

BROADCAST Dialogue

Essential Reading

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Thursday, July 4, 2013

Volume 21, Number 9

GENERAL: BCE's takeover of *Astral Media* is expected to take place tomorrow (Friday) when the deal closes. It was late last week that the *CRTC* approved the \$3.4 billion mega-deal. *Bell Media* is now setting up an auction process aimed at the divestiture of certain Commission-ordered Astral radio and TV specialty stations. BCE spokesman Mark Langton said those assets are being held in trust until deals for their sales are approved by the Commission. Ten radio stations in five markets must be sold. Of them, the *Jim Pattison Broadcast Group* has already purchased three: *Kool 101.5 (CKCE-FM) Calgary* (owned by Bell), *Fab 94.3 (CHIQ-FM) Winnipeg* (also owned by Bell) and *QX104 (CFQX-FM) Winnipeg* (owned by Astral) while *Corus Entertainment* has agreed to buy *The Bear (CKQB-FM) - Boom 99.7 (CJOT-FM) Ottawa* (owned by Astral). The remaining five stations still on the block are: Astral's *Virgin Radio (CKZZ-FM) - Shore FM (CHHR-FM) - CISL AM 650 Vancouver* and Bell's *Boom FM (CHBM-FM) - Flow 93.5 (CFXJ-FM) Toronto*. (Note: It was in June, 2010 that *Milestone Radio's Flow 93.5* was purchased by *CHUM Radio*, a division of *CTV*). Bell Media becomes the country's largest radio operator with the addition of 77 Astral radio stations and will continue to operate *TSN Sports Radio 690 Montreal*. On the TV side, it gets eight pay

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and specialty TV services: French-language *Super Écran*, *Cinépop*, *Canal Vie*, *Canal D*, *VRAK TV*, and *Ztélé*, and English-language services *The Movie Network*, which includes *HBO Canada*, and *TMN Encore*. The acquisition includes Astral's *CJDC-TV Dawson Creek* and *CFTK-TV Terrace*, and Astral's interest in the *Viewer's Choice Canada* pay-per-view service. To be divested are *Teletoon/Télétoon*, *Teletoon Retro/Télétoon Rétro*, *Cartoon Network (Canada)*, *Historia* and *Séries+* (going to Corus upon CRTC approval). Also being sold are the *Family Channel* (including *Disney Junior*), *Disney XD*, *Musimax* and *MusiquePlus*. Bell's share of the English-language market will grow to 35.8% while the French-language market will be 22.6%. Other conditions of sale include: Ensuring BCE doesn't deny TV programming to distribution services owned by *Telus*, *Rogers*, *Shaw* or others; if a contract dispute arises between BCE and a TV distributor, Bell must enter into a dispute resolution process supervised by the CRTC; \$246.9 million over seven years on tangible benefits, e.g. funding Canadian producers of feature films and TV programs, Canadian film festivals, consumer education, support for emerging artists, and local programming initiatives; and Bell keeping open all of its *CTV* and *CTV Two* TV stations -- as well as the two from Astral -- until at least 2017. BCE says the combined company will be led by a team of senior executives from both Bell Media and Astral... Former CRTC Chair **Francoise Bertrand**, now chairperson of the board of *Quebecor*, was appointed to the *Order of Canada* on Friday...



CBC and *CTV*, along with *The Canadian Press*, the *Toronto Star*, the *Globe and Mail* and *Postmedia* won a judge's ruling giving their lawyers access to warrants possibly related to Toronto Mayor **Rob Ford's** alleged crack smoking. The Crown must hand over redacted documents to the lawyers by Aug. 27 so that they can prepare arguments for having the materials made public. Earlier, the Crown demanded a six-month suspension of proceedings but the judge called that unjustified and unreasonable. The lawyers return to court no later than Sept. 12... **Ralph Warrington**, long remembered for his leadership role at *CJOB Winnipeg* and later the *Corus* cluster there, will be inducted into the *Winnipeg Blue Bombers' Hall of Fame* Sept. 18. The recognition is for his support in promoting the *CFL* team and for "repeatedly" offering his financial assistance when the organization was faced with difficult times. "Warrington's support," says the news release, "helped keep the club from falling into potential bankruptcy."

ALBERTA: *Broadcast Dialogue* is planning a feature story on how Southern Alberta broadcasters coped with the terrible flooding that overwhelmed entire towns and certainly major portions of Calgary. If we haven't heard from anyone at your operation, and you've got a story to tell, please send it to me at howard@broadcastdialogue.com. Meanwhile, here's a sampling... *Corus Calgary's* Eau Claire location, which includes *AM770 CHQR*, saw the flooding eliminate power to all of its studios. But as the situation relates specifically to *AM770*, *Corus* Senior Engineering Manager-Western Canada **Greg Landgraf** said that given the station's compromised state, "connection of our *CHQR* transmitter site to our sister station *CHED* Edmonton was the best option available." Further, he said, it had the capacity and capability to process and disseminate the information. Alternatives in Calgary, according to Landgraf, were either lacking or had poor or unreliable connections. As well, he said, there were limited means to process the data... **Stewart Myers**, the VP Alberta operations and GM of *Astral Media Calgary*, said the cluster has earmarked



\$50,000 from its *Kids' Fund* to be used toward helping Calgary families with children who are facing hardships. The stations have also pledged \$20,000 to various Alberta flood recovery efforts. As a group, he said, we “will turn our attention to providing support for families in need well after the initial chaos subsides”... Christian Hall, the operations manager/PD at *X929 Calgary* and *Harvard Broadcasting's* national program manager, said the experience was a “nail biter”. The station is located one block from the edge of the flood zone (five blocks from the Stampede grounds) and just two doors away from the evacuation zone. But power did go and Harvard's natural gas back-up generator kept going for a week. Station access was limited to one backed-up road. Neighbours brought coffee and snacks, and candles for the evening shift... Operations Manager Kent Schumaker at *Peace River Broadcasting's KIX FM (CKKX)/YL Country (CKYL)* was out of the flood zone that week but still saw “dirty brown water” flooding downtown streets, and up the stairs leading into the stations. In short order, Schumaker and staff hustled new transmitter equipment from the basement to the upper floor and raised the rest of the downstairs electronics from the floor.

RADIO: *Golden West Broadcasting* has the *CRTC's* blessing to proceed with a new FM'er in Steinbach. It will operate at 107.7 with power of 30,000 watts and program Country. The new station will join GW's two other Steinbach properties, middle of the road (MOR) *AM1250 (CHSM)* and Hot AC/Classic Hits *Mix 96.7 CILT-FM*... The re-branding of *Rogers Radio* country-formatted stations continues. **AM600 CKAT North Bay** is now **Country 600, Y101 (CKBY-FM)** *Ottawa* is now **COUNTRY 101.1, KIX 93.5**

(CKXC-FM) Kingston became **COUNTRY 93.5** and *Q104 (CJQM-FM) Sault St. Marie* is now **COUNTRY 104**. Still to see the rebrand are Rogers stations in Abbotsford and Fort McMurray. The first change was at *Country 106.7 Kitchener* in the Spring. The changes are being made, says Rogers, because the vision and music are the same. That being so, developing a national identity for the stations made sense... *89.5 The Hawk (CHWK) Chilliwack* is no more. In its place is a new ID and a new format; *89.5 The Drive* takes the music from the old New Rock to the new Classic Hits. Hoping to attract more women, the first song out of the gate was *She Drives Me Crazy*. Last song played in the Hawk format was *Free Bird* by *Lynyrd Skynyrd*... Ross Porter, the president/CEO of *JAZZ.FM91 Toronto*, has been named a *Member of the Order of Canada*... *CNN Radio* has shut down its radio division, stopping the production of its podcasts and affecting about 12 staffers. This was the final spike on the radio side. It was April 1 of last year that CNN stopped doing network newscasts for U.S. stations.

REVOLVING DOOR: Chris Duncombe has been appointed director, new media at *Corus Radio*. “Dunner” as he's known in the Vancouver market, was promoted from senior brand director at *99.3 The FOX Vancouver* and director of interactive media at *Corus Radio Vancouver*. He will remain in B.C.'s Lower Mainland... Norman Fetterley, after more than 45 years on air, has retired from *CTV Ottawa*. He began his news career at *CJRN Niagara Falls*, then jumped to TV in 1972 at Thunder Bay. After his move to Parliament Hill, Fetterley filed reports to *CTV*



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(CFCF-TV) Montreal and CTV (CFTO-TV) Toronto before settling down at CTV (CJOH-TV) Ottawa... At CTV (CKCO-TV) Kitchener, 35-year veteran Art Baumunk has retired after a career in the local news business. The 61-year old was the station's long-time legal affairs reporter. He began his broadcast career at CHEX-TV Peterborough in 1976, arriving at Kitchener's CKCO-TV two years later... At Virgin Radio 104.9 Edmonton, Andrew

Boechler starts in afternoon drive July 22, moving from 92.9 *The Bull Saskatoon*. And Kelsey Lehman has been promoted from swing/assistant music director to MD/evenings.

TELEVISION: Google is looking for 18-34 ("generation C") Internet addicts who are comfortable on camera, can spot trends and who will help legitimize YouTube as a rival to conventional TV. YouTube's manager of strategic partnerships, Ipsa Desai, says the people being sought are those who've grown up with the Internet. Google estimates that 80% of generation C users are already watching YouTube on their smartphones... Sportsnet360 launched July 1, the re-branding of *The Score* is now owned by Rogers.

SIGN-OFFS: Joe Easingwood, 75, in Victoria of complications related to brain cancer. The former C-FAX Victoria morning show host retired in 2010 after almost 63 years in broadcasting, 29 of them at C-FAX. He began as a 10-year-old sweeping floors at CKNW Vancouver in 1948. He was also with CJVI Victoria for many years. A public service will be held this Saturday in Victoria... Robin Taylor, 80, in Basingstoke, England. He was a former executive producer of CBC's *The Fifth Estate* and head of current affairs programming. Before that, Taylor held posts at CBC Winnipeg, CBC Edmonton and CBC St. John's.

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addresses **real life technical challenges**

A turkey was chatting with a bull. "I would love to be able to get to the top of that tree," sighed the turkey, "but I haven't got the energy."

"Well, why don't you nibble on some of my droppings?" replied the bull. "They're packed with nutrients."

The turkey pecked at a lump of dung and found it actually gave him enough strength to reach the lowest branch of the tree.

The next day, after eating some more dung, he reached the second branch. Finally after a fourth night, the turkey was proudly perched atop the tree. Then on the fifth day, he was spotted by a farmer, who shot him out of the tree and took him home for Thanksgiving...



So opened the Western Association of Broadcast Engineers' (WABE) Fifth Technical Training Seminar in Calgary; a message with a moral. And the moral? We'll get to that later.

The WABE Seminar June 3-7 saw 40 broadcast technicians gather from across Canada to take part in an in-depth and encompassing technical training conference. While WABE is based in Western Canada the seminar was open to all technicians from across the country.

And attend they did!

We had a geographically diverse attendee list with participants coming from all major cities and from as far away as Halifax.

To ensure the training offered was current and

by Peter Gillespie

relevant, the organizers began constructing the agenda by asking industry members for the challenges they were experiencing and which subjects would be of interest to them. This led to themes or 'pain tracks' that they could then search for the appropriate presenters to solve.

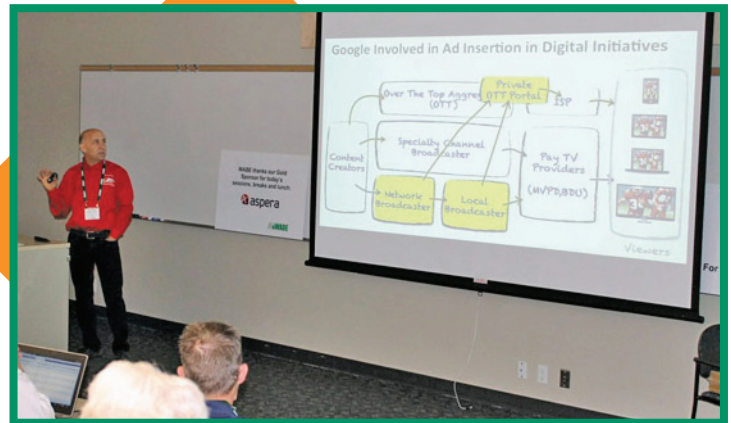
Broadcast technicians' issues were loosely classified into the themes of *Industry Trends*, *The Future of Video Transport*, *The Transmission Chain*, *Test and Measurement*, *Audio Issues*, and then some specific concerns surrounding *Camera Technology*, *Network Troubleshooting* and *PSIP*.

The week launched with *An Industry in Transition* conducted by Michel Proulx. He posited that the TV ecosystem is changing; big new players are circling, existing players are struggling and scrappy invasive species are entering the market. While he believes the overall industry is healthy, some of the stress points in the industry are that traditional advertising is running out of gas, Internet bandwidth is being pressured from over-the-top (OTT) and local broadcasters are being squeezed via speciality channels, OTT providers and disruptors of our ecosystem including Netflix, Aereo, Google/You-Tube and Dish Hopper.

Six major trends are affecting television, he said: the need for broadcasters to feed digital platforms, the transition to file-based workflows, the appearance of more live production, the cloud, real time video over IP, and 4K/8K UHD TV.

The CBC stepped up this year to present two seminars on industry trends. Scott Stewardson delivered a paper on the CBC centralized media facility in Toronto. CBC runs an automated platform that hosts 17 TV channels and 76 radio channels. Stewardson said ironing out the wrinkles in implementing the platform wasn't easy but that in the end, it was definitely worth it. He also provided insight into the intricate video IP network CBC uses to manage incoming and outgoing feeds to and from affiliates across Canada.

Paul McGrath provided an update on what CBC is producing for the second screen. The second screen is defined as a companion experience in which a consumer engages in relevant content on a second device, such as a smart phone, tablet or laptop while watching something on the first screen (typically a TV but not limited to the living room).



Michel Proulx



Scott Stewardson



Paul McGrath

Second screen projects CBC has embarked upon include *Power and Politics*, *The Republic of Doyle*, *Canada's Smartest Person*, *Dragons' Den* and *Over the Rainbow*. Some of McGrath's learning experiences from producing content for the second screen included it being a tool and not a strategy, that it must be tied to the core premise of the show and it has to add value. The power in the second screen, he said, is that it has to be part of a full social TV strategy. But the most important feature is that, if done properly, the second screen will help you do the most powerful thing you can do in TV which is to build a community around a show.

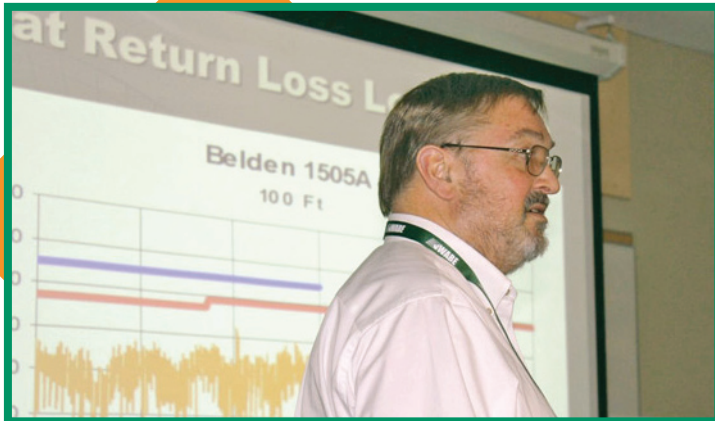
Four seminars in *The Future of Video Transport* category saw Belden's Steve Lampen discuss *Maximizing Cable Performance over Ethernet and 3G* (did you know that the word Ethernet stems from radio transmissions going through the ether?).

In his view, there was no doubt the course was set early for Ethernet becoming the primary transmission medium based on a quote by Reed Hundt, head of the U.S. Federal Communications Commission (FCC) from 1993 to 1997. Well after his term in office, Reed said: "We decided in 1994 that the Internet should be the common medium in the U.S. and broadcast should not be."

In regard to video over Ethernet, both Lampen and Proulx touched on the new IEEE standard 802.1 on Audio Video Bridging, Precision Time Protocol (IEEE1588), Transport of High Bit Rate Media over IP Networks (SMPTE 2022), and Cat 7.

On the HD cable side, topics included the Skin Effect, Periodicity, the Nyquist Limit, 4 Gig, HDCP and EDID.

Concerning transporting and delivering either file-based or live video over IP networks, Per Johansson from Net Insight talked about mechanisms for ensuring quality of service when delivering live video over any size of network pipe. John King from Aspera discussed how to bridge Premise and Cloud deployments for transfer of video files. Both revealed solutions for ensuring rock solid delivery of big data transfer over diverse IP networks. Issues examined included how to ensure full bandwidth utilization, security on and through the pipe and cloud, and monitoring and control.



Steve Lampen



John King

With the industry's rapid adoption of file-based workflows, Format Conversion and Storage were prevalent topics for attendees. The first seminar offered in this track concerned transcoding. Tom Pflaum from Telestream offered a look at *Format Conversion and Workflow*. He took the group through wrappers, essences, compression formats, audio formats, ancillary data and the format chain (broadcast, distribution, editing, archive, proxy). We also had a good look at HEVC and adaptive bitrate encoding.

The second seminar in this track was offered by David Sallak from Telestream. Sallak discussed some of the issues with networking when transferring large files throughout a facility, I/O tiering, editing in place and the difference between SANs and NAS. A tidbit I found interesting was that in 2013, 80% of all storage capacity will be for file-based data!

Mike Nunan from CTV presented two seminars on audio: *Understanding Audio Loudness* and *Dissecting Multi Channel Surround Sound*. I'd like to dub him The Audio Commandant as I've never seen anyone as passionate and afire about the topic.

Attendees got an insightful look into why Dial-Norm doesn't work and, while he also had a good look at static and agile metadata, the ATSC A85 standards and best practices, his seminar could best be summed up with some BIG ideas.

They include: Fix everything upstream; broadcasters must implement workflow sensitive technology; agile metadata is a good idea but is unlikely to come into practice; transmission should just be plumbing, forget level; leave your monitors alone and trust the environment; and most of all, resist limiting artistic and creative intent by trusting your operators and getting out of the way.

In his *Surround Sound* seminar, Nunan addressed the foibles experienced trying to broadcast in surround sound, examining the issues of trying to integrate legacy stereo, two track and mono audio into a surround sound broadcast. His chant of "The opposite of 5.1 is not stereo" underlined his belief that stereo is never a good choice; the minimum standard for audio should be three channels (left-centre-right). In thinking differently about audio, he encouraged looking at mix instead of sum, eliminating gear changes and



Tom Pflaum



Mike Nunan

reducing the amount of audio processing/limiting equipment in the chain. By allowing audio technicians to do their jobs, he said, they will gladly take responsibility for the final audio signal. In doing so, he said, the heads of engineering departments across the country will stop being invited to THE meeting (the meeting that everyone hates being invited to).

Regarding the IT realm, Andrew Selwood from SuperChannel offered a seminar on *Broadcast Networks and Network Troubleshooting*. He spent a moment or two on how we got to where we now are, building up from the basics of Ethernet and 10base to looking at the OSI model to meeting the packets and virtualization.

On troubleshooting, he spoke on diagnosing the illness by suggesting a five-step approach to uncovering problems in your network.

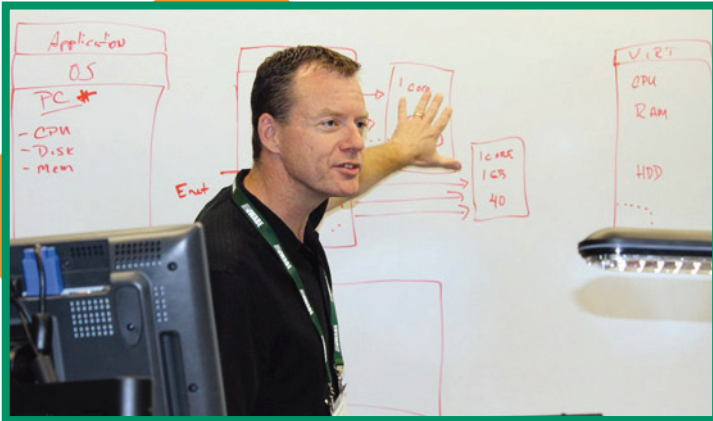
They are: Figure out what has changed; when you see hoof prints look for horses, not zebras; listen carefully to the sources of information; try to disregard anecdotal information; and don't neglect the obvious.

Looking into his crystal ball, Selwood believes we'll see Software Defined Networks (SDN) where there will be a decoupling of the data plane from the control plane, network switches will enlarge their footprint as software hosts, firewalls will become application aware, and VDSL2 speeds will go beyond 100 Mbps.

The remaining seminars focused on cameras, test and measurement, AFD and PSIP. Allen Rhodes from Sony discussed what's new in camera technology, covering image sensors, aperture, lens, depth of field, how to look for faults and errors (such as chromatic aberration) and signal delivery mechanisms.

Steve Holmes from Tektronix delivered a seminar on HD test and measurement. Participants learned how to accurately measure digital signals through various measurement displays including Gamut, Spearhead, Diamond, Arrowhead and Eye. Holmes also taught some of the terminology and technology surrounding 3D. e.g. anaglyphic, polarization, frame sequencing, auto stereoscopic lenticular displays, intraocular, interaxial, convergence and parallax (another language to learn!).

Other topics covered included HDMI (did you know there are four types of HDMI connectors and



Andrew Selwood



Steve Holmes



that HDMI knows nothing about captions because the vertical interval is not carried in HDMI?), ANC data, and our friends HANC and VANC.

The seminar wrapped-up with sessions on AFD and PSIP. Lonnie Hollinger from Geartech offered insights into AFD while Ruben Araza from Triveni took a look at *The Practical Aspects of Test and Measurement for PSIP*. After some PSIP basics, Ruben jumped into a few of the more prevalent issues facing broadcasters. They include transmitting no PSIP table at all; the multiplexors auto assignment of PID values; firewalls often not set up properly to allow the PSIP tunnel through them; delay factors causing PSIP information to arrive late; and PAT and PMT MPEG tables not matching the PSIP tables.

He then took a look at 13 specific customer issues and diagnosed what went wrong, how to diagnose the problem and most importantly, the fix for the issue. Ruben summarized by saying that most PSIP issues are related to delivery and timing failures. PSIP issues, he said, should be demarked to avoid swarming around the issue and that broadcasters should always test PSIP using analysis tools that support the PSIP standard. Further, he cautioned, be sure not to let your subscription service run out, ensure that you are using a broadcast monitor that can alert operators

to PSIP issues and remember that MPEG layer issues can greatly inhibit PSIP delivery, packet loss and timing issues.

Participant feedback for this fifth annual WABE seminar was overwhelmingly positive. Taking a week out of busy schedules to delve into problems faced every day by broadcasters was a rewarding experience.

Importantly, we all became a little more buzzword compliant. Now we know what IGMP, TCIP, CCD, UDP, RSVP, RTP, PTP, AVB, SFP, HLS, OTT, OTA, UHDTV, FASP, FEC, OSI, AVP, HLS, HEVC, ABR, SDN, ALC, ARP, CMOS, SCC and PID, PAT and PMT are.

... and the moral of the story begun at the top of this article?

Well, it is also the moral of the WABE Technical Training Seminar: Bullshit might get you to the top, but it is certainly not going to keep you there!

The answer is education. By continuing to educate ourselves, we won't have use B.S. to get anywhere and yes, we'll all stay at the top of our game!

Peter Gillespie is the WABE education chair and the broadcast systems manager at Applied Electronics. He can be reached at 905.625.4321 or by email at pgillespie@appliedelectronics.com.



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Essential Reading

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Thursday, July 11, 2013

Volume 21, Number 10

GENERAL: *Astral Media* officially joined with *Bell Media* after the \$3.2-billion acquisition of Astral closed Friday. The new Bell Media leadership team is comprised of:

Kevin Crull, president -- Bell Media, which now owns and operates 30 local TV stations, 34 specialty channels, four pay TV services, pay-per-view *Viewer's Choice Canada*; 107 licensed radio stations in 55 markets; *Astral Out-of-Home*; more than 200 websites and apps, *GO* video streaming services and *Dome Productions*. Crull became president April 1, 2011.

Jacques Parisien, president, national specialty and pay TV, radio, and out-of-home -- Reporting to Crull, Parisien is responsible for the 34 national specialty television, four pay TV services and 107 radio properties, in English and French, as well as the operation of the out-of-home business, which will retain the *Astral Out-of-Home* name.

Charles Benoît, president, television and radio, Quebec -- Reporting to Parisien, Benoît leads all of the French-language TV, radio, and new media operations, including the programming, marketing and communications functions of the 25 Quebec radio stations, six French-language (non-sports) specialty and pay channels and their affiliated digital properties as well as the operations and local sales of the 25 radio stations.

Rick Brace, president, specialty channels and CTV production -- Oversees the development, commissioning and scheduling strategies (excluding news and sports) and presides over the strategy and development of all *CTV* original productions. Brace, who reports to Parisien, also assumes responsibility for *The Movie Network* and *HBO Canada* programming and digital content.

Chris Gordon, president, radio & local TV -- Responsible for the operations of 83 radio stations outside Quebec as well as 28 local television stations and two CBC affiliates in British Columbia. Gordon reports to Parisien. Previously, Gordon was president, CHUM Radio (now Bell Media Radio) from 2008-2011.

Luc Quétel, president, *Astral Out-of-Home* -- Oversees the operations of more than 9,500 advertising faces strategically located in key markets of Québec, Ontario and British Columbia with product lines including outdoor advertising, street furniture, transportation and digital. He reports to Parisien.



Kevin Crull



Jacques Parisien



Charles Benoit



Rick Brace



Chris Gordon



Luc Quétel

Luc Sabbatini, president, *Bell Media Sales* — Oversees all national conventional and specialty TV, national radio, out-of-home, digital, and multi-platform (Mix) advertising sales as well as brand partnerships/media creativity. He works from both Montréal and Toronto.



Luc Sabbatini



Phil King

Phil King, president, CTV programming & sports — Responsible for leading programming strategy for conventional television, *CTV* and *CTV Two*, and the company's sports properties, *TSN* and *RDS*, and the independent English-language Canadian production which now assumes responsibility for the *Harold Greenberg Fund*.

Bart Yabsley, executive vice-president, content sales and distribution — Leads a team that distributes and licenses the conventional networks, specialty and pay channels and non-linear content to affiliates on traditional and digital platforms. The former Astral English and French content distribution and affiliate marketing will report to his team.



Bart Yabsley



Wendy Freeman

Wendy Freeman, president, CTV News — Responsible for news, information and current events programming, including *CTV National News*, *CTV News Channel*, *BNN* and *CP24*. Freeman presides over all news editorial content and newsgathering efforts for television and digital, and oversees the newsrooms' day-to-day operations.

Adam Ashton, senior vice-president, business operations — Responsible for providing business direction to strategic areas of the company, specifically revenue management, research, digital strategy and the *Bell Media Agency*.



Adam Ashton



Mirko Bibic

On the corporate services side, personnel include:

Mirko Bibic, chief legal & regulatory officer and executive vice president, Bell — Responsible for all Bell legal, regulatory and government affairs.

Anne McNamara, vice-president, Human Resources — Responsibilities include people leadership, talent development and change management.

Nikki Moffat, senior vice-president, Finance — Responsible for the financial operations of Bell Media and its subsidiaries.



Nikki Moffat



Mario Cecchini

Mike Redding, vice-president, IT delivery — Includes responsibility for infrastructure and support, including traffic and rights management and revenue reporting, IT applications and help desk functions.

Christian Roy, vice-president, network — Oversees all broadcast centre operations across Canada, including technical services/operations, production and post-production operations, engineering support (TV and radio) and digital media infrastructure and development for TV and radio...

Fifty-five percent of Americans surveyed by *Gallup* in a recent poll said television is their main source for news. About 21% chose the Internet and less than 9% opted for print newspapers as their main source. Radio was last at 6%.

REVOLVING DOOR: Mario Cecchini will join *Corus Entertainment* Sept. 2 to oversee the Corus Radio and TV properties in Eastern Ontario, which includes some of the responsibilities held previously by *JJ Johnston*. But Cecchini's base of responsibility will be broader because of the expected approval of Corus's acquisitions of the former *Astral* Ottawa radio stations *CKQB-FM* and *CJOT-FM*, and Québec specialty services *TÉLÉTOON*, *TÉLÉTOON*

Rétro, Historia and *Séries+*. Until last Friday, Cecchini was senior VP, sales and marketing for *Astral Radio*. Before that, he was VP of *Corus Québec*. A job title has yet to be determined... Also gone or about to leave the new *Bell Media* after last Friday's close of the *Astral Media* purchase are: Rob Farina (Astral), Exec VP content and platforms (Toronto-based); Glenn Chalmers, VP of local sales, Western Canada (Astral); Jean-François Bergeron, VP/chief information officer (Astral); André Bureau (Astral); Brigitte Catellier, VP legal affairs/secretary (Astral); Arnold Chiasson; VP, human resources (Astral); Jocelyn Côté, senior VP of regulatory and government affairs (Astral); Rita Fabian, exec VP, advertising sales (Bell Media); Robert Fortier, VP, finance/CFO (Astral); Stéphane Goyette; VP of *Astral Digital*; Sidney Greenberg will retire almost 52 years after co-founding Astral with his brothers Harold, Harvey and Ian; Claude Lizotte, exec VP, *Astral Plus*; John Riley, president of *Astral Television Networks/Astral Télé Réseaux*; and Pierre Roy, president of *Les Chaînes Télé Astral*... Kevin Wright, SVP programming at *Astral* and who had been with the company since 1995, has left. He oversaw *The Movie Network, HBO Canada, Mpix, Family Channel, Disney Channel Junior, Disney Channel Junior Télé* and *Disney XD Canada*...

The new *Bell Media* radio/local TV leadership team includes: Ian Lurie - senior VP, English radio and Val Meyer, VP/GM, Toronto Radio. She was VP/GM of *Astral Radio Toronto*.

James Stuart is regional VP/GM, radio/TV, British Columbia, based in Vancouver and responsible for *CTV Vancouver/Vancouver Radio*. Reporting to him are Kevin Bell, GM at *CTV Two Vancouver Island* and *Victoria Radio*, and Don Shafer -- VP/GM, BC Interior Group.

Len Perry is regional VP, radio/TV, Prairies, based in Calgary and responsible for *CTV Calgary* and *CTV Lethbridge*. Reporting to him are: Stewart Meyers, VP, Alberta radio operations and VP/GM, *Calgary Radio*; Pat Cardinal, GM, *Edmonton Radio*; Lloyd Lewis, VP/GM *CTV/CTV Two Edmonton*; Michael Olstrom, VP/GM, *Regina Radio*; David Fisher, GM, *CTV Saskatchewan*; and Mark Maheu, VP/GM, *CTV Winnipeg* and *Winnipeg/Brandon Radio*.

Don Mumford is regional VP/GM, radio/TV, Southwestern Ontario, based in London and responsible for *CTV Kitchener/CTV Two London, CTV Two Barrie* and *CTV Two Windsor*. Reporting to him are: Eric Proksch, VP/GM, *Windsor Radio*; Tom Cooke, VP/GM, *London Radio*; Paul Cugliari, GM, *Kitchener Radio*; Paul Fisher, GM, *Hamilton Radio*; and Bob Harris, VP/GM, *St. Catharines Radio*.

Richard Gray is regional VP/GM, radio/TV, Northern and Eastern Ontario/Maritimes, based in Ottawa. He is responsible for *CTV Ottawa, CTV Two Ottawa* and *Ottawa/Pembroke Radio*. Reporting to Gray are: Greg Hinton, VP/GM, *Kingston/Brockville Radio*; Steve Fawcett, GM, *Peterborough/Lindsay Radio*; Scott Lund, VP/GM, *CTV Northern Ontario*; Pat Brennan, executive VP, *Atlantic Radio*; Trent McGrath, GM, *Halifax Radio* and Mike Elgie, VP/GM, *CTV/CTV Two Atlantic*.

In the radio and local TV corporate group are: David Corey, VP, English radio programming; Dave Daigle, VP sales, English radio/local TV; Lesley Soldat, VP/GM, *Orbyt*; and Tom Irwin, director, Digital Radio...



George Grant

George Grant, the president/CEO of *MZMedia -- ZoomerMedia's* radio division (*The New Classical 96.3 FM Toronto, The New Classical 103.1 FM Cobourg, and The New AM 740 Toronto*) – is stepping down Aug. 15, a few months short of 50 years in broadcasting as a host, sales manager, programmer and operating executive. His career began in 1964 as morning show host and advertising salesman at *CKAR Huntsville*. Later, he did mornings and became PD at *VOCM St. John's*, began as sales manager at *CHFI-FM Toronto* and became VP/GM, and owned *Grant Broadcasting's CKQT-FM/CKAR-AM Oshawa* from 1979-1990... Succeeding conservative talk show host Dave Rutherford at *News Talk 770 Calgary* next month will be Erin Kelly and Roger Kingkade. Kingkade moves from *X92.9 Calgary* where he's been the last seven years while Kelly is an entrepreneur and a former broadcaster, having worked at *MTV London* and who has subbed for on-air talent at the other two *Corus Calgary* stations, *Q107* and *Country 105*... Ronnie

Stanton takes on added responsibilities at *Corus Vancouver* in light of Chris Duncombe's promotion to director, new media at *Corus Radio*. Stanton, who is senior brand director at *Rock 101 (CFMI) Vancouver* now has that same responsibility for sister station *99.3 The Fox (CFOX-FM)*... Beatrice Politi has been promoted to managing editor at *Global Toronto*. She's been a reporter there for the last five years specializing in health coverage. Her background includes stints at *City Toronto* where she was the political specialist and at *CBC Toronto*... John Knox joins *Country 93.3 Fort McMurray* on Monday as the *Rogers'* station's new PD. He will also be *Rock 97.9's* promotions director. His last stop was as PD at *CFRK Fredericton*. Before that Knox was the multi-market production manager with *Maritime Broadcast System (MBS) Moncton*. Also at Rogers Fort McMurray, Tyler King, after six months as APD, becomes PD at *Rock 97.7*. He will retain his play-by-play announcer status for Oil Barons hockey games. Before moving to Fort McMurray in 2011, King was a reporter at *CKWS TV Kingston*... John Harada, morning show host/MD at *107.4 HEART FM Woodstock*, is leaving at month's end, bound for Vancouver. It's a personal decision involving family... *City Montreal's Breakfast Television* has added Catherine Verdon-Diamond as weather and traffic specialist, Laura Casella as news producer and reporter and Elias Makos as new media producer and commentator. Verdon-Diamond is a former weather host at *CBC News Montreal*. Casella's background is with *CTV Montreal* and *CJAD Montreal*. Makos's previous experience was with CTV Montreal, *CTV News Channel* and *CBC Radio*. BT premieres Aug. 26.



Beatrice Politi

SIGN-OFFS: Billy Powers and Donna Lee Powers, allegedly murdered in their Calgary home. Powers, before he retired in 2009, was sports director at *AM770 (CHQR) Calgary*. A member of the *Alberta Hall of Fame*, Powers was just short of 50 years in the sports broadcasting and communications business, though most of his work was in radio and calling *Calgary Stampeders* football. Stepson Derek Puffer, 35, is charged with two counts of second-degree murder.



Billy Powers

RADIO: *Sirius XM Canada Holdings Inc.*, the parent company of Sirius XM Canada, boosted its dividend yesterday (Wednesday) to 10.5 cents per share as it reported a profit of \$776,000 in its latest quarter. That's up from 8.25 cents. In the third quarter last year, the company had a loss of \$4.2 million or three cents per share. Revenue for the quarter ended May 31 grew to \$73.58 million, from \$64.62 million the previous year... *Newcap* has purchased *News 88.9 (CHNI-FM) Saint John* and *Acadia Broadcasting* has purchased *News 91.9 (CKNI-FM) Moncton*, both stations owned by *Rogers*. If their sales are approved, the news stations will become music driven. *Newcap* COO David Murray says the Saint John staff will all be offered positions. Financial terms for the separate

transactions weren't made available. *Newcap* president Rob Steele says the Saint John licence will be a good fit as his company expands its presence in New Brunswick... The re-branding of some *Rogers* radio stations continues. The first involved their Country stations. Next for a re-brand are the four *EZ Rock* stations: *CHAS-FM Sault Ste. Marie*, *CKGB-FM Timmins*, *CJMX-FM Sudbury* and *CHUR-FM North Bay*. The stations have invited listeners to vote on five suggested IDs. They

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are: (frequency) SONiC, (frequency) FlaRE, (frequency) KiSS, (frequency) HiTS and (frequency) Hello!. *FLaRE* and *Hello!* are Rogers magazines, there are Rogers *SONiC* stations in Vancouver and Edmonton and Rogers *KiSS* stations in Toronto and Ottawa... The *Ontario Association of Broadcasters* has decided not to appeal to Cabinet the recent decision allowing *CBC Radio* to compete with private broadcasters in advertising sales. The OAB's government committee says members are split in the best way to move forward. The membership divided into three camps, those who support such an appeal, those who support their concerns being expressed on the record with the *CRTC* and those who strongly object to an appeal based on the low probability of success. The third group also felt that the OAB's beneficial role in the Commission's upcoming *Radio Review* might be compromised by such an appeal... Mel Greig, one of the Australian jocks linked to the suicide of a British nurse after a prank phone call to the hospital where the Duchess of Cambridge, *Kate Middleton*, was staying, has accused her employer, *Southern Cross Austereo*, of failing to maintain a safe workplace. Greig, who has yet to return to work, filed a claim with *Fair Work Australia*. It was seven months ago that she and Michael Christian made the prank call. He has since been awarded the company's "Top Jock" title... *Vista Radio* and *Slaight Music* have launched a contest to assist new emerging musicians with cash prizes to help advance their careers. The contest will run indefinitely each quarter and award \$10,000 to first-place winners and \$4,325 to second-place runners-up. The first quarter ends Sept. 30... The *Canada Calling* radio network has been honoured by the *Florida Association of Broadcasters* at their annual convention as the show begins its 60th year of serving Canadian vacationers throughout Florida, across the U.S. sun belt and in The Bahamas. *Prior Smith*, who owns and hosts the daily winter shows, has done so from Canada for 37 years. Before that, founder *Dave Price*, a *CBC* veteran, handled those chores from its inception in the fall of 1953. *Canada Calling* is believed to be the second-longest running North American network radio show behind only the *Grand Ole Opry*.

A **LBERTA:** This edition of *Broadcast Dialogue* includes the feature article *Hell or high water* which begins on the next page. It paints a picture of the challenges, sacrifices and community involvement by a number of Southern Alberta stations during and after the flooding. As an example, hosts, engineers and the GM at *Rawlco Radio's up! 97.7* moved into the building so that the station could be live with up-to-the-minute information, atypical for a music-based format. To make it easy for listeners either help or seek help, the up! 97.7 website was changed to collect and sort out pertinent info... In High River, a Calgary suburb, *Golden West's Sun Country 99.7 (CFXO-FM)/AM1140 (CHRB)/The Eagle 100.9 (CKUV-FM)* had to get out of town because of an evacuation order, moving what they could to a sister operation at Okotoks. With cell towers and landlines down, GW was the only source of information for High River residents. At one point, multiple stations were sharing one control board in Okotoks... Take a look at the photos and videos in the accompanying feature.

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Hell or high water

It wasn't hell or high water for Southern Albertans. It was both.

Catastrophic flooding last month, the worst in Alberta's history, saw waters along seven rivers rise to unprecedented levels. A number of communities were under evacuation orders, and over 100,000 people were displaced, 75,000 of them in Calgary, as the Bow and Elbow rivers spilled over their banks.

The city's downtown area was so hard-hit that Calgary officials asked the 350,000 people who work there to stay home.

While still early going, damage estimates in all of the stricken areas have reached as high as five billion dollars.

A confluence of weather activities saw humidity pumped on the Rocky Mountain foothills west of Calgary that caused rainfall amounts of over 100 millimetres in Alberta's largest city in less than two days.

In Canmore, to the west of Calgary near Banff, over 220 millimetres fell in 36 hours. Both towns were cut off from neighbouring communities after flooding

and mudslides forced the closure of the Trans-Canada Highway. Several homes were swept away in Canmore by the rise of Cougar Creek.

Mountain FM Canmore morning host Rob Murray pulled an 18-hour air shift on the first day, one of several long days in a row for him. The station went from being music-oriented to a full-time local news and information station in an instant. With access roads closed, Rogers Communications, the owner of Mountain FM, was able to helicopter announcers from Lethbridge and Calgary to support the town's flood coverage in the ensuing days.

In Calgary, the Bow and Elbow rivers were at three times peak levels. By 8 a.m. June 21, the flow rate on the Bow had reached five times its normal rate.

As communities began to flood and people became displaced, broadcasters came to the fore with coverage, donations, arranging accommodations and a host of meaningful activities.

Shaw Communications opened up its Shaw Go WiFi network to everyone across Southern Alberta.

Astral Radio-Calgary earmarked \$50,000 from its Kids' Fund to be used in helping Calgary families with an emphasis on children.

Rogers Communications donated \$100,000 to the Red Cross.

Bell donated \$100,000 to the Red Cross.

And those are just the tangible donations we know about. Many others were made by the broadcast community. As is their wont, radio and television shone in helping residents during their hours (and days) of need.

Global Calgary provided almost 50 hours of live coverage, beginning with wall-to-wall coverage all day when it began, Friday, June 21. On the weekend, Global had its helicopter providing HD aerials in-between assisting officials by flying over sandbagged power substations, as one example, to assess damages.

Dawna Friesen anchored Global National from Calgary for four days straight—Friday through Monday—while Tom Clark anchored the final episode this season of *The West Block* on Sunday, June 23 from a spot looking over the flooded Calgary Saddledome.

At any one time, Global Calgary had up to five live remotes operating. Local staff was supplemented by others who drove or flew in from Edmonton, Winnipeg, Ottawa, Toronto, and Vancouver.

For an indication of Global Calgary coverage, click [HERE](#).

CTV Calgary's coverage spanned all of the flood-ravaged areas, with wall-to-wall coverage on the Friday with the usual news involving weather and traffic conditions, the latest evacuation orders, where residents can get help and also the very necessary day-to-day things e.g. what was open and what was closed.

The next morning there was a further 5.5 hours bringing viewers up-to-speed on the latest information.

Click [HERE](#) for CTV Calgary's efforts in providing its viewers with comprehensive information.

Importantly for both CTV Calgary and Global Calgary was the reliance of Albertans on Internet access for news. Many were without power or away from their TV sets. For CTV, Friday saw 4.7M page views and 590K video views. Global often had two live video streams going on GlobalNews.ca. The volume of online traffic, a staffer said, "smashed records".

Rogers-Calgary Radio Group, which includes Mountain FM Canmore, has four stations in the Calgary market; 660News, JACK FM, Lite 95-9 and Sportsnet 960.





JACK FM volunteers on clean-up



CJAY 92 Babes with Benefits feeding first responders and volunteers as they continue to work around the clock on returning people to their home safely.

At 660News, the goal was to deliver all the necessary emergency information to listeners. Some staff live in the evacuated zones but, despite difficult personal circumstances, still showed up for the long days of work.

JACK FM and Lite 95-9 were both live for extended hours over the weekend, providing coverage and need-to-know information. JACK and Lite staff were involved in efforts afterwards, including JACK Gives Back, a day-long clean-up crew comprised of on-air talent and 60 listener-volunteers who were bused into flood-stricken areas.

Sportsnet 960 broke into programming using the resources of 660News. The morning and afternoon shows had flood coverage Thursday through Saturday.

The Rogers-Calgary Radio Group's engineering and IT departments ensured that the stations remained on the air in Calgary while also providing tech support for Mountain FM. In place were back-up plans in case the stations lost their IT network (because a main Rogers networking building was in the downtown flood zone).

At (then) Astral Radio-Calgary, the focus for listeners in difficulty is the longer term. Coming out of shock can be even more heart-breaking when the reality of the new challenges they must face hits home. An Astral staffer said that e-mails arriving there painted vivid pictures of longer term needs and, as a result, Astral (Bell Media) will continue assisting on a daily basis as long as necessary, "well into the fall if need be" . . . "it's a marathon...not a sprint".

Newcap Radio Calgary's XL 103 and 90.3 AMP constantly updated their social media pages with news. Staffers were out in the mess Thursday night, dropping off pizza and coffee to first responders and again Friday. Announcers in the community helped out wherever possible. The next Wednesday, the stations' offices were closed so that employees could go out as a team (about 40 people) to help clean up one of the hardest hit communities. Click [HERE](#) for photos.

Over at X929 (Harvard Broadcasting), their store front studio was just one block from the edge of the flood zone, although as the water crept closer their evacuation plan was ready. While not forced to leave, X929 lost power and the natural gas-powered back-up generator kept everything up for a full week. Because getting to and from work was next to impossible, X929's neighbours brought coffee and snacks.

South of Calgary, High River was evacuated after flooding caused water to rise over the tops of vehicles on the main streets necessitating the rescue of people from their

homes' rooftops. The Golden West station moved operations to a sister operation in Okotoks.

The Jim Pattison Broadcast Group stations in Medicine Hat were well away from any flood threats, allowing them to concentrate on the state of emergency and evacuations there. Regular programming was supplemented on radio and TV with updates, backed-up by continual social media output plus enhanced coverage over the weekend.

Back in Calgary, CBC had to move its radio newsroom over to the Southern Alberta Institute of Technology (SAIT) while CBC Television moved into space provided by Rogers Communications and City Calgary. City Edmonton and City Calgary simulcast that Saturday's CBC News special immediately following Hockey Night in Canada.

The makeshift radio newsroom at SAIT was set up in several rooms at Heritage Hall and CBC began broadcasting from there at 5:30 a.m. Friday.

It was, and remains, a devastating situation for many Southern Albertans particularly those hardest hit by homes that are no longer habitable. *Broadcast Dialogue* appreciates that it has only touched the surface of how the local broadcasters responded to this calamity that reached epic proportions.

—BD



Clear Sky Radio news director Steve Krysak holds the CJCY Medicine Hat mic for a statement from Alberta Premier Alison Redford.

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Thursday, July 18, 2013

Volume 21, Number 11

GENERAL: *Corus Entertainment*, after saying that diminished expectations forced it to reduce its full-year guidance on profit, has reduced its workforce by 2%, changing its leadership team. **Doug Murphy**, the exec VP and president of Corus Television, will become exec VP/COO Sept. 1 overseeing both radio and television.

Other changes to the executive leadership include:

- **Scott Dyer**, exec VP, strategic planning and chief technology officer
- **Gary Maavara**, exec VP and general counsel, corporate secretary
- **Kathleen McNair**, exec VP, human resources, corporate communications and chief integration officer, and
- **Tom Peddie**, exec VP and chief financial officer.

Reporting to Doug Murphy will be: **Chris Pandoff**, president of radio; **Colin Bohm**, VP, television, head of *Corus Kids*; **John MacDonald**, VP, television, head of *Corus Women and Family*; **Maria Hale**, VP, television, head of Corus content distribution and pay TV; **Susan Schaefer**, VP, head of brands, television and radio; **Gerry Mackrell**, VP, television, head of *Airtime Sales*; **Bill Knight**, VP, television, head of business development and planning; **Helen Lebeau**, VP, television, production and broadcast operations; and **Mario Cecchini**, head of Eastern Ontario and president, *Corus Média*. (Look for a list on the Corus reporting structure beginning on Page 5)... While *Corus Entertainment's* third-quarter net profit more than doubled to \$89.9 million or \$1.07 per share on the sale of the *Food Network* (for \$55.4 million), revenue was down. The quarter's results, which ended May 31, were up from \$43.2 million or 51 cents in the same time-period last year. But without the Food Network's sale, the adjusted income would have been \$34.5 million or 41 cents a share, down from \$43.2 million or 52 cents a share in the quarter a year earlier. CEO **John Cassaday** blamed radio ad sales softness and the company's lower than expected results from Corus's merchandising, production and distribution businesses. Television revenue was down to just under \$153 million from \$154.7 million, while radio revenue fell to \$47.1 million from \$49.3 million... *Cogeco*, the Quebec-based radio and cable company, says it earned \$18.9 million or \$1.12 per diluted share in the three months ended May 31, down 2.6% from the \$19.3 million or \$1.15 per share it earned in the year-earlier period. However, revenue rose almost 41% to \$504.4 million from \$358 million. Cogeco said the drop in net profit was mostly due to acquisition costs as well as additional depreciation and amortization and financing

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expenses. Cogeco owns 13 Quebec radio stations... *Sun Media* is cutting 360 jobs and closing 11 newspapers including three free dailies in a bid to save \$55 million annually. A spokesman for *Quebecor*, Sun Media's owner, said there is no choice; that if it isn't done Sun Media won't survive. A memo to staff said the company's workforce will be reduced by about 8%. The closures include the *Lindsay Daily Post*, the *Midland Free Press*, the *Meadow Lake Progress* in Saskatchewan and Manitoba's *Lac du Bonnet Leader* and the *Beausejour Review*. In Quebec, *Le Magazine Saint-Lambert*, *Le Progres de Bellechasse* and *L'Action Regionale*... Is there anyone who works in broadcasting who doesn't shudder when news announcers, in efforts to convince their audiences about the sense of immediacy their stations provide, use such phrases as "Happening now", "Breaking news", and other useless phrases? Does anyone in broadcasting believe that listeners and viewers are fooled by reporters at the scene a day after the event took place? *WDRB-TV Louisville*, a *Fox* affiliate, believes the urgency and sense of "nowness" is costing stations their credibility. **Bill Lamb**, the president/GM at WDRB, has offered a 10-point *Contract with Our Viewers* that promises bias- and hype-free news programs that strive to beat rivals but not at the expense of being right.

RADIO: Located just a few metres behind the Lac-Mégantic police lines is *IT fm (CJIT-FM)*, a three-person station that continued to play Classic Hits while keeping the news updates coming. General director **Manon Bisson** and her two colleagues remained at the station from early in that July 6 morning, continuing non-stop well into the next day, trying to remain a beacon of stability in a smouldering caldron. The 40-year-old station aired a four-day series this week on mental health and healing during trauma. Specialists and doctors discussed the process of grieving, support for teens and children, the effect of crisis on interpersonal relationships and ways of dealing with post-traumatic stress. "It's an unspeakably difficult time," said Bisson... *Newcap* has sold its *K-Rock 100.5 (CHFT-FM) Fort McMurray* to *Harvard Broadcasting* for an undisclosed fee. Harvard already has one station in the market, *Mix 103.7 (CFVR)*. Conveniently for Harvard, the *Newcap* station is co-located with *Mix 103.7* at 9904 Franklin Ave. The market has these two stand-alone stations up against *Rogers* which has two FMs. **Rob Steele**, *Newcap's* president/CEO, says it made sense for one to acquire the other to make the market a level playing

field... **Byron Garby** and **Steve Parsons** are co-GMs at *Flow 93.5* and *Boom 97.3* in Toronto, Garby as GSM/GM and Parsons as PD/GM. The stations are two of those which were divested nationally by *Bell Media* and which are now held in trust. Flow was owned by Bell Media while *Astral* owned Boom 97.3... *Dufferin Communications*, a division of *Evanov*, has applied for an FM licence in Meaford, Ont. It wants 99.3 at 100 watts for an AC/Easy Listening format. The deadline for interventions is Aug. 13... The *CRTC* has denied the application by *Newcap's K 96.3 (CKKO-FM Kelowna)* for a technical change that would have seen the station's authorized contours adjusted through the re-location of its transmitter site, changing its transmitter class from B to C and reducing power from 10,000 watts to 6,300 watts. Newcap said the changes would provide nearby Penticton with access to K 96.3's classic rock format while, at the same time, putting it on an equal footing with *Astral Radio* and *Jim Pattison Broadcast Group* for Penticton market access. The Commission, taking interventions into consideration, disagreed... The *Canadian Broadcast Standards Council* has found that *The Edge (CFNY-FM) Toronto* sanctioned violence on the *Dean Blundell Show*, contrary to the *Canadian Association of Broadcasters' Code of Ethics*. The CBSC decision was related to an on-air conversation about a fist fight that had broken out at the Toronto Remembrance Day ceremony in which a man who had beaten up a protestor was commended. Details can be found at www.cbcs.ca.

REVOLVING DOOR: Continuing changes at *Bell Media* following the *Astral* purchase show VP, research **Rob Dilworth** gone after 15 years in that position; VP media creativity **Murray Christenson** gone from *Astral RadioPlus*; 40-year *CHUM-Bell Media Toronto* creative director **Larry MacInnis** cut; **Bonnie MacPherson**, director of national sales at *Astral RadioPlus* also gone. For clarity on who reports to who in the new *Bell Media* upper tiers, we have assembled a list, including photos, beginning on Page 7... **Suzanne Carpenter**, GM of the *Corus*

Toronto/Hamilton stations, is leaving come summer's end. Succeeding her in Toronto will be **Dave Farough**, the current VP brands and programming who will retain national programming duties... **Bryan Ellis**, VP content management at *Corus Entertainment* in Toronto, will retire at the end of this summer... **Tom Plasteras**, the PD at *CKNW Vancouver* since 1993 and who joined the station in 1989 as a producer and swing announcer, is no longer with the *Corus* station. News director **Ian Koenigsfest** is interim PD... *CTV Vancouver* reporter/anchor **Rob Brown** and his wife, **Rosa Marchitelli**, the weekend anchor at *CBC Vancouver* and an instructor at the *British Columbia Institute of Technology*, are leaving Vancouver. They'll be co-anchoring the *CBC-TV Calgary* evening news... **Peter Furnish**, VP marketing for *Astral Television Networks*, is gone. He'd been in the position since 2010 after moving from *Virgin Mobile Canada*... **Susan Orr** is the sales manager of *Indie 88 Toronto*, set to launch late this summer or early fall. She has 28 years of advertising experience, with most of her career in Toronto in progressively senior roles with *TVA*, *CTV*, *CBC Newsworld* and radio rep shops *Paul Mulvihill* and *Canadian Broadcast Sales*. Orr had been in Vancouver the last 11 years working with *CHUM Television* and as GM/director of sales at *Zoom Media*, Western Canada... Long-time *Canadian Women in Communications* stalwart **Judith Campbell** wraps up her career there effective Aug. 31 though, because of holidays, her departure is set for Aug. 12. Most recently Campbell had been CWC's interim president... Succeeding B.C.'s **James Moore** as Heritage Minister is **Shelly Glover** from Manitoba... Changes at *Country 95 (CHLB-FM)/B93.3 (CJBZ-FM) Lethbridge* include **Tia Daniels** becoming director of programming and MD for both stations, effective Aug. 6. Most recently, she was with *Astral Radio Regina* as promotions director. Before that, Daniels was group PD at *Golden West Broadcasting*. **Paul "Bobcat" Wesley** has been promoted to APD/AMD at



Tia Daniels



Paul "Bobcat" Wesley



Corlee Torok

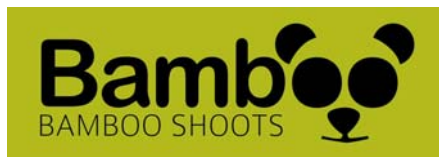


Carrie-Ann Worden

Country 95. Corlee Torok has been promoted to APD/AMD at B 93.3. And Carrie-Ann Worden has been promoted to promotions director for both Country 95 and B93.3... Michael Letourneau, director IT at *Astral Toronto*, has left the organization. He'd been with Astral for 16 and one-half years... Heather Senst, director, creative services at *Astral Television Networks*, has left... Claude Laflamme, VP, corporate & regulatory affairs at *Astral Montreal* for the past 15 years is gone... Neil Staite, VP/GM, music and entertainment at *MuchMusic*, has left... Mary Kreuk, VP marketing at *CTV*, is no longer with the network... Connie Tremblay becomes station manager/sales manager at *O-91 (CKDQ) Drumheller* Aug. 1. She's new to broadcasting, moving from sales and customer service experience and, most recently, from a real estate career.

OPS: A correction from last week... John Knox joined *Country 93.3 Fort McMurray* as PD. He is also promotions director for Country 93.3 and *Rock 97.9*. His last stop was as PD at *CFRK Fredericton*. Also at *Rogers Fort McMurray*, Tyler King became PD at Rock 97.9 after six months as APD. He retains his play-by-play announcer status for Oil Barons hockey games.

TELEVISION: Research, commissioned by *Google*, shows that about 16% of Canadian adults no longer watch any conventional TV and strictly stream online content. Measurement firm *comScore* also found that 45% of respondents said they watch both TV and online video content, 35% said they watch only TV, and 4% said they watch neither. Younger viewers were more likely to be cord cutters: About one in four 18-24 respondents said they were AND about one in five 25-34 respondents said they were cord cutters, too. Fifteen percent of over 35s who responded said they had cut the cord... The *Communications, Energy and Paperworkers Union of Canada* (CEP) has applied to the *CRTC* to look into the cancellation of 21 ethnic TV programs in 13 languages by *Rogers Broadcasting's OMNI TV* stations. CEP wants those programs reinstated... A report commissioned by the *Motion Picture Association - Canada*, in collaboration with the *Canadian Media Production Association*, and conducted by *Nordicity* shows that, for well over a century, film and television have been integral to the social and cultural fabric of Canada. While film and TV have left an indelible cultural contribution on Canadian society, they have also made a significant contribution to the Canadian economy. To read the report, click [HERE](#)... The *Canadian International Television Festival* (CITF) will premiere in Toronto Nov. 16, showcasing new and returning English- and French-language Canadian TV programs to broadcasters, advertisers, journalists and the public. Programs will be exhibited at the *TIFF Bell Lightbox* theatre, as well as retrospectives, previews and short-form content. It is hoped that CITF will become an annual event for creators. The Festival is being supported by *Bell Media*, the *Canada Media Fund* and the *Canadian Media Production Association*... *Smithsonian Networks*, a joint venture between *Showtime Networks* and the *Smithsonian Institution*, and *Blue Ant Media* are partnering to launch *Smithsonian Channel* in Canada this fall... The *Honda Indy* in Toronto last weekend was a bust for *Rogers Sportsnet* with just 151,000 viewers, down 35% from last year when it aired on *TSN*. The average *Blue Jays* or *CFL* broadcast draws about 500,000 viewers.



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Changes to the *Corus* leadership team:

Doug Murphy, Exec VP/COO reports to president/CEO **John Cassaday**.

Tom Peddie, Exec VP/CFO. Those reporting to him are:

Judy Adam, VP, finance; **Julie Edwards**, VP, facilities and administration; **Heidi Kucher**, manager, investor relations; **Doug Sharpe**, VP, treasurer; and **Jeremy Wilson**, VP, taxation.

Scott Dyer, Exec VP, strategic planning and chief technology officer. Those reporting to him are:

Eric Flaherty, VP, computing and infrastructure; **Lisa Lyons**, president, *Kids Can Press*; **Christine Nalborczyk**, VP, planning and business transformation; **Doug Spence**, director, corporate development; and, **Joan Vogelesang**, president, *Toon Boom*.

Kathleen McNair, Exec VP, human resources, corporate communications and chief integration officer. Reporting to her are:

Annette Ainsbury, director, learning and development; **Larry Burnett**, VP, employee relations; **Magda Krpan**, director, communications, radio and special events; **Sally Tindal**, director, corporate communications; and **Penny Vlachos**, director, compensation and benefits.

Gary Maavara, Exec VP and general counsel, corporate secretary. Reporting to him are:

Lynn Burshtein, director, legal affairs and assistant counsel; **Sylvie Courtemanche**, VP, government relations; **Dale Hancocks**, VP, operations and associate general counsel; **Jane Harrison**, VP and associate general counsel; and **Randy Witten**, VP and associate general counsel.

To align leadership around distinct business units, **Colin Bohm**, VP, television and head of *Corus Kids* will report to Doug Murphy effective Sept. 1: Reporting to Bohm are:

Jocelyn Hamilton, VP, programming and original production, *Corus Kids*; **Anne Kane Jeffries**, VP, marketing, *Corus Kids*; **Andrew Kerr**, co-head, *Nelvana Enterprises*; **Antoine Erligmann**, co-head, *Nelvana Enterprises*; and **Caitlin O'Donovan**, director, digital products, *Corus Kids*. She has a dual report to Scott Dyer.

John MacDonald, VP, television, Head of *Corus Women* and *Family*. Reporting to him are:

Ted Ellis, VP, programming and scheduling, *Corus Women* and *Family*; **Vibika Bianchi**, VP, original programming, *Corus Women* and *Family*; **Shelley Findlay**, VP, marketing, *Corus Women* and *Family*; and, **Karen Phillips**, VP, network operations.

Maria Hale, VP, television, head of content distribution and pay TV. Reporting to her are:

Jim Johnson, VP, marketing; **Christina Litz**, VP, digital content and engagement. She has a dual report to Scott Dyer; **Shawn Praskey**, director, content distribution; and **Holly Stoddart**, director, programming.



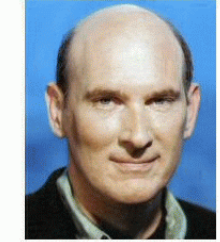
John Cassaday



Doug Murphy



Tom Peddie



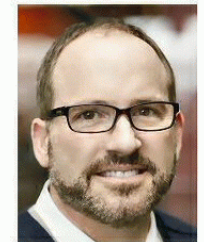
Scott Dyer



Kathleen McNair



Gary Maavara



John MacDonald



Maria Hale



Susan Schaefer



Gerry Mackrell

Susan Schaefer, VP, head of brands, television and radio. Reporting to her are: Dolores Keating-Mallen, VP, creative director, on-air promotions; and Mark Leslie, VP, research. He has a dual report to Gerry Mackrell.

Gerry Mackrell, VP, television, head of *Airtime Sales*. Reporting to him are: Chris Arthur, VP, sales, Millennials; Laura Baehr, VP, client marketing; Scott Hamilton, VP, sales, Family; Marilyn Orecchio, VP, sales, Women; and Helena Shelton, VP, sales, Kids.

Bill Knight, VP, television, head of business development and planning. Reporting to him are:

Robert Hartman, director of finance, *Corus Kids*; Fiona Lee, director, finance, programming; Kerri Siddall, senior financial analyst; and Priscilla Zhang, director of finance, Corus Women and Family and pay TV.

Helen Lebeau, VP, television, production and broadcast operations. Reporting to her are:

Bruce Cowan, director, engineering; Frank Duyvelshoff, VP, traffic and digital sales; Luis Lopez, director, studio operations; Jason McKenzie, manager, digital asset management; Glen Pollock, director, operations; Toni Stevens, supervising producer, Nelvana studio operations; and, Lynne Warner, supervising producer, Nelvana studio operations.

Mario Cecchini, head of Eastern Ontario and, pending the acquisition of the French-language specialty services, president, *Corus Média*. He will be based in Montreal and will report to Doug Murphy on television matters and Chris Pandoff on radio matters.

Chris Pandoff, president of radio, reports to the COO. Reporting to him are:

Cheryl Bechtel, VP, controller, Corus Radio; Dave Farough, GM, Corus Radio Toronto in addition to national programming responsibilities; Victor Giacomelli, GM, Corus Radio Barrie/Collingwood and VP, sales; Garry McKenzie, GM, Corus Radio Calgary, Edmonton and Winnipeg; Brad Phillips, GM, Corus Radio Vancouver; and Chris Sisam, GM, Corus Radio, Ontario West (Hamilton, Kitchener, London and Guelph).



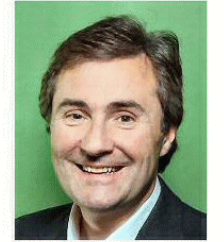
Bill Knight



Helen Lebeau



Mario Cecchini



Chris Pandoff



Colin Bohm

Details on Bell Media's new television and radio teams:

Charles Benoît, president, television and radio, Québec. The four people on his leadership team are:

Mario Clément, VP, content for the Québec properties; Pierre Rodrigue, VP, communications, marketing and industry relations; Martin Spalding, VP of radio operations and local sales, Québec; and Odile Méthot, president, Harold Greenberg Fund, Québec.

Rick Brace, president, specialty channels and CTV production. His team members are: Catherine MacLeod, senior VP, specialty channels; Domenic Vivolo, senior VP, pay TV; Paul Lewis, president, Discovery Channel; Justin Stockman, executive director, music and entertainment specialty channels; Nanci Maclean, exec director, Bell Media Production; and Sheila Sullivan, exec director/producer, specials production.

Luc Quétel, president, Astral Out-of-Home. Reporting to him are:

Luc Beaulieu, VP, real estate, Québec and street furniture and Ron Hutchinson, senior VP, real estate, Ontario and Western Canada.

Luc Sabbatini, president, Bell Media Sales. Reporting to him is Perry MacDonald, VP, conventional sales.

Lesley Conway, senior VP, Bell Media Sales, English Canada. Reporting to her are:

Darryl Coburn, VP, specialty TV sales and brand partnerships; Dean Rutherford, VP/GM, *Bell Media Radio Sales*; Jordana Fatsis, VP, Out-of-Home sales; Nancy McConnell, VP, digital sales; Debbie Drutz, VP, Bell Media Mix; and John Voiles, VP, sales, Western Canada.

Conway will also work closely with Joe Carter, VP, TSN sales.

An as yet unknown senior VP, Bell Media Sales Québec to be appointed shortly will have these people reporting to him/her: Peter Germain, VP, specialty TV sales; France Godard, VP, radio sales; André Allard, VP, Out-of-Home sales; Guillaume Bédard, senior director, digital sales; and Michelle LaBarre, VP, Bell Media Mix.

The new Québec SVP will work closely with Patrick Jutras, VP, sales and marketing, *RDS*.

Sabbatini confirmed a new focus on sales marketing for the multi-platform sales unit.

Leading this initiative are:

Nathalie Cook, VP, marketing and innovation, English Canada and Nathalie Doré, VP, marketing and innovation, Québec.

Adam Ashton, senior VP, business operations. Reporting to him are:

Jon Arklay, senior VP, Bell Media Agency; Gianni Di Iorio, VP, research and revenue management; and Jon Taylor, VP, digital products and strategy.

Bart Yabsley, exec VP, content sales and distribution. Reporting to him are:

Paul Solymos, VP, content sales & distribution and Stephen Green, VP, affiliate sales.

Phil King, president, CTV Programming & Sports. The reporting structure remains the same. And, Wendy Freeman, president, CTV News. The reporting structure remains the same.



Mario Clément



Martin Spalding



Pierre Rodrigue



Odile Méthot



Lesley Conway



Peter Germain



Guillaume Bédard



Dean Rutherford



Debbie Drutz



Joe Carter



Patrick Jutras



Michelle LaBarre



Nathalie Cook



Nathalie Doré



Darryl Coburn



Perry MacDonald

BROADCAST Dialogue

Essential Reading

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Thursday, July 25, 2013

Volume 21, Number 12

PUBLISHER'S NOTE: Our two-week summer vacation kicks in this morning (Thursday) and that means there will be no delivery of *Broadcast Dialogue* on August 1 and 8. The *BD Briefing* returns Thursday, August 15 when we'll do our best to play catch-up.

REVOLVING DOOR: Geoff Poulton resigned from *Rogers Radio* to take on new duties as the president of Vista Radio, based in Vancouver. Poulton was VP/GM B.C. Radio for almost four and a-half years with responsibility for overseeing Rogers's eight-station B.C. cluster in Vancouver, Fraser Valley, Victoria and Squamish. Before moving to Vancouver, Poulton was VP/GM at *Rogers Media Winnipeg*. Poulton's entire career has been spent with Rogers since graduation from *BCIT* 23 years ago. He begins with Vista Aug. 6... Succeeding him as GM on an interim basis at Rogers B.C. is Craig Letawsky who retains his position as market sales manager... Dave Simon, a long-time Toronto-based broadcast engineer who most recently was director, radio engineering at *Bell Media* in Toronto, was one of those whose departure from the company can be related to *BCE's* acquisition of *Astral Media*. He began there in 2009 after 37 years with the *Astral/Standard Broadcasting Toronto* radio cluster, 17 years as VP engineering with Astral and 20 years in that same position when Standard was purchased by Astral. Other senior technical staff at CTV let go include Tom Bradbury, Bill Strain, Steve Coulter, Steve Sheppard, Ian Sharp and Brian Leroy... Ross Winters, the brand director at *102.1 the Edge (CFNY-FM) Toronto*, is no longer with *Corus*. Blair Bartrem, brand director at sister *Q107*, adds programming responsibilities for the Edge. Winters relocated to Toronto in Sept., 2008 to become PD at the Edge, and retained his position as chair of *Corus Radio's* national programming committee... Todd Shapiro is no longer with the Dean Blundell morning show on *102.1 the Edge (CFNY) Toronto*. His departure, perhaps coincidental, corresponded with the latest *CBSC* decision about the show. The rebuke concerned the hosts



Geoff Poulton



Dave Simon



Ross Winters



Blair Bartrem



Brother Jake Edwards



Bryan Ellis



Teresa Wat

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discussing a fist-fight at last year's Remembrance Day ceremony in which they commended a man who beat up a protestor... **Brother Jake Edwards**, whose departure from **Rock 101 Vancouver** was reported in BD May 9, did his last morning show there on Friday. Edwards began doing weekends at the station in 1996 before moving to mornings. At the 2009 annual convention of the *British Columbia Association of Broadcasters*, Edwards was feted as the *Broadcast Performer of the Year*. Before that, he won the *Canadian Music Week Broadcast Personality of the Year* award in both in 2000 and 2001. Edwards began his career at *CJCB Sydney* in the early '70s. Interim successor is afternoon drive host **Dean Hill**... **Bryan Ellis**, who joined *Corus Entertainment* in 2000 as Group VP and who later took on VP of corporate development, VP of planning at Corus Radio and, most recently, VP of content management, will retire at the end of August. His broadcast career began in 1974 at *CFCF Montreal* with stops at *CBC (Tommy Hunter Show)*, *CKY Winnipeg*, *CFCN Calgary*, *Craig Broadcasting Winnipeg*, *Monarch Broadcasting Medicine Hat*, *CHEX-AM/TV Peterborough* and *CHCH-TV Hamilton* before landing at Corus... **Jaye Albright**, of *Albright & O'Malley & Brenner*, known to many Canadian radio broadcasters -- particularly those at Country stations -- is giving up her Washington state address Aug. 1 in favour of living her dream. On that date, Albright told *Broadcast Dialogue*, she will be working out of and living in her wireless hot spot-equipped RV, traveling the parks and campgrounds of North America between consulting clients... **AM 1320 (CHMB) Vancouver** President/CEO **Teresa Wat** resigned that position after being elected to the B.C.

legislature and appointed Minister of International Trade, and Minister responsible for the Asia Pacific Strategy and Multiculturalism. Her broadcast background includes being news director at *Channel m Vancouver* (now *OMNI TV*)... Morning host **Dylan Black** and drive home host **J-Man** are no longer with *DAWG-FM Ottawa*. Both were laid off in what was described as a move in another direction for the Blues station. They had been with DAWG since its 2010 launch. GM **Todd Bernard** says the station will now concentrate on more music, less talk... Engineer **Sam Farah** began at *Mix 103.7 FM Fort McMurray* Monday. His last stop was at (then) *Astral Fort St. John*.

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T**ELEVISION:** The *Free the CBC* ad produced by *Friends of Canadian Broadcasting* won't be shown on either *CBC* or *SRC*, CBC's French counterpart. The spots show a man, with two security guards behind him, seated in front of a PM Harper lookalike. He's asking the PM to respond to a number of criticisms, but before any responses are heard the guards take the man outside to the trunk of a car. CBC declined the ads based on maintaining neutrality. The ads were approved by *TVB's Telecaster* service which screens ads for appropriateness. To see the ad, click [HERE](#)... *Bell* and *Rogers* have come to a mutual sharing of programming. While *Rogers* has added *Bell's CTV*, *TSN* and *TSN2* to its *Anyplace TV* for smartphones, *Bell* added *Rogers's City* and *Sportsnet* channels to its *More mobile* TV programming. *Rogers Anyplace TV* and *Bell Mobile TV* are multiplatform TV and movie destinations.

G**ENERAL:** The *Ontario Association of Broadcasters'* annual conference -- called *CONNECTION 2013 - Digital and Beyond* -- is set to be held Thursday, Nov. 7 at the Toronto Airport Marriott Hotel... *Rogers Communications* reports \$497 million in adjusted net income in the second quarter, up 4% from last year's period and better than analysts' consensus estimate. Net income was also higher than expected, at \$532 million or 93 cents per share, \$22 million above the estimate and up from \$413 million or 77 cents per share a year earlier. Revenue grew 3% to \$3.2 billion. President/CEO *Nadir Mohamed* characterized the advertising market in Canada as continuing to be tough, especially in the broadcast TV and publishing segments. But radio, he said, is continuing to perform well. Good growth, he said, is being seen in the *Sportsnet* and home shopping businesses. CFO/Exec VP *Anthony Staffieri* said *Rogers Media's* overall revenue growth of 7% underscores the importance of growing subscription revenues tied to content for which customers are willing to pay. Of interest during the conference for financial analysts was the topic of wireless home phones. *Robert W. Bruce*, the president of *Rogers communications* division, said they provide a low-cost wireless home and small business solution. The wireless home phone will be offered to existing customers at the promo price of \$9.99 per month and to non-*Rogers* customers at \$24.99. *Bruce* was candid in observing that another bundling opportunity will have "a profound impact" in taking churn down.

R**ADIO:** *The Moose Bracebridge's Andrea Kitchen* has won local acclaim as *Big Brothers Big Sisters Muskoka* presented her with the new *Role Model of the Year Award*. The award recognized *Kitchen's 'Stranded with Kitch'* fundraiser that saw her spend 36-hours on a water trampoline on Lake Muskoka to raise money for the non-profit agency. At the time, the agency was struggling financially. The event raised over \$21,000... *CBC Radio Thunder Bay* reporter *Jody Porter* has been honoured with the *Debwewin Citation* for excellence in reporting on *First Nations* issues. *Debwewin* means truth, and the award celebrates First Nation and other storytellers and journalists who do outstanding jobs of telling Native stories.

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Take a long lunch

by Ingrid Christensen

Following the close of the Astral-Bell Media transaction and the integration process being in full swing, *Broadcast Dialogue* has assembled a number of tips that may help individuals affected by the acquisition during this stressful time.

These tips are not limited to large-scale transformations but can be of benefit anytime, anywhere.

Let's start with the most provocative idea, the title of this article.

Taking a long lunch is a quaint idea, seemingly from old-fashioned times. Many have instead become accustomed to grabbing something on the go or eating a sandwich at their desk. Instead, ask someone who you work with to go out to a different environment. This will do two things; create stronger relationships especially with new co-workers and make you more productive. Put your smartphone on mute during lunch.

Contribute to making meetings more effective

One recent study found that half of respondents admitted to checking their phones in meetings which was supported by other similar studies. Suggest to the meeting facilitator to make meetings more focused, productive and shorter by banning the use of portable devices during this time.

Familiarize yourself with mission, vision, values

Give some thought as to what you can do within the scope of your job to contribute to the company achieving its mission, vision and values. Jot down your thoughts and then have a conversation with your manager to confirm that you're on the right track. Make the words come alive with tangible examples.

Build a strong relationship with your new boss

When starting to work with a new boss:

- Regularly communicate with your manager to discuss any issues and gather his/her input when timelines start to derail. The ground rule is "no surprises"!
- Concentrate in your meetings on the top three priorities and not a long laundry list.
- Clarify expectations early and regularly. Continue to ensure that expectations haven't changed.

People to talk to when you're new on the job

When two companies with two distinct corporate cultures merge, ensure that you talk with people who can make the integration easier.

- **Historians:** Tap into the knowledge of people who have been with the company for a long time. They can tell you about the company and the roots of its culture.

- **Integrators:** They are colleagues who coordinate interaction across functions. They're able to tell you how different areas work together. They know about political hierarchies and the written and unwritten rules about how to do business and how to get along with each other.

Communication

Company transformations tend to disrupt social networks and information exchanges, adding to employees' negative feelings. Leaders should encourage increased contact among managers and employees, promote active listening, institute open-door policies and get employee input. Forego one-way communication channels such as memos and choose mediums that allow for back-and-forth discussion instead.

Let everyone talk. Include people at all levels in the conversation. This will increase engagement among those who must carry out the work.

One of the problems with communication is the illusion that it's taken place. You can never over-communicate.

Feedback

In times of corporate upheaval, employees' concern about their own performance is greater, even among high performers. Employees need ongoing feedback on performance levels to avoid anxiety that they may not live up to expectations.

Job responsibility evaluation

Employee and manager need to determine the new job responsibilities. What are the "must haves" and "nice to haves"? Are there elements of the job that can be eliminated?

Unplug

In stressful times, creativity diminishes. Find a balance between your working life and private life. Make sure you take time to unplug—literally and figuratively—to recharge your batteries.

—Ingrid Christensen