE: Vancouver-based Dan Roach has been a *Broadcast Dialogue* columnist for more than 10 years. Over that period he's presented a series of no-nonsense approaches to broadcast engineering, many think pieces, the occasional critique, yet has never varied from the overall goal of giving his techie brothers and sisters the best information available. *ENGINEERING 101: Dan Roach's 101 Broadcast Dialogue columns* is an assemblage of his work and is available by clicking the [MAGAZINE](#) tab atop our web pages.

TELEVISION: *YouTube* has launched its paid channels with 30 initial partners, among them sports, movies, music, fitness and children's programming. The initiative will ultimately be self-serve for content partners who will be able to charge a fee starting at 99 cents a month for access. The revenue split will see 55% going to the creator and 45% to YouTube. *Corus Entertainment*, *DHX Media* and *OUTtv* are among the Canadian partners helping *Google's* YouTube move into monthly subscription streaming. YouTube's 30 premium channels are available in 10 markets, including Canada, the U.S. and the UK that can only be viewed with a subscription, the first time a fee has been required to access the site's video content... *BCE* chief exec George Cope says his company would walk away from the *Astral* deal if the *CRTC's* conditional approval included selling more of Astral's assets. The strategic rationale for buying Astral, he said, would be gone. *Rogers* wants the Commission to force Bell to sell *TMN* (The Movie Network) as a condition of licence. Rogers would then take a look at buying it. Unlike the \$20 million "tangible benefits" package Bell proposed in the first go-round to launch its own French all-news TV service, this time the \$175-million in benefits over the next seven years are not directed internally. It remains to be seen, however, how *CRTC* chairman

Jean-Pierre Blais will regard Cope's take-it-or-leave-it stance... *Telus* CEO Darren Entwistle says that instead of seeing *Netflix* as a threat, the online movie service could instead be bundled in with TV packages. But he added that there's also nothing stopping *Telus* from developing OTT applications to compete with *Netflix*. He called it an opportunity when speaking with reporters after last week's AGM in Montreal... *Bell Media's* operating revenues were stable year over year, increasing 0.2% to \$513 million in 2013's first quarter from \$512 million during the same period last year. Subscriber fee



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revenue growth of 11.9%, due to market-based increases for specialty TV rates paid by cable and satellite distributors, was moderated by a soft ad market. Conventional TV and radio ad revenues declined 5.8% in this quarter. Taking advantage from the higher fee revenues from BDUs and a 3.7% reduction in operating costs, Bell Media's EBITDA increased 21.0% to \$98 million in Q1 2013 from \$81 million in Q1 2012... *CHEK-TV Victoria* has cut its noon news package at least for the summer months as the station seeks to find cost savings. The audience, said current GM **Roy Gardner**, "isn't there to support it and neither are advertisers"... The B.C. broadcasting consortium that televised last week's provincial leaders debate says the B.C. Liberal Party is in violation of the terms of the debate by using clips from it in attack ads. *CBC, CTV, City, Global* and *OMNI* sent the party a cease-and-desist letter demanding that it remove the ad from *YouTube*. **Ian Haysom**, the Global BC news director says a condition of the broadcast was that as an impartial debate it wasn't to be used by any of the parties in political advertising.


REVOLVING DOOR: **Bill Pollock** has been promoted from operations manager to GM at *CHEK-TV Victoria* while **Karin Hanwell** moves up from account manager to become sales manager. **Peggy Heyer** took over as director of finance and human resources. **Roy Gardner**, who took over as president/GM from **John Pollard** in March, will step down May 31 but remain on the station's board of directors... **Rick Doughty**, the former *Rogers Radio* VP/GM for the company's Northern Ontario radio stations and who retired 14 months ago, is back in radio. He is now executive VP, *Vista Radio* East/Ontario. Doughty had been with *Telemédia* and new owner, *Rogers*, for a combined 22.5 years... **Craig Wallebeck**, the news director at *CKRM Regina*, has resigned though he's still with the station until a successor has been found (see the ad in this edition). He's opted to leave *Harvard Broadcasting* in pursuit of other opportunities... **Bill Hart** is no longer the morning co-host at *KIX 106 (CKIZ-FM) Kitchener-Waterloo*. He'd been with the *Rogers Radio* operation for five years... **Chris Lawrence** moves into co-hosting the *LITE 92.9 Halifax* morning show with **Lisa Blackburn**. He succeeds **Jamie Paterson** who moves to pm drive. Lawrence has worked at two other stations in the market, *Energy 103.5* and *Hal FM*... **Michael Smith** has joined *BBC Worldwide Canada* as its senior VP, TV sales, co-production and digital distribution. He had been VP, television and digital sales at *Entertainment One*... **Elysia Bryan-Baynes**, a freelance reporter with *Global Montreal* since 2003, will take over the anchor desk June 3. She succeeds **Richard Dagenais** who moved to mornings... *KICX Sudbury's* new promotions director is **Scott Ziliotto**. It's a step up within the *Larche Communications* group of stations. He had worked in promotion at sister stations *KICX106 Orillia/104.1 The Dock Midland*... **Dan Gibson** is a new broadcast technician at *Bell Media Kitchener-Waterloo*, at both radio and TV. He moved from his transmitter technician position at *TVO*.



Rick Doughty

RADIO: Area residents are balking at a plan to move the 30-year-old *CFNO-FM Marathon* to *Dougall Media* headquarters in Thunder Bay, a four-hour journey by car. Municipal, provincial and federal politicians are opposed as well. The *CRTC* has received a few hundred interventions and there's a *Facebook* page with 3,402 members. CFNO's listening area is so broad that it would take six hours to drive from one end to the other (half the size of New Brunswick). The Commission has asked the company for details on how the station would continue to offer local and relevant Marathon programming. The original deadline for interventions has been extended to May 21... *Newcap* has won approval for a new FM station in Clarendville that would operate at 97.1 with 2,500 watts and which would offer a Hot AC music format targeting 25- 54s, skewing towards women. *Newcap* already operates *CKVO-AM Clarendville*, a Country station... The *CRTC* has denied *Blackburn Radio's* application for its *CKNX-AM Wingham* to add an FM transmitter in the town. The Commission said that approving the request would be like giving Blackburn a third FM station in the market. Further, it said, there wasn't sufficient justification offered to warrant exception to the Common Ownership Policy... The 10th annual *Cures for Kids* radiothon saw the *Jim Pattison Broadcast Group* stations (*106.7 (CFDV-FM) The Drive/BIG 105 (CHUB-FM) Red Deer*) and the *L.A. Radio Group* stations (*Kraze 101.3 (CKIK-FM) Red Deer* and *Sunny 94 (CJUV-FM) Lacombe*) partner to raise \$87,370. Central Albertans were encouraged to make donations aimed at helping local children's charities... *Bayshore Broadcasting's* *Caring Nurse Awards* have been presented to 17 new winners who were nominated by listeners to Bayshore stations in Owen





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Sound, Goderich and Orillia. Winners were chosen from stories patients told of their remarkable care. The awards help raise the profile of health care needs in the regions by recognizing registered nurses and registered practical nurses working in hospital settings and in various community and home care roles.

GENERAL: At the *British Columbia Association of Broadcasters* (BCAB) annual convention, this year in Penticton on the weekend, winners were:

Humanitarian Award - BC Epilepsy Society;

Best Commercial Creative (Radio) - Bell Media Vancouver (Large Mkt) & 100.3 The Q/The Zone Victoria (Small/Medium Mkt);

Best Commercial Creative (TV) - CTV Vancouver (Large Market) & CKPG TV Prince George (Small/Medium Market);

Best Station Imaging (Radio) - Classic Rock 101 (CFMI) Vancouver & io -

Vista Radio Kelowna (Small/Medium Market); Best Station Imaging (TV) -

CTV Vancouver (Large Market); Best Station Imaging (TV) - CTV

Vancouver Island (Small/Medium Market); Community Service Award

(Radio) - CKNW Vancouver (Large Market); Community Service Award

(Radio) - CICF (Sun FM) Vernon (Small/Medium Market); Community

Service Award (TV) - Global BC (Large Market); Community Service Award

(TV) - CKPG TV Prince George (Small/Medium Market); Excellence in

News Reporting (Radio) - News1130 Vancouver; Excellence in News

Reporting (TV) - Global BC Vancouver; Friend of the Industry - John

Tietzen (Tietzen was with Wendy's Canada for 24 years and is now a co-

owner of Township 7 Vineyards & Winery); Broadcast Performer of

Tomorrow - Jordan Armstrong (Armstrong is an assignment editor/beat

reporter), CKNW Vancouver; Performer of the Year - Clay St. Thomas

and Karen Daniels, 93.7 JRFm Vancouver (St. Thomas and Daniels have

been co-hosting the JRFm Waking Crew for the past 13 years); and

Broadcaster of the Year - Dennis Gabelhouse, Global (CHBC) Okanagan

(recently retired GM/GSM)... The new BCAB president is James Stuart of *Bell Media Vancouver*. He succeeds Ken Kilcullen who

held the presidency for two one-year terms... Hudson Mack, the news director and senior news anchor at *CTV News (CIVI-TV)*

Vancouver Island and ND of *CFAX Victoria*, is this year's recipient of the *RTDNA President's Award*. The

association's highest award will be presented to Mack at the President's Awards Gala June 14 during *RTDNA*

Canada's national conference in Toronto... Scott Pelley, the *CBS Evening News* anchor, has urged fellow

journalists to worry less about the vanity of being first with a story and more about being right. "If you're

first," he said, "no one will ever remember. If you're wrong, no one will ever forget." *Twitter*, *Facebook*

and *Reddit* are "not journalism. That's gossip. Journalism was invented as an antidote to gossip." Pelley

made the criticism while accepting a journalism award named for broadcast executive Fred Friendly... In

a related item, news consumption in the U.S. by time spent shows that digital platforms are getting just

eight percent of the attention. The statistic comes from consulting firm *McKinsey and Company*. Its data

shows 35% of news consumption remains in newspapers and magazines, 16% in radio and other audio and 41%

in television. Smart phones and tablets each account for two percent of time spent and desktops/laptops four percent. Digital

devices get slightly more than half of total media time, roughly 10 times more than newspapers and magazines, but the extended

time news consumers spend with print multiplies its share sevenfold when only news consumption is considered... The combined

efforts of *City's Breakfast Television* and *Rogers Radio* for the *Second Annual Morning for Hope* raised \$450,078 in support of

the *Canadian Women's Foundation*. The funds drive in eight markets -- Toronto, Vancouver, Calgary, Edmonton, Lethbridge,



Dennis Gabelhouse Jordan Armstrong Karen Daniels



Clay St. Thomas John Tietzen Ken Kilcullen



Hudson Mack

Vancouver Island and ND of *CFAX Victoria*, is this year's recipient of the *RTDNA President's Award*. The association's highest award will be presented to Mack at the President's Awards Gala June 14 during *RTDNA Canada's* national conference in Toronto... Scott Pelley, the *CBS Evening News* anchor, has urged fellow journalists to worry less about the vanity of being first with a story and more about being right. "If you're first," he said, "no one will ever remember. If you're wrong, no one will ever forget." *Twitter*, *Facebook* and *Reddit* are "not journalism. That's gossip. Journalism was invented as an antidote to gossip." Pelley made the criticism while accepting a journalism award named for broadcast executive Fred Friendly... In a related item, news consumption in the U.S. by time spent shows that digital platforms are getting just eight percent of the attention. The statistic comes from consulting firm *McKinsey and Company*. Its data shows 35% of news consumption remains in newspapers and magazines, 16% in radio and other audio and 41% in television. Smart phones and tablets each account for two percent of time spent and desktops/laptops four percent. Digital devices get slightly more than half of total media time, roughly 10 times more than newspapers and magazines, but the extended time news consumers spend with print multiplies its share sevenfold when only news consumption is considered... The combined efforts of *City's Breakfast Television* and *Rogers Radio* for the *Second Annual Morning for Hope* raised \$450,078 in support of the *Canadian Women's Foundation*. The funds drive in eight markets -- Toronto, Vancouver, Calgary, Edmonton, Lethbridge,



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Winnipeg, Halifax and Kingston -- will see the money going towards raising awareness and funding the fight to end violence against women. Last year, viewers and listeners helped raise \$436,532 for women and children who've experienced abuse and to teach teens about healthy relationships... There are still a few seats left for the annual *Western Association of Broadcast Engineers/Southern Alberta Institute of Technology* (WABE/SAIT) week-long technical training course running at SAIT in Calgary June 3-7. The individual sessions are open to non-members as well and may be found by clicking [HERE](#). For additional information and registration, e-mail info@wabe.ca.

SIGN-OFFS: Paddy Greg, 80, in a Fredericton hospital after a long period of failing health related to his diabetes. Gregg, a longtime *CBC* journalist, began his career with the public broadcaster in the '50s as one of its first national TV reporters. He covered the Vietnam War from Saigon, later becoming executive producer of *CBC Fredericton* before taking over as host of *Information Morning Fredericton* in the 1980s... Hugh Doherty, 78, in an Ottawa hospital of prostate cancer. While his career in journalism began with newspapers in Sherbrooke, Montreal and Victoria, Doherty began with *CBC* in 1974 and never looked back. He was a producer at *The National*, executive producer in Edmonton and St. John's, a senior producer back at The National, and senior news producer at *CBC Newsworld* before retiring in 1994... Gayle Madely, 67, in Ottawa of cancer. While not a broadcaster herself, she was widely-known throughout the Canadian broadcast community as the wife of *CFRA Ottawa* morning host Steve Madely. Neither of the Madelys avoided the subject, with him frequently talking on-air about her battle. His listeners, kept up-to-date, rooted for her and were inspired by his devotion. Madely told the *Ottawa Citizen* that when his wife, already a cancer survivor, was re-diagnosed five years ago, they decided to do two things; try to raise money and awareness and, if that meant talking about her illness on the radio, then so be it.

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Engineering 101:

Dan Roach's 101 Broadcast Dialogue columns

For more than 10 years, the brilliance and down-to-earth presentations by Dan Roach have graced these pages.

Now, as a special supplement for those who may have missed saving and filing away each and every one of those columns, *Broadcast Dialogue* has put together the Dan Roach collection—easy to use, easy to access, easy to read and, importantly, chock-a-block full of his broadcast engineering expertise, his wit and, occasionally, a certain amount of his charm.

Roach's broadcast career began in 1976 as an announcer. Later he became a newsman and, still later, he found his niche as a broadcast engineer. Dan worked in such markets as Burns Lake, Smithers, Prince George, Kamloops and Vancouver. With typical tongue-in-cheek humour, he quickly discovered that

“announcing was not a job for grown-ups.” And as a newsman, he said, he made “a pretty good engineer.”

The northern B.C. stations where he began were owned by Ron East and Stan Davis. Davis also owned BTS (Broadcast Technical Services) where Roach eventually ended up. Upon Davis's passing, Dan Roach became the principal at BTS and still maintains that responsibility.

From his first column to the most recent, all of his thoughts and advice on broadcast engineering stand the test of time.

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Thursday, May 23, 2013

Volume 21, Number 3

RADIO: While still to be approved by the CRTC, the *Jim Pattison Broadcast Group* has signed a deal to buy *Bell Media's AC Kool FM 101 Calgary* and Classic Pop *FAB94.3 Winnipeg*, and *Astral's Country QX104 Winnipeg*. The deal hangs on the Commission approving *BCE's* purchase of *Astral*. *JPBG* had been holding off on building their new Calgary FM (*The Peak [CHPK-FM]*) station until it was known whether or not it could acquire an existing station as a market sister. With approval on the purchase for two Winnipeg stations, *Pattison* would become an instant player in the Manitoba capitol... Meanwhile, if *Bell Media's TSN Radio 690*

Montreal has to go on the chopping block to make *BCE's* acquisition of *Astral Media* a reality, *Rogers* says it would be willing to make "a reasonable offer" for the English-language sports station. *Rogers* further asserted that with its *Sportsnet* properties, as well as the new *City Montreal*, that it would have the infrastructure in place to operate the station profitably... *Jon Pole's MY Broadcasting (MBC)* has entered into a purchase agreement to acquire *Andy McNabb's* local news/talk/Christian formatted *FM 90.5 (CJMB-FM) Peterborough*. *MBC* is operating the station under a temporary management agreement approved by the *CRTC*... With the deadline for interventions met, 294 listeners, business people and politicians opposed the relocation of *CFNO Marathon* to corporate HQ in Thunder Bay. They are particularly concerned about the loss of *CFNO* morning host *Al Cresswell* who, they say, has become a valuable member of the North Superior community because of his routine of covering everything from hard news to fish derbies and often hosting community events. In his response to the *CRTC*, *Dougall Media* VP *Don Caron* said listeners won't be short-changed though he did not address whether or not *Cresswell* would be kept on. Instead, a promise was made to dedicate a staff member to provide news solely for *CFNO-FM*... *CHOK-FM Sarnia*, always geared toward news, talk and sports, and airing Country at off-times, continues with the spoken word content but has chosen to move from Country to Light AC Hits... There's a community radio application for *Huntsville* now in the *CRTC's* hands. *Hunters Bay Radio* wants 88.7 with power of 5,700 watts... In *Edmonton*, *630 CHED's Santas Anonymous* charity and people from *Edmonton's Food Bank* realized a shared donation late last week of \$110,000 to be split evenly between the two. The *Edmonton Singing Christmas Tree*



CBC  **Radio-Canada**

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Foundation, in the four years that it has been donating to Santas Anonymous, has given it close to a third of a million dollars... *Rogers Radio Kitchener* raised a record-breaking \$281,497 during its eighth annual *Kids Can't Wait* radiothon. *CHYM 96.7/570News/KIX 106.7 FM* partnered with *Rogers TV Waterloo Region* in support of *KidsAbility Centre for Child Development*. The annual fundraiser aims to provide hope, life-changing therapy and support services for children with special needs... *GX94 /Fox Yorkton's Health Foundation Radiothon* raised \$78,925. The funds will be used as the base in launching a campaign for a new hospital... In Sudbury, the 30-hour *KICX for Kids* radiothon raised \$25,000 for the *Family and Child Program* at *Health Sciences North*. The campaign is a five-year effort launched by *KICX 91.7 FM Sudbury* and Health Sciences North in 2011. The goal is to raise \$250,000 for pediatric services in a five-year campaign.



GENERAL: While *Sun News* says Mike Duffy was not a lobbyist for its mandatory carriage pitch to the *CRTC*, a *CTV* report said he approached a Conservative insider suggesting that the Commission should “play with the team and support Sun Media’s request.” Sun News VP Kory Teneycke says the decision-making is an arm’s length process and politicians, political figures and friends of people don’t get to vote. “There are five commissioners,” he said, “and it’s in their hands”. Should the Commission deny the application, Sun News could apply to cabinet to have the decision overturned but Teneycke was adamant that Sun would not pursue the option... Marc Patrone, who completed a five-year term as a *CRTC* commissioner March 18, moved to *Sun News Network* the following month. The former *CTV Halifax* reporter is now director of the channel’s news operations for Western Canada. Sun News vice-president Kory Teneycke says the federal conflict of interest commissioner approved the hiring before it was finalized. Further, he said, Patrone has not had, nor will he have, anything to do with the regulatory side of Sun News, including any involvement with the mandatory carriage application... Pamela Wallin, another former broadcaster who’s now a senator, recused herself from the Conservative caucus while she awaits the results of an audit into her travel expenses. She will sit as an independent while auditing firm *Deloitte* looks into about \$321,000 in her travel expenses... Andy LeBlanc, who has served as president, treasurer and regional director of *RTDNA Canada - The Association of Electronic Journalists* will receive the association’s Distinguished Service Award in Toronto June 14 during the *RTDNA* President’s Gala. LeBlanc is the news director at *CTV Atlantic* in Halifax.

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REVOLVING DOOR: JJ Johnston, the GM of *Corus Radio's* Ontario East stations, is leaving that position effective July 1 for a new self-created endeavour in consulting. Johnston will be president/CEO of *JJIMS Inc Consulting (JJ International Media/Management Solutions)*, focusing on general radio consulting, mentoring and coaching, and interim management strategies. Corus Entertainment will be his company's first partner. Johnston began in radio at *CKLC Kingston* in 1974 as a board operator and, coincidentally, he's wrapping his near-40 year career in the same market, though he is responsible for Corus stations in Barrie, Collingwood, Peterborough, Kingston and Cornwall. Before moving within the company to Kingston, he was GM of *Corus Radio Vancouver*... Adam Thompson, ex of *Sonic 102.9 Edmonton*, is the first PD at *Indie 88.1 Toronto*, the most



JJ Johnston



Wayne Rorke

recently-licensed Toronto station yet to launch... Six months after leaving *89X Windsor's* morning show, Dave Hunter and Chuck Urquhart will become the new morning show at *101 WRIF-FM Detroit*. Dave and Chuck the Freak spent more than 10 years at 89X. Sidekick Lisa Way left with them. All three start on-air Tuesday at WRIF... Wayne Rorke, after 45 years in the broadcast industry, will retire Aug. 31. His career began in 1968 as a newsman at hometown *CJNB North Battleford*. Four years later, he moved to *CFQC-TV Saskatoon* still in news. Another move, this time in 1975, took Rorke to *CHEK-TV Victoria* before returning to CFQC-TV as the station's promotions manager. The following year, he transitioned again, this time into sales at CFQC-TV. In 1988, Rorke joined *CKOK Penticton* as, first, a sales rep and then as sales manager. Three years later, he went across the street to *CIGV Penticton* as sales manager. But Saskatchewan's siren call lured him back yet again, this time to *CFQC-AM* in sales and, finally, to *Global Saskatoon* in sales, then GM/GSM and now as GSM. He's spent the last 20 years



Shannon Brooksbank

with the TV station... Paul Hollink, who joined *Telesat* in August 2009 as director of broadcast sales, has retired. Prior to joining Telesat Hollink had been with *Bell ExpressVu*... Linda Scheffelmaier has resigned as station manager at *Newcap's Q91 Drumheller*. Her background includes account exec positions at Q91 and *Q105.7 (CIBQ-FM) Brooks*. She began as Drumheller station manager/sales manager in April of last year. Scheffelmaier will be setting up a self-owned motorcycle apparel company... New morning show co-host/news anchor at *101.9 CJSS Cornwall* is Shannon Brooksbank, ex of *106.3 The Moose North Bay* where she was also morning show co-host. Brooksbank begins with Dan Allaire June 3 in the *Breakfast Buzz with Dan & Shannon*. She succeeds Jamie Carr who moves to concentrating more on his voice-over business... The new president of *NBC News* is Deborah Turness, the ex editor of *ITV News* in the UK. Turness succeeds Steve Capus and is the first woman to head a U.S. network news division.



General Sales Manager - Toronto

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SIGN-OFFS: Geoff Gowan, 83, in Halifax of Parkinson's disease. The longtime coach and *CBC Sports* track and field commentator, a member of the *Order of Canada*, had a career that spanned decades. He covered many Olympics and world championships... Jacob "Jack" Wiebe, 78, in Port Moody. Wiebe started in the early '60s at *Stan Davis Broadcast Technical Services* (BTS) in Vancouver providing maintenance services to various B.C. radio stations. "Jack did real pioniering stuff such as installing microwav systems way up north," said Dan Roach of BTS. "In the '70s, Wiebe was one of the BTS pillars along with Gus Sondermeyer, Mike Fawcett, Steve Edwards and George Sumyie." In the early '80s Wiebe joined *Selkirk/Maclean Hunter/Rogers Radio Vancouver* as chief engineer and from where he retired in 2000.

TELEVISION: *The Weather Network* has been named second for *iPad* and 17th for *iPhone* in a list of the top 25 free apps in Canada. It's one of the few Canadian-owned companies to appear on *Apple's 25 All-Time Free Apps in Canada* list. The app, which provides weather content and forecasting ability, has been downloaded more than seven million times... Halifax-based *DHZ Media*, a children's entertainment company, has licensed certain rights to its programming in three separate deals with *Global Movie PTE*, *SBP Worldwide SA* and *Media International Enterprises*. All are heavily involved in the provision of broadcast services throughout Latin America... In Cannes, France, on the weekend, the *Canadian Media Production Association* (CMPA) and the *Screen Producers Association of Australia* signed a Memorandum of Understanding establishing a framework of cooperation. It's intended to enhance co-production opportunities between Canadian and Australian independent screen-based producers... *MTM* has two new reports out, *Multitasking - TV and the Internet* and *Social Television*, both looking at the different ways Canadians use TV and the Internet together. Highlights include homes being more equipped to encourage multitasking, e.g. doing both; heavy multitaskers spend more time than average with both TV and the Internet; E-mail and web surfing are two of the most popular activities for multitaskers; and, despite the hype, social networking about live TV is said to be still in its infancy (less than 10% of Canadians commenting on social networks).

SUPPLYLINES: *Rogers* has purchased a *Quantel Enterprise sQ* news and sports production system for its *City Montreal*. Construction on new downtown Montreal space continues with completion expected in August.

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Mandatory carriage:

Who wants what and how much will it cost?



The recently completed CRTC hearings into the mandatory carriage on cable and satellite of specialty channels saw a variety of new and existing channels—22 in all—petitioning the Commission for inclusion on the list of “must-carrys”, and at monthly rates from zero and up to 45-cents per subscriber/per month.

Eight applications were from new services. They are: The Legislative Assemblies of Nunavut and the Northwest Territories; Described Video Guide; Canadian Punjabi Network; ACCENTS; FUSION; Maximum Television Canada; AML-tv en français; and The Canadian Movie Channel.

Eight applications were from existing services. They are: EqualiTV; Sun News Network; All Points Bulletin; TV5; Vision TV; Natural Resources Television; Dolobox TV; and ARTV (seeking a “must offer” order).

Six applications are from existing services wishing to maintain their status. They are: Avis de recherche; Aboriginal Peoples Television Network; CPAC; AML-audio; Accessible Media; and Canal M.

CRTC Chair Jean-Pierre Blais, prior to the presentations, reiterated that each applicant must demonstrate supporting evidence that its service: meets a real and exceptional need within the broadcasting system; contributes in an exceptional manner to Canadian expression; contributes in an exceptional manner to all the objectives of the digital basic service and specifically contributes to one or more objectives of the Act; and makes exceptional commitments to original first-run Canadian programming in terms of exhibition and expenditures.

Applicants with distribution orders, he said, had to demonstrate that its service continues to meet the criteria in this licence renewal process.

An Overview of the Eight New Services Applying for Mandatory Carriage

1.1 The Legislative Assemblies of Nunavut and the Northwest Territories

Service description: Ensuring that the residents of both territories have access to the televised broadcasting of legislative proceedings.

Justification: Provides a service of importance through the enhancement of broadcasting services to remote and underserved Northern communities, the strengthening of governance and democratic accountability, contributing to a diversity of voices, protecting and promoting Canada’s aboriginal languages, and the promotion of Canadian Arctic sovereignty.

Monthly cost: \$0.00.

1.2. Described Video Guide

Service description: The application by Evan Kosiner would see programming consisting of information specific to broadcasting distribution undertakings (BDUs) regarding where TV shows available with described video can be found on the dial.

Justification: A needed service to benefit Canadians and visitors who are or will become visually impaired over the next four years.

Monthly cost: \$0.02 in the English-language market.

1.3 Canadian Punjabi Network (CPN)

Service description: This national ethnic third-language specialty Category B service on all BDUs serving areas where more than 5,000 Punjabi speakers reside would provide programming of general-interest on the realities of the Canadian Punjabi community. It will offer a high percentage of programs made in Canada including news, talk shows, women's programs, sports, documentaries and musical and dramatic entertainment.

Justification: With 575,000 Punjabi in Canada the community needs TV programming that reflects their experience as Canadians and that helps them understand Canada.

Monthly cost: \$0.00

1.4. ACCENTS

Service description: Application by La corporation de la télévision francophonie canadienne to operate national French-language programming that proposes to share a diverse francophone culture, rich identity, the diversity of communities, including anglophone communities as minorities, and First Nations to share experiences and highlight common issues.

Monthly cost: \$0.25.

1.5. FUSION

Service description: Stornoway Communications' national English-language specialty Category B service is designed to bring the social networking experience to the Canadian broadcasting system. In addition to programming from independent producers, viewer participation would also be encouraged through the use of smartphones, tablets, laptops and any other connected devices to engage directly with FUSION and each other.

Justification: A diversity of voices on various platforms engaged in a national conversation, contributing to Canadian identity and ethno-cultural diversity. FUSION would deliver 100% Canadian content in information programming.

Monthly cost: \$0.32 for English-language subscribers and \$0.16 for French-language subscribers.

1.6. Maximum Television Canada

Service description: On Purpose TV Inc. (OPTV) application to operate a national English-, French- and third-language video-on-demand undertaking would see programming initially consisting primarily of feature films and TV series. In future, it would offer an array of programming across all genres, including niche programming.

Justification: OPTV's proposed service, it said, will improve the content offering to consumers without affecting the price of the digital

basic package or forcing consumers to pay for programming they don't watch.

Monthly cost: \$0.00

1.7. AMI-tv en français

Service description: Accessible Media Inc.'s national French-language specialty Category B service would broadcast news, information, drama, entertainment and other TV programming, along with original series relating to accessibility and disability-related topics to French-Canadians who are blind or partially sighted.

Justification: Digital basic for francophone subscribers contains a vast array of programs and services, but no service specifically meeting their needs. With TV being a key tool for social integration, a news service dedicated to open description and accessibility will become important for improving programming options, community partnerships and positive portrayal.

Monthly cost: \$0.30 in the French-language market.

1.8. Starlight: The Canadian Movie Channel

Service description: Programming will be 100% devoted to Canadian movies, particularly feature films, and will include Canadian feature documentaries, Canadian made-for-TV movies and programs with or about Canadian filmmakers.

Justification: Canadian theatrical films are the virtual orphans in the broadcasting system at less than six percent though they form an important part of Canada's cultural legacy. There is no place in the broadcasting system where Canadians can get consistent and affordable access to Canadian feature films. The Starlight Feature Film Fund will provide full financing for eight to 12 Canadian feature films a year.

Monthly cost: \$0.45.

An Overview of the Eight Existing Services That Do Not Have Mandatory Distribution and Want It

2.1. EqualiTV

Service description: EqualiTV is a TV service by, for, and about people with every kind of disability be they physical, intellectual or psychological.

Justification: People with disabilities are under-represented compared to other minority groups in Canadian media. By being granted mandatory carriage, people with disabilities would have a chance to be independent contributors to Canadian expression and to reflect their unique attitudes, opinions, ideas, values and artistic creativity.

Monthly cost: \$0.25.

2.2 SUN News

Service description: SUN News provides English- and French-language mainstream national news and information programming. It also provides updated news reports every 120 minutes.

Justification: Current channel placement to a limited market access by the BDUs have taken away the consumer's choice to watch Canadian programming. SUN News wants a five-year mandatory carriage order. SUN News, it said, was overly optimistic in 2010 when it believed market forces would work.

Monthly cost: \$0.18 in the English-language market and \$0.09 in the French-language market.

2.3. All Points Bulletin

Service description: Same as Avis de recherché (see 3.1) but in English.

Justification: The applicant says his service can now provide the same public interest benefits to every region of Canada.

Monthly cost: \$0.06

2.4. TV5

Service description: TV5 proposes to modify its service to broadcast two feeds under the same licence: the TV5 International feed, which will offer programming focused primarily on reflecting the international Francophonie; and the TV5 Interrégional feed, which will offer programming focused primarily on reflecting the diversity of the Canadian Francophonie. It broadcasts a variety of French-language programming from Canada and around the world, including drama, sports, documentaries and information programming among a variety of other genres.

Monthly cost: \$0.30.

2.5. VisionTV

Service description: The ZoomerMedia property broadcasts multi-faith, multicultural, and general entertainment programming aimed at the 50+ demographic.

Justification: VisionTV is not asking for an increase. It has been on basic for 25 years and proposes that this is where it remains. The channel, said ZoomerMedia, is in jeopardy due to consolidation and vertical integration within the broadcasting system. VisionTV is distributed to 8.5 million households and talks with BDUs for long-term distribution agreements have been unsuccessful.

Monthly cost: \$0.12

2.6. The Natural Resources Television Channel

Service description: Documentary, education, health and safety, infotainment, news, business and current affairs. Programming is for those

directly involved in natural resource industries such as miners, loggers, seafarers and longshoremen with perspective on issues and topics affecting the sector.

Justification: This service wants to be the voice of the resources, the voice of the communities, to make people understand what the reality is in the Far North.

Monthly cost: \$0.45

2.7. Dolobox TV

Service description: Information and communications technologies alongside citizen journalism to provide youth with an outlet to create, edit and air media content relating to social justice, advocacy, entrepreneurship, financial literacy, technology, the environment, politics as well as to other issues of vital interest to Canadian youth.

Justification: Dolobox TV will serve an underserved audience with a varied mix of programming, with educational and community elements drawn from local, national and international sources.

Monthly cost: Between \$0.04 and \$0.08.

2.8. ARTV

Service description: A national, French-language Category A specialty service focused on the arts providing a national French-language specialty service devoted to Canadian arts and culture. It seeks carriage in English-language markets but on a “must offer” basis. Must offer means that, if approved, ARTV would be made available to subscribers residing in Anglophone markets, who can then choose whether or not to subscribe to it.

Justification: Differentiates itself from other discretionary French-language programming services by supporting the production of Canadian programs outside Quebec and by promoting and reflecting French-language arts and culture from the regions, in accordance with its nature of service and mission.

Monthly cost: Consumers have option of subscribing to ARTV.

An Overview of Existing Services Wishing to Maintain Their Status

3.1. Avis de recherche

Service description: A TV network promoting public safety launched in 2004, it works with police and other public safety bodies in broadcasting police bulletins on wanted suspects and missing persons.

Justification: The applicant states that ADR’s format and mission ensures that every missing child or person is seen by the public. Audience size

is unknown. Said 34% of cases were solved due to clues, tips and leads from ADR viewers.

Monthly cost: Increase to \$0.08 from \$0.06.

3.2. APTN

Service description: Programming by, for and about Aboriginal Peoples, to share with all Canadians and offering a window into the diverse worlds of Indigenous Peoples in Canada and throughout the world.

Justification: Position APTN for a multi-platform future. All of APTN initiatives are now undertaken with a view to the distribution platforms. APTN is engaged and employed exploiting the web through APTN.ca, social media tools and through enriched digital contents.

Monthly cost: Increase to \$0.40 from \$0.25.

3.3 CPAC

Service description: Canada's cable industry launched CPAC in 1992 as a public, not-for-profit service to continue the distribution of Parliamentary proceedings supplemented by public affairs programming 24/7. CPAC has always been offered by the larger BDUs as a basic service, even when distribution on this basis was not mandatory.

Justification: CPAC's programming commitments and exhibition of original programming far exceed those typically provided by other Canadian broadcasting services. This includes adherence to strict programming principles ensuring neutrality, 100% bilingualism and a minimum 90% Canadian content;

Monthly cost: Increase to \$0.11 from \$0.10.

3.4. AMI-audio

Service description: AMI-audio is an online reading service covering up-to-date national and international news, sports, business and entertainment information. It operates on two feeds with local and regional access for the entire country including the territories. Its programming includes original interviews as well as feature articles, segments and shows like the frequently listened-to AMI Contact and AMI Pop Talk. The service is read by volunteers.

Monthly cost: \$0.04.

3.5. AMI-tv

Service description: AMI-tv broadcasts all of its programming in an open format to those who are blind or partially sighted. It is as a direct result of the CRTC's original decision to licence AMI-tv and audio that Canada is now recognized as a world leader in broadcasting accessibility and described video.

Justification: With approval of a licence renewal, AMI-tv will continue to offer accessible services that achieve the objectives of the Broadcasting Act in a way that no other licensed services do. Almost 4.5 million Canadians are living with blindness, significant loss of vision or some form of eye disease. Over the next 25 years, the number of Canadians with vision loss is projected to double.

Monthly cost: \$0.20 in the English-language market and \$0.00 in the French-language market.

3.6. Canal M

Service description: A 24-hour French-language non-profit audio broadcast TV service broadcasting readings of news articles from newspapers and magazines. It is a volunteer-based service.

Monthly cost: Increase to \$0.04 from \$0.02.

All these applications are now being reviewed by the CRTC. Decisions are expected later this year.

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GENERAL: The short story on the *CRTC's* five-year renewal of *CBC* licences will include *CBC Radio 2* and *Espace Musique* getting a three-year term of permitted on-air advertising, restricted to four minutes per hour in two blocks. Of enormous importance to Canada's private broadcasters is that no local *CBC* radio ad sales are permitted. At the end of three years, *CBC* must make a new request to continue or to alter the plan. Weighing in on advertising for the *CBC* radio decision, the *Canadian Association of Broadcasters* expressed disappointment that the Commission didn't reject outright the application to air national spots. Paul Ski, CEO, Radio at *Rogers Broadcasting* and chair of the *CAB CEO Radio Council*, said the *CAB* remains "concerned that this decision will fundamentally alter the balance of public and private broadcasting" and that the "decision will be difficult to reverse now that funding from advertising is available to these services." *Friends of Canadian Broadcasting* warns that the radio decision will pave the way for advertising on *Radio One* and *Radio-Canada*. Group spokesman Ian Morrison said 893 of the 965 interventions opposed allowing *CBC* to introduce national advertising. Further, he said, the Commission and the public broadcaster "conspired to end almost 40 years of almost proudly non-commercial public radio in Canada." Hubert Lacroix, president and CEO of *CBC/Radio-Canada*, said, "Generating new revenues . . . was central to the plan we put together to address the reduction of our parliamentary appropriations last year. Advertising won't change the programming mandate of our services. Both will remain committed to supporting and showcasing the best in Canadian music." *CRTC* chairman Jean-Pierre Blais disagrees that the allowed advertising constitute a "slippery slope" to allowing commercialization of the main radio service. On the TV side, *CBC* has to maintain a balanced schedule with programming that reflects all regions of the country and broadcast at least 15 hours per week of Canadian programming for children under 12. English major market stations will have to produce 14 hours a week of local programming while smaller market stations seven hours a week. In most cases, this is an increase over current levels. All French stations must produce five hours of local programming a week, including those in English markets. . . Unions representing *CBC* employees -- *Canadian Association of Journalists*, *Federation professionnelle des journalistes du Quebec*, *Canadian Media Guild* and *Syndicate des communications de Radio-Canada* -- want the Harper government to back off a bill that would give Treasury Board a seat during *CBC*/union collective agreement bargaining. The unions say federal interference would undermine *CBC's* journalistic independence. The legislation, known as Bill C-60, includes allowing cabinet to tell Crown corporations how they should negotiate with their employees. The unions say the bill would destroy the arm's-length relationship between the government and *CBC*. CEO Hubert Lacroix, in a letter to the *Commons Finance Committee*, has warned that the federal government's efforts to control salary negotiations at the *CBC* could be at odds with the Broadcasting Act and the Charter of Rights and Freedoms. He wants an amendment to the budget implementation bill to ensure *CBC's* independence. But Finance Minister Jim Flaherty isn't buying the argument. He says crown agencies can't do what they want with taxpayers' money. Lacroix argues that the Broadcasting Act gives the *CBC's* board of directors "explicit authority" to determine salaries, and specifies that employees of the broadcaster are not public servants. The dispute, he said, could lead to litigation. . . The *Broadcast Educators Association of Canada* (BEAC), at its annual conference on the weekend, this year at Banff, saw awards



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presented to: Richard Stroobant of *SAIT Polytechnic* (Calgary) - the *BEAC John Ansell Distinguished Service Award*; Cathy Goddard of *Loyalist College* (Belleville) - the *BEAC Michael Monty Distinguished Service Award*; and to Gerry Forbes of *CJAY Calgary* - the *2013 BEAC Broadcaster of the Year*... *Fanshawe College* in London will receive the *2013 Bill Hutton Award of Excellence* from *RTDNA Canada* in conjunction with the association's national conference June 13-15 in Toronto. Formerly known as the *Friend of RTDNA Canada award*, it was renamed in 2009 to honour the late **Bill Hutton**, RTDNA Canada's first president. *Broadcast Dialogue* is proud to be among previous winners of this award.

RADIO: *Hot 105.5 (CKOK-FM) Charlottetown* has launched *Do ya a Duffy*, a contest inviting lucky listeners to cash in on the Senate spending scandal. Each day, the *Newcap* station cuts one listener a cheque for \$20 to pay back a personal debt, "no questions asked." PD Myles MacKinnon said the station decided to have some fun with the Mike Duffy situation because "more people owe someone 20 bucks than 90,000." There's just one qualification; listeners must have an eligible P.E.I. health card to win. One listener was awarded \$20 to pay back his buddy for a case of beer... *CJKX-FM (KX-96) Oshawa/Toronto* won the first *Country Music Association of Ontario (CMAO) Radio Station of the Year* (major market) award on the weekend while *KICX 106 (CICX-FM) Orillia* picked up that same award for secondary market. The inaugural CMAO was held at the *Markham Theatre*...



Alan Cross

Alan Cross, who's had more than 25 years with the radio, alt-rock and indie scenes at his Toronto home base and across Canada, says he's "going to act as guidance counsellor, which is a much cooler name than consultant," at *Indie 88 Toronto*, the city's newest radio station. Cross will be working with GM Megan Bingley and PD Adam Thompson. The station is expected to sign-on in the very near future... *Golden West Radio's CKMW-FM Winkler* has begun testing its new 88.9 FM frequency at 100,000 watts. The *CRTC* had awarded it 103.7 at 61,000 watts but, earlier this year, the Commission approved the changes after Golden West said the move would allow both *CKMW-FM* and its sister *CJEL-FM* to be more cost-effective. Meanwhile, *CKMW-AM* continues at 1570 until the flip can be completed to the new frequency... *Rock 102 Saskatoon* raised \$105,035 for fighting prostate cancer after the morning crew spent 36-hours locked in a cage. *Watson and Whitney and Shack* managed to get through the marathon experience, said one, although working together for three hours each day is usually all they can handle... The annual *Rouge fm Montreal* solidarity operation to benefit the *Quebec Breast Cancer Foundation* helped raise \$177,293. The *DeSerres'* commitment (DeSerres is a retailer of arts and crafts supplies, creative toys and games, framing and decorative items) to donate \$1 for each bra given, up to 150,000 bras, saw that sum exceeded through listeners' donations... As aired on *CHCM Marystown*, the *Kin and Friends Radiothon* this past Sunday realized \$110,000 for the *Burin Peninsula Health Care Foundation's Caring Campaigns*. Major contributions were made by corporate sponsors and the Newfoundland and Labrador government... Chris Scheetz, a morning co-host at *CISN Country 103.9 Edmonton*, made the long trek from Spruce Grove to Evansburg in support of *CISN's Drive for Life Contract*. The 250 klick journey took him five days and is roughly the distance from Edmonton to Calgary. *CISN* introduced the Drive for Life Contract in which listeners are invited to sign it on the station's website, promising not to drink and drive nor to drive while distracted, e.g. texting. For every person that signed, \$1 was donated to *Mothers Against Drunk Driving* up to a total of \$20,000. More than \$30,000 was donated because of individual pledges.

REVOLVING DOOR: Julie Bristow, the *CBC* executive director, studio and unscripted programming who has been with *CBC* since 1993, will leave that post at mid-June. There are no details about her destination save for it involving a continued association. Jennifer Dettman, the head of factual entertainment, will fill Bristow's position on an interim basis... Bob McLaughlin, the former VP/GM of *CP24* in Toronto, is the new president/COO of *Sequel Hotels and Resorts*, a management company based in Huntsville... Paul Hollink, who retired earlier this month from *Telesat* as



Julie Bristow



Bob McLaughlin



Paul Hollink

director of broadcast sales, joined the satellite company in 2003 after 30 years at *BCE* and *Bell Canada*. His previous positions at *Telesat* were as marketing manager and sales manager... Brian DePoe has joined *My Broadcasting* as GM/GSM at *92.1 Alliston*, scheduled for launch in mid-July. DePoe's background includes PD positions at *Q92 Montreal*, *Virgin Radio Toronto* and *Majic 100/939 BOB FM Ottawa*... Shannon Hall moves within *Rogers Media* to become manager of communications at *The Shopping Channel* effective June 7. She will continue as the senior publicist with the *City Toronto* PR broadcast team until then... Karl Douglas resumed his career with *K-97 Edmonton* Monday as a swing announcer after 25 years away. Since then, he's

BACK TO BASICS

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been with, in order, *CKRA-FM Edmonton*, *CFMI-FM Vancouver*, *CKLG-AM Vancouver*, *CFOX-FM Vancouver*, *CISL Vancouver*, *CHBE-FM Victoria*, *Radio Broadcast Arts Columbia Academy Vancouver* and *CFMI-FM Vancouver*... Celeste Grebinski is the new promotions director at *Big Dog 92.7 Regina*. She had been a writer with *Rawlco*

Regina, *Harvard Regina* as creative director and a writer at the *Phoenix Group* agency, also in Regina.

SIGN-OFFS: **Phil Hitchcock**, 76, in Hamilton of cancer. The familiar radio voice began his career at *CJKL Kirkland Lake* and then moved to Thunder Bay. In the early '60s, he signed-on with *CHML Hamilton* and remained there until he retired in 1999... **Marg Pullishy**, 68, in Victoria of cancer. She was the owner of *Endeavours Communications* where she produced the 32-year weekly segment, *Wednesday's Child*, for *CTV Edmonton*... **John Steven (Jack) Hundley**, 75, in Vancouver. Before moving to the private sector, Hundley worked for 30 years at *CBC* as a writer and in public relations... **George William Horton**, 95, at Edmonton's *University Hospital* after a year of failing health. He had been an engineer with *Sunwapta (CFRN/CFRN-TV) Broadcasting* from 1963 through 1982 when he retired. While radio transmitters were his greatest expertise, Horton spent a lot of time on the road maintaining CFRN-TV's many repeaters.

TELEVISION: The *Television Bureau of Canada (TVB)* has two new studies demonstrating TV is the preferred screen of choice for favourite programs and the most influential advertising. TVB's *Television Viewing Preferences and Online Synergy 2013* study confirms that among all screens, 87% of 18-49 adults prefer watching their favourite shows on a TV set at home and, further, that 73% of that demo believes watching TV content on another screen can't replace viewing on a TV set. The study found that 62% of respondents watch TV and browse the web simultaneously while 63% of them go online to research a product or service seen in a TV commercial. The second study -- TVB's Attitudinal Survey 2013 -- found 76% of the 18-49 demo agree that commercials viewed on their TVs are the most effective or influential, versus 22% on other screens... From the annual *Cannes Festival* on the French Riviera comes word that, despite this being where film is worshiped, talk of TV's ascendance was rampant. One director said, "the way that things are moving because of the financing of films, television has almost become where a lot of people seek creativity." Another said, "in the past 10 years, TV has leveled the field, creatively, and is now sometimes much more satisfying than anything around." Still another said, "there's a lot of great stuff being made. You can go narrow and deep, and I like that. I don't hear anybody talking about movies the way they talk about TV right now"... *Eastlink Cable* in Prince Edward Island staged the 18th annual *Queen Elizabeth Hospital Foundation* telethon on the weekend, raising \$638,600 for new medical equipment at the Charlottetown hospital. The foundation is hoping to purchase a tissue processor, a patient monitoring system and new beds... *Lisa LaFlamme* of *CTV News* will visit the *Journalists for Human Rights* media development project in the DR Congo next week to mentor and work with a network of Congolese reporters... *Bell* has launched the *Fibe TV Wireless Receiver*, enabling subscribers to jack in to Fibe with up to five additional TVs anywhere in the home - without having to run wires. A wireless receiver transmitter connects to the home networking modem... *Shaw Communications*, *BC Children's Hospital Foundation* and members of British Columbia's South Asian community say that the *A World of Smiles* telethon on the weekend raised \$335,693 for *BC Children's Hospital*. Funds will support research, equipment and clinical care needs. Hosted from Shaw's

Coal Harbour studios, the telethon was aired on the *Shaw Multicultural Channel* in Metro Vancouver, Squamish and Whistler, and carried on local Shaw TV stations throughout B.C. and on *Shaw Direct* channel 299.

SUPPLYLINES: *SIM Digital* has acquired *PS Production Services Ltd*, the lighting, grip, generator, digital camera and dolly equipment rental house with 130 employees in offices at Vancouver, Toronto and Halifax. Pursuing new opportunities are PS president/CEO *Douglas Barrett* and VP/GM *Penny Watier*.



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Broadcasters

still struggle with

diversity

issues

As I foraged through CBC's online archives, up popped black and white coverage of the debate over Canadian content proposals for TV and radio from around 1971. It provided wonderful reassurance that, in many respects, Canadian society has evolved. Wisps of cigarette smoke drifted next to the two news anchors from ashtrays just out of the frame. Footage from a news conference showed government officials seated on the dais, one of the speakers thoughtfully chewing on the end of a pipe.

In several minutes of coverage there was not a single woman, let alone a person of colour.

Clearly, television news had to become much more inclusive and, over the last four decades, it certainly has incorporated women and minorities among on-air and production staff. Some of this was inevitable as society embraced civil rights. Some of it was likely spurred on by the Equity Act and its provisions for federally regulated industries to hire from marginalized groups. And some of it was undoubtedly the will of news organizations to better reflect their audiences, and to do better journalism.

However, it's also clear news broadcasters still struggle with issues of diversity. And it's an area many of us in the broadcast education field also have trouble with; a complex subject drawing out strong emotions from media players, media critics and Canada's increasingly diverse audiences. Even industry reports have suggested coverage of visible minority groups and Aboriginal peoples has been all too sparse at times, negative and stereotypic at others.

Surprisingly, there has not been



by Brad Clark

much research in this area—specifically in the context of television news—despite the unique challenges presented by multiculturalism. Two important studies in the last decade have examined English television

news content for diversity: A 2004 task force report by the Canadian Association Broadcasters (CAB) and *The News Balance Report* for CBC just a few years ago. Both found visible minorities were under-represented as on-air staff, and as news sources.

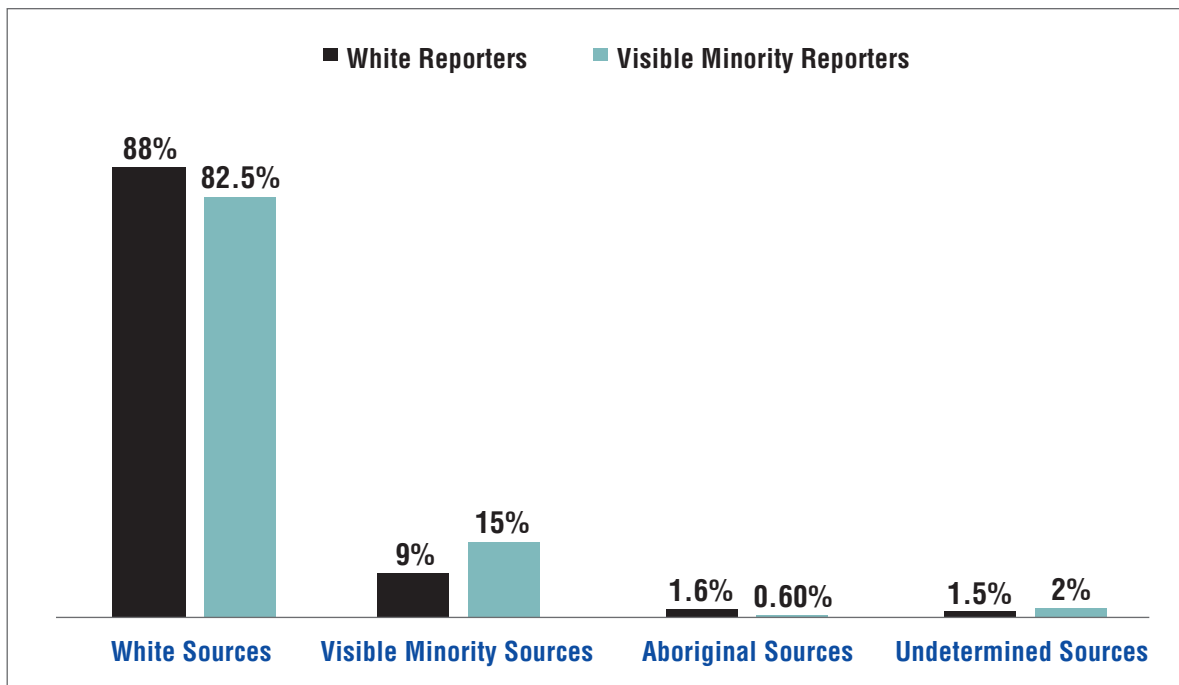
These findings didn't really surprise me.

Much of my time as a radio reporter at CBC had been spent filing stories on business and economic news, a beat second to none for voices of white, middle-aged men. In making the transition from newsroom to classroom about seven years ago, I became interested in this aspect of broadcast journalism and made diversity the subject of research in a doctoral program.

Focusing on some of the most-watched programming—the nightly national newscasts of CBC, CTV and Global—I wondered if the efforts of annual diversity reports to the CRTC to gossip amongst news staff had brought more visible minority and Aboriginal people to report and present news as well as to present more voices and stories from those communities. I also wanted to look at the way these groups were represented in national TV news.

In September and October of 2011, I recorded all three newscasts every night in a “purposive sample” designed to capture the best national news programming that comes with the important fall launch. Sampling was limited to stories about Canada to determine the background of the storytellers and the relation, if any, they had to the sources who appeared in those items.

At the end, there were 723 news stories to examine, featuring more than 3,500 “source-appearances” or clips. Using the definitions provided by the Equity Act, I identified reporters and sources as either white, visible minority, Aboriginal or undetermined in cases where ethnicity wasn't clear.



Sources used in stories by white reporters compared to sources in stories by visible minority reporters.

The 2004 CAB study, as well as a number of journalism scholars, suggests news organizations should hit a demographic benchmark that mirrors the profile of their audiences. According to the latest data from Statistics Canada, the ethnic breakdown is 77.6% white, 19.1% visible minority and 4.3% Aboriginal.

The source-appearance numbers from my sample suggest white sources are over-represented in national TV news: 86.7% white, 10.5% visible minority and 1.3% Aboriginal. It is also important to note that 59% of the stories featured in these newscasts came from Toronto or Vancouver, where visible minority populations are between 40% and 50%. The data suggests there is a connection between the ethnic background of reporters and sources they use. Visible minority reporters were more inclined to use sources of colour in their stories but with an important proviso. The results varied significantly from network to network. At one network minority reporters used minority sources at a lower rate than white reporters, perhaps suggesting newsroom culture is a big factor in inclusion. It is also important to note that there were so few stories filed by Aboriginal reporters during the sample period (five out of 723) that no reliable findings could be made.

The next phase of research looked at the way the mainstream networks represent Aboriginal communities in national TV news. During the September-October sample period I also recorded the national newscasts of the Aboriginal Peoples Television Network (APTN), setting up a comparative analysis. In this part of the study the focus was on stories of events and issues that were covered by at least one of the mainstream networks and APTN.

After identifying all these stories an approach known as frames analysis was set up. Framing theory suggests journalists tend to focus on a particularly salient element of a story to the exclusion of other facts. After watching all the news stories and going over the transcripts dozens of times to arrive at series frames, I determined definitions for each frame. Then I went through the news stories again to see which frames were present.

The analysis showed that while all networks included news frames associated with stereotypes (e.g. Aboriginal people as mired in violence/crime; “problem people”) there were proportionally more in the mainstream newscasts, and far fewer frames associated with Aboriginal context/perspective. APTN’s use of frames associated with stereotypes was more consistently offset by contextual frames, and in far greater balance (stereotypic versus contextual) compared to the mainstream.

An interesting example was the coverage of a leaked Air Canada memo in which the airline said it was pulling flight crews out of a downtown Winnipeg hotel over security concerns related to a thousand flood evacuees staying in the area. The flood victims were from Manitoba First Nations, but APTN was the only network to actually interview any of the Aboriginal evacuees. One of the mainstream stories begins with images of two Aboriginal panhandlers asking for money, men who clearly did not represent the people who were forced from their homes by floods.

My research in this area continues, and at some point I hope to turn my focus from media messaging to what goes on in my classroom.

If diversity is challenging for the professionals, just imagine what it’s like for students. On that front, I decided this year to include news assignments specifically covering visible minority and Aboriginal communities. I know that

might not have meant much to some students. But I did feel awfully proud when I arrived early for class one morning to hear two students debating Bill C-45, the legislation at the heart of the Idle No More protests. One student argued that the bill would help First Nations find additional sources of funding. But the other, fresh off a day spent covering an Idle No More demonstration, explained the nature of the concerns about the legislation in the Aboriginal community.

He provided clarity and context on the issue for his classmate that was all too often missing in the coverage by much more seasoned reporters.

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