

BROADCAST Dialogue

Essential Reading

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Volume 22, Number 5

RADIO: Statistical and financial information on Canada's 685 commercial radio stations for the broadcast year ended Aug. 31/13 has been released by the *CRTC*. Revenues remained relatively stable for AM and FM, up by 0.26%, from \$1.618 billion in 2012 to \$1.623 billion in 2013. The stations employed about 10,200 people. Stations cut expenses by \$2 million, down to \$1.252 billion. Profits before interest and taxes improved slightly, from \$321-million to \$328 million increasing the PBIT margin from 19.8% to 20.2%. FM continued to generate the majority of total revenues. With 13 new FM stations added in 2013, the number operating in Canada is 556. They earned \$1.33 billion, slightly up from \$1.31 billion in 2012. Revenues for English-language FM stations increased by 1.31%, from \$1.04 billion to \$1.05 billion while revenues for French-language FM stations increased by 0.5%, from \$251.9 million to \$253.2 million. Ethnic FMs saw revenues increase by 4.3% for a total \$21.1 million. Canada's 129 AM stations saw revenues decrease from \$306.2 million in 2012 to \$294.6 million in 2013... *Corus Radio Winnipeg* launched new morning shows this week (June 2) at its *CJOB* and *99.1 Fresh FM (CJGV-FM)*. **Richard Cloutier**, the station's

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Darren Fowler,
Director of Engineering for Vista Radio



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news director, and **Kathy Kennedy** anchor *Winnipeg's Morning News* on 680 CJOB while **Sarah Christie** joins **Matt Sutton** on Fresh FM for *Fresh Mornings with Matt & Sarah*... The new Country-formatted *CJXR 107.7 Steinbach* is testing. The new *Golden West* station will operate at 30,000 watts... *1035 The Bridge (CHNV-FM) Nelson*, the AAA/Indie Rock station, has rebranded to *The New 1035 Juice FM*. Format is Greatest Variety, blending such artists as *Journey, Heart, David Bowie, Red Hot Chili Peppers, Billy Joel, The Cure, Nickelback, Rolling Stones* and *Lover boy*. The new morning show at the *Vista Radio* property sees two Nelson boys, **Shane Loughran** and **Josh Hoffman**, move into the prime spot... There are two new Goats in B.C. *Vista Radio* has rebranded *94X (CIRX-FM) Prince George* to *94.3 The Goat* and *JET FM (CFCP-FM) Courtenay* to *98.9 The Goat*. At Courtenay, the celebration included a BBQ for listeners, one of whom who showed up with a live goat that had 98.9 The Goat written on it (*no goats were harmed in the keyboarding of this item*)... *Moose 92.9 (CKJN) Caledonia* has moved from AC to Country... *CBC Radio's Shelagh Rogers* will become chancellor of the *University of Victoria* Jan. 1 for a three-year term. The position is unpaid... The *Montreal Children's Hospital Foundation* saw \$1,460,000 in donations as a result of the 2014 *Caring for Kids* radiothon on *CJAD 800, CHOM 97.7, Virgin Radio 96* and *TSN 690*. The money will go to the *Healthy Kids Fund* to meet the most urgent needs of the hospital, including medical and surgical equipment, and funding for innovative projects... *The Eagle 94.1 Swift Current*, which just staged its 1st *Give Me Shelter* radiothon for the *Society for the Prevention of Cruelty to Animals (SPCA)*, raised \$21,798.42 for the city's SPCA... Last week, the *Larche Communications* Central Ontario stations, *104.1 The Dock Midland* and *KICX 106 Orillia*, staged a two-day fundraiser in Barrie for its *Radio For Radiology* campaign. The money raised, \$40,520, will benefit the *Simcoe Muskoka Regional Cancer Centre*, specifically going towards the purchase of a CT simulator suite.





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TELEVISION: The latest numbers on video viewing in Canada show 80% of online adults reporting having watched four hours of video per day. Of that, 83% was commercial television, 5% was non-commercial television and 12% was online or disc-based video. Eighty percent of viewing time was spent in front of a TV set, 15% at a computer, 2% with a smartphone, 2% with a tablet and 1% with an MP3 player. For 18-34s, commercial TV represented 63% of viewing time, followed by 12% for non-commercial television and 25% for online and disc-based video. The *Ipsos Reid MediaCT* study was released by the *Television Bureau (TVB) of Canada*... *CHCH-TV Hamilton* turns 60 tomorrow (Friday), June 6. In the evening, a 60-minute retrospective on the station's history, at 8 p.m., will look at the launch of the station by broadcast pioneer Ken Soble. His



Sports Radio Sales Account Executive - Montreal

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decision to drop *CBC* programming and go it alone as a private broadcaster made headlines. As part of the celebration, CHCH is launching what it calls “the country’s first ever broadcast TV loyalty program”, called *CH-CHing!*... *Global BC* played a large part in raising \$18,036,788 for the *BC Children’s Hospital Foundation* during the 27th annual *Miracle Weekend*. *Miracle Weekend* is the culmination of fundraising efforts throughout the year by hundreds of diverse groups beyond the broadcast community, e.g. school fundraisers to golf tournaments to black-tie galas, and from employee groups in various industries. The Chinese-Canadian telethon and radiothon, airing on *Fairchild TV*, *CHMB AM1320* and *Fairchild Radio AM1470*, contributed \$900,000 to the total. Annual events such as the *98.5 The OCEAN Victoria* radiothon also contributed to the total. Donations are used to support the purchase of life-saving equipment, research into the treatment, prevention and cure of childhood diseases throughout British Columbia... The *Janeway Children’s Miracle Network Telethon* on the weekend, aired on *NTV St. John’s*, raised \$2,904,786 for the Foundation. Funds pledged during the telethon will be used to buy equipment for the *Janeway Children’s Hospital* in St. John’s... The 30th annual *IWK Telethon for Children* on *CTV Halifax* raised more than \$6.1 million by the time it wrapped Sunday evening. The money raised will go towards equipment, research and urgent needs. Social media reached over 12 million people around the world. The inaugural *IWK Telethon*, in 1985, raised \$649,000. The *IWK Health Centre* in Halifax provides care to women, children, and youth from Nova Scotia, New Brunswick and Prince Edward Island... *Sportsnet*, as part of the 2014 *Rogers* upfront, introduced a free, 24/7, live HD-quality stream of all its TV programming and events. *Sportsnet NOW*, available with a *Sportsnet* TV subscription, allows access to all seven of the channels: *Sportsnet Ontario*, *East*, *West* and *Pacific*, *Sportsnet ONE*, *Sportsnet 360* and *Sportsnet World*... *Shaw Media* has rebranded two specialty channels. *Twist* has become *FYI™* while *Mystery* is now *Crime + Investigation™* (CI).

REVOLVING DOOR: The televised 2014/15 *NHL* season on *Rogers Broadcasting* properties will feature play-by-play announcers **Jim Hughson**, **Dave Randorf**, **Paul Romanuk** and **Bob Cole**. Hughson’s career spans three decades, the last six years of which he’s called the Stanley Cup Final. Randorf has almost 25 years of experience, including the last four as the full-time regional voice of the *Montreal Canadiens*. Romanuk, with more than 25 years of sports broadcasting, did *Canadiens* regional broadcasts from 1998 to 2001. Cole, the *Hockey Hall of Famer* and Canadian icon, has served hockey broadcast audiences for more than 50 years. He will continue to call *Saturday Hockey Night in Canada* games, as well as during the Stanley Cup Playoffs... **Mark Rogers**, the GSM at *JRfm 93.7 (CJJR-FM)/102.7 The Peak (CKPK-FM) Vancouver*, has taken on added responsibilities in his promotion to VP, sales with the *Jim Pattison Broadcast Group*. Rogers remains based in Vancouver. JPBG has radio and TV stations in B.C. and Alberta, and radio stations in Winnipeg... **Kirk Nesbitt**, the former chief engineer at *Rogers Radio*, has succeeded now-retired **Wayne Stacey** as the technical advisor for the *Canadian Association of Broadcasters*. Nesbitt was also the previous chair of the *Technical Coordinating Committee*, comprised of radio and TV chief engineers from across Canada... **Cathy Williams** has been appointed as retail sales manager at *CTV Edmonton*. Williams is a 20-year veteran of the *CTV Edmonton* sales team... **Gord Wiens**, the general sales manager at *1075 Kiss FM Vernon*, will retire June 30 after 30 years in the broadcasting business, all at the same station. He started Jan. 9, 1984 as a sales representative and was promoted to GSM back in Oct/92. In all that time, he worked for *Selkirk*, *Rogers* and the *Jim Pattison*



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Gord Wiens



Claire Adams

Broadcast Group while never changing his office. His successor will be seven-year 1075 Kiss FM veteran **Andrew Laird**... **Claire Adams** has been appointed head of content at Toronto-based **Bristow Global Media** (BGM). Her background includes the *Canadian Country Music Awards*, the *Scotiabank Giller Prize*, *Canada Day*, the *Inaugural Canadian Screen Awards*, *Canada for Haiti*, *The Genies*, and *The Geminis*... At **2Day FM 101.1/105.1 Niagara Falls/Fort Erie**, **Matt Di Paola** succeeded **Sarah Christie** in afternoons. Christie joined **Fresh FM Winnipeg** as co-host on the **Corus** station's morning

show.

GENERAL: **CBC's** VP of English programming for television and radio, **Heather Conway**, made no bones about it: More staff cuts are definitely on the way and they'll be across all platforms. Her goal, Conway told *The Toronto Star*, is to protect programming content while trying to make CBC more cost-efficient... Former Prime Minister **Brian Mulroney** is expected to become chairman of Montreal-based **Quebecor** June 19 when Quebecor holds its annual meeting. The move, from Mulroney's current vice-chairman position, is seen as a show of stability following CEO **Pierre Karl Peladeau's** recent departure in favour of separatist politics. Mulroney, who's been a director of Quebecor since 1999, will succeed former **CRTC** chair and current **Quebec Chamber of Commerce** President **Françoise Bertrand**. She decided not to seek re-election to the company's board... At last weekend's **British Columbia Association of Broadcasters'** annual convention, this year at Whistler, 2013 awards of excellence went to:

Radio

- Best Commercial Creative – Large Market – *Bell Media Radio Vancouver*
- Small/Medium Market – *100.3 The Q Victoria*
- Best Station Imaging – Large Market – *CKZZ Vancouver (Jamie Ellard and Shelley Zavitz)*
- Small/Medium Market – *98.3 C1FM Kamloops*
- Community Service Award – Large Market – *Bell Media Radio Vancouver*
- Small/Medium Market – *99.9 SUN FM Kelowna*
- Excellence in News Reporting – *CKNW Vancouver*

Television

- Best Commercial Creative – Large Market – *CTV Vancouver*
- Small/Medium Market – *CTV Vancouver Island*
- Best Station Imaging – Large Market – *CTV Vancouver*
- Small/Medium Market – *CTV Vancouver Island*
- Community Service Award – Large Market – *CTV Vancouver*
- Small/Medium Market – *CHEK-TV Victoria*
- Excellence in News Reporting – *CTV Vancouver*

Individual Awards

- Broadcast Performer of Tomorrow – **Matt Van Boeyen - *The Drive (CHDR) Cranbrook***
- Performer of the Year – **Kevin Lim and Sonia Sidhu - *99.9 SUN FM Kelowna***
- Friend of the Industry – **Bruce Allen, Vancouver**
- Broadcaster of the Year – **Tamara Taggart - *CTV Vancouver***



Don Shafer, Interim GM at **Jim Pattison Broadcast Group Winnipeg**, who wasn't at this year's **BCAB** to accept his membership into the *Half Century Club*, received it from JPBG President **Rod Schween**. Schween rode his BMW motorcycle to Shafer's Kelowna home (from Kamloops) to deliver it.



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Rob Ford



Howard Stern



Oprah Winfrey

Personality branding

*Hypothesis:
Radio personalities are brands just like Starbucks, Apple and Tim Hortons. They are sharply defined characters with clear opinions who can entertain, and who create a personality brand that has value to listeners.*

On the other hand, generic DJs are commodities with little value or memorability.

If you're an announcer and you buy into the truth of the hypothesis but aren't quite sure how to implement or even how to create your personal brand (PB), Randy Lane, the president of his own company (The Randy Lane Co. [go figure!]) has some stories and ideas that he conveyed to delegates at the recent Canadian Music Week conference in Toronto.

The focus of Lane's presentation centred on learning how to connect with listeners on an emotional level and how to communicate your show's brand message in a way that will lead to greater listenership.

He asked audience members to imagine being a consultant who receives a phone call from a general manager and a program director who are getting complaints

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about their new Mike and Jimmy morning show at KRQ Tucson. They were wondering if they should fire them. This, said Lane, happened to him in 1993. The PD and GM, he said, were concerned that this new morning show was turning off listeners. The Jimmy they were talking about was Jimmy Kimmel. So Lane flew to Tucson, did a two-day workshop with Mike and Jimmy, and defined their characters. Mike, he said, was the nice guy; the straight man. Jimmy was the edgy role-breaking funny guy. Lane decided that he had to tell management to keep them and to develop this morning show.

“So I go back to management the next morning and we have this meeting and they say, okay, shall we keep this morning show or shall we fire them. I strongly recommended that they keep the morning show. I said this Jimmy Kimmel is going to be a star in Tucson. So they promptly fired me and then they fired Jimmy.”

Fast forward into the 2000s and a talent seminar in the Napa Valley. Kimmel was the keynote speaker and the title of his presentation was *How I Got Fired in Radio*. He was fired in Seattle, Phoenix, Tampa and Tucson. But the point, said

Lane, is that he stuck to his guns. He had defined who he was as a character and defined his personality brand and, today, you can see where it led.

For those who regard themselves as DJs or announcers, Lane advised to instead define yourself as a personality brand. And, as with any brand, the definition of a brand is that you nurture a trust relationship with your audience.

How do you accomplish that? Think about your personality or your show and answer these two questions: What do you stand for and what are you known for?

You could stand for being family friendly, for humour and fun, or for being controversial. You could be known for your content, that you're relationship-oriented, and so on. Now, figure out what's unique about your answers. What are the unique characteristics that set you apart from other morning shows in the market?

The final thing is, what is the plot of the show? What's the essence of the show? What is the show all about?

Everybody on air, he said, should be accomplishing what every child in the world wants: “Tell me a story.”



What
do you
stand
for?





Stories make up a big part of your personality brand. And part of creating a personality brand is the stories that you tell and the stories people tell about you. A lot of times it's the stories that you tell on the air that are passed on to other people. This is one of the best ways of creating buzz and creating talk in the market.

A generic announcer who doesn't have a strong point of view or who doesn't share his personal life isn't telling stories, he or she is simply a commodity that has little value to the audience. But if you're sharing and you're making an emotional connection with the audience then you are a PB. And that's where you want to be.

When you're going to bring a personal story to the audience, remember the three Rs of storytelling: Reason. Reveal. Resolution.

Give listeners a reason to listen to your story. As an example, a DJ at Wired 96 Philadelphia told a story about going to a baseball game over the weekend with his son. And he got into it with another parent who was being obnoxious. This dad was yelling at the umpires, yelling at the players and at the coaches.

Here's the way he didn't start the story: "Hey, we got up Saturday morning, got in the SUV, got some coffee at Starbucks and, about the third or fourth inning, this dad got really obnoxious." Instead, he began the story this way, asking for reason: "Tell me that this makes me a bad parent."

Using a hook opener such as that has to get the attention of the audience.

The reveal is where you narrate the story, make it sensory by adding what it looked like, what it felt like, what it smelled like, what it sounded like. That's the way you add colour and animation to your story.

The resolution is the story's payoff. How do you tell personal stories and not make it all about you? Take a lesson from professional comedians. They have a tactic called the "you technique". Because comedians tell a lot of personal stories, a lot of their comedy is based on their life experiences. They've figured out a way to make the audience immediately a part of their story without making it all about them. For example, "Have you ever found yourself in a restaurant and you know this kind of thing happens...?"

A question that comes up from a lot of personalities, especially if they're performing in music-intensive shows, is how do they tell stories if they've only got a few seconds to talk. Here's a great example of a story that took about three seconds to tell. If you were to say the king died and then the queen died, that would be a fact. But by adding four words to that statement it becomes a story, e.g. "The king died and then the queen died of a broken heart." The emotion, grief and romance adds up to a story.



Flawed personalities

Why did Toronto mayor Rob Ford become a familiar personality brand internationally? Because people relate to flawed characters, and people are often more attracted to them rather than to totally positive personalities who do everything right and are all squared away.

Oprah Winfrey likely wouldn't have become the icon that she is had she not shared part of her journey with her viewers. She put her vulnerability on the line when she shared her physical sexual abuses as a child, she took the audience through her weight struggles and her relationship issues. That was a big part of the realness that came through and made Oprah such a huge personality brand.

Howard Stern continually talked about his flaws: "I'm an ugly guy. I would never get that woman. I got a big nose. I've got a little penis." He was self-deprecating and that was effective for him.

The takeaway from this session, said Randy Lane, is developing your PB isn't easy but neither is it hard. When you have a topic of discussion that comes up with something that's going on in the news, brainstorm. Also, talk about any personal experiences that anyone connected to your show or someone you know has had. Work that topic. Make it come alive. People remember stories. They connect to emotion way better than they do to information.

Information is the first step in developing your PB. Your character should have a clear and strong point of view. But, the second part of that is to be able to fortify it with a personal story and add something that's going to make it that much more memorable. People don't remember information nearly as well as they do stories.

—BD



Dialogue BROADCAST

Essential Reading

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TELEVISION: *CTV* and the *Canadian Marketing Association* have challenged the advertising industry to elevate Canadian creative for the next *SUPER BOWL*. Being sought is dynamic, original creative specifically targeted to Canadians. The goal is to see ads that compete with the U.S. spots. As an incentive, the best ad will get advertising time during *SUPER BOWL XLIX*... Streaming broadcast television on smartphones is being done in record numbers, according to *Adobe's Digital Index*, in a state-of-the-industry report on digital video viewing. Compared to last year, mobile video viewing went up 57% while overall online video was up 43%. That represents more than 35 billion viewings. While the report does not include *Netflix*, it found that *TV Everywhere* (authenticated viewing of broadcast shows from channels subscribed-to on cable or satellite) is approaching mainstream use and is growing much faster than other online video sources, e.g. *YouTube*, *Hulu* or *Daily Motion*. *TV Everywhere* viewing rose 246% over last year, says Adobe, driven mainly by sports programming... The *PwC* global entertainment and media outlook for 2014-2018 says that despite the growth of digital media, advertising on television will remain the place to be. Global TV advertising revenue, it says, will grow at 5.5% over the next five years and online TV advertising will double its share of TV ad revenue in the same period. Traditional broadcasters, says PwC, still dominate and are adapting, creating a significant new revenue stream. There is, however, bad news for terrestrial television. PwC says its share of advertising will fall as multichannel and online grow. Terrestrial TV's share of the advertising market will fall from 73% in 2013 to 68% in 2018... The *CRTC* has approved *CKPR-TV Thunder Bay's* disaffiliation from *CBC-TV*. The station's ownership said it wanted to explore program supply arrangement opportunities with another source so as to remain viable. *CBC-TV*, it said, will continue to be piped into the market via cable and satellite. *CKPR* will continue to air a minimum weekly 14-hour average of local news... *APTN (Aboriginal Peoples Television Network)* has launched *Our Songs*, an international project that shares contemporary Indigenous music with the world. It's co-produced by the eight members of the *World Indigenous Television Broadcasters Network* and is an interactive world map of 44 music videos by international Indigenous artists... *Shaw Media* has taken digital initiatives to integrate cross-platform opportunities so as to extend its television content into the digital space. The initiatives will include *The Second City Project*, *Dino Hunt Canada*, *The Great Canadian Cookbook* and *The HGTV Home Giveaway*.



Afternoon Drive Announcer/APD&AMD - Winnipeg
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REVOLVING DOOR: Sally Catto has been named general manager of programming for *CBC Television*, her appointment effective immediately. Catto's history at CBC dates back to 2001 when she was executive in charge of production, drama. Later, she was creative head, drama and executive director, arts & entertainment... Jason Manning will become the *Corus Radio Winnipeg* brand director for *Power 97* and *99.1 Fresh FM* on Monday, June 16. Most recently, he was PD at the *Rogers*



Sally Catto



Jason Manning

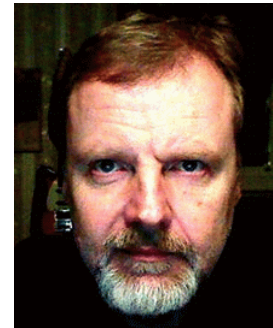


Ryan Zimmerman

Victoria stations, *98.5 The OCEAN (CIOC)/Jack FM (CHTT)*. His background also includes PD at *Rock 105.3 (CKMH) Medicine Hat* and MD at *Sonic 102.9 Edmonton*... Ryan Zimmerman, the operations manager/program director at *Bell Media Fredericton's* four radio stations since Jan., 2011, is moving to *Rawlco Radio*. Zimmerman's last day in Fredericton is June 27. He will become the senior program manager of *C95/Rock 102 FM Saskatoon* succeeding Chris Myers who recently moved to become PD at *104-9 Virgin Radio Edmonton*... Bob Babinski,

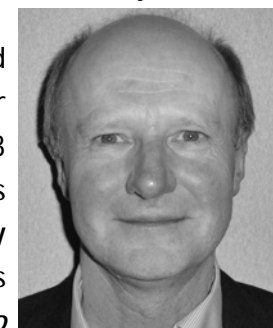


Bob Babinski



Wray Ellis

the executive producer and manager of local content at *City Montreal*, has resigned effective tomorrow (Friday). Babinski, who had been a former *CBC Montreal* sportscaster and freelance producer and teacher, was hired as City Montreal's first boss in January 2013 after *Rogers* bought the former ethnic station. Succeeding Babinski on an interim basis is Manuel Fonseca, the managing producer of local programming at *City Vancouver*... Wray Ellis has joined *Pineridge Broadcasting's Magic 96.7 (CJWV-FM) Peterborough* in a sales capacity. Many radio sales managers will remember Ellis from his days at the *Radio Marketing Bureau* where he was the creative director and facilitated the *Certified Radio Copywriter Course*. He was also the writer, director, producer and host of all RMB audio projects. Ellis was in charge of the annual *Crystal Awards* honouring the best in creative for radio... Senior Director, Broadcast Technology Mike Palmer, with roughly 40 years of service at *CTV Toronto (Baton Broadcasting, CFTO-TV, Bell Media)*, has retired... Virginia Rankin has joined Montreal-based *Sphere Media* as executive producer of *19-2*, and all English language production... Jamie Brown, the executive producer of *Frantic Films*, has been named chair of the *Canadian Media Production Association*. He succeeds David MacLeod of *Big Motion Pictures*.



Mike Palmer

SIGN-OFFS: Jim Felton (aka Jim Brady), 67, of cancer in Perrysburg, OH. Known to a previous generation of Canadian listeners as *Brady in the Morning*, he began at *CFTR Toronto* in 1973 and stayed for a number of years. After his return to Toledo he worked at *WRQN-FM, WRVF-FM* and *WCWA* until his retirement in 2008. In an April interview, Felton said his final wish was for people to wake up and get themselves screened for diseases such as cancer... Donald Harry Harwood, 86, in Toronto. Harwood, the father of *MediaStats Inc.* President Kerry Wicks, founded that company in 1974.

GENERAL: Two new *MTM* reports on mobile phones in Canada show Smartphone penetration continuing to climb; 2/3s of Anglophones now own a smartphone. That's up 20% from last Fall. The number of Anglophones streaming audio, video, TV and AM/FM radio has grown. Streaming video on a smartphone has seen the greatest rise over the past year, one-quarter of smartphone owners streamed video from their phone, up 64% from last year... An item in the *Harvard Business Review* suggests that sports investing is no longer just about buying teams and selling beer. Next generation investors are now looking at why media, digital devices and the invention of fan-friendly sports are driving investments. Sports team owners say the money isn't in selling tickets, it's in sports media content. And, they say, it's an industry headed to \$60 billion in U.S. revenues. Supporting that assertion are *Nielsen* numbers that show Americans consumed 33 billion hours of national sports programming in 2013; a 27% increase since 2003... Last weekend's 31st *Children's Hospital of Eastern Ontario* (CHEO) telethon on *CTV Ottawa* raised \$7,121,350. *Country 101.1 (CKBY-FM) Ottawa*, as part of the CHEO grand total, raised \$132,556.00 during its 16th annual *Country 101.1 Country Cares Radiothon*... Winners of awards related to coverage in 2013 were presented at the national conference of *RTDNA Canada* on the weekend in Toronto. The awards honour the best in programming, stations and newsgathering organizations in radio, television and on digital platforms. Winners are:

NATIONAL TELEVISION WINNERS

Bert Cannings Award - Best Newscast
CHAT TV (Small Market)
CTV News Barrie (Medium Market)
Global News Calgary (Large Market)

Adrienne Clarkson Award - Diversity
Global Calgary

Charlie Edwards Award - Spot News
Global Calgary

Dan McArthur Award - In-depth/Investigative
CBC Edmonton

Dave Rogers Award - Short Feature
Global Regina (Small/Medium Market)
CTV Vancouver (Large Market)

Dave Rogers Award - Long Feature
CTV Atlantic (Small/Medium Market)
Global Toronto (Large Market)

Sports Award
NTV (Small/Medium Market)
Global Edmonton (Large Market)

Gord Sinclair - Live Special Events
CP24

Ron Laidlaw Award - Continuing Coverage
CHEX Television

Trina McQueen Award - News Information Program
Global Toronto

Hugh Haugland Award - Creative Use of Video
Global Regina

Digital Media Award
CBC British Columbia

NATIONAL RADIO WINNERS

Byron MacGregor Award - Best Newscast
CKBZ - B100 Kamloops (Small Market)
AM800 CKLW (Medium Market)
660 News (Large Market)

Dick Smyth Award - Use of Sound
CBC Moncton

Charlie Edwards Award - Spot News
680 News

Dan McArthur Award - In-depth/Investigative
CBC Edmonton

Dave Rogers Award - Short Feature
CBC News Nelson (Small/Medium Market)
CBC Edmonton (Large Market)

Dave Rogers Award - Long Feature
CBC - On The Island (Small/Medium Market)
CBC Edmonton (Large Market)

Sports Award
CBC Calgary (Large Market)

Gord Sinclair Award - Live Special Events
CBC Radio Calgary

Peter Gzowski Award - News Information Program
News Talk Radio CJAD 800

Ron Laidlaw Award - Continuing Coverage
CBC PEI

Adrienne Clarkson Award - Diversity
CBC Saskatchewan

Sam Ross Award - Editorial Commentary
Newstalk 1010

NETWORK TELEVISION WINNERS

Bert Cunnings Award - Best Newscast

CTV News

Adrienne Clarkson Award - Diversity

16 X 9

Charlie Edwards Award - Spot News

CBC News

Dan McArthur Award - In-depth/Investigative

CTV News

Dave Rogers Award - Short Feature

CBC News

Dave Rogers Award - Long Feature

CBC News

Gord Sinclair - Live Special Events

Global News

Ron Laidlaw Award - Continuing Coverage

CTV News

Trina McQueen Award - News Information Program

CBC The Fifth Estate

Hugh Haugland Award - Creative Use of Video

CBC News

Digital Media Award

Global News

NETWORK RADIO WINNERS

Byron MacGregor Award - Best Newscast

CBC News

Dick Smyth Award - Use of Sound

The Canadian Press

Charlie Edwards Award - Spot News

The Canadian Press

Dan McArthur Award - In-depth/Investigative

CBC News

Dave Rogers Award - Short Feature

The Canadian Press

Dave Rogers Award - Long Feature

CBC News

Gord Sinclair Award - Live Special Events

CBC News

Peter Gzowski Award - News Information Program

CBC Radio One

Ron Laidlaw Award - Continuing Coverage

CBC News

Adrienne Clarkson Award - Diversity

CBC Radio One

Also at last weekend's RTDNA national convention in Toronto, broadcast journalism students from *Fanshawe College* in London took home six of the nine scholarships offered by the association's foundation. Each is valued at \$2,000. The other three scholarships saw two go to *BCIT* in Burnaby and one to *University of Kings College* in Halifax. Later, at the *RTDNF* auction, bidding for various items on the block - including a weekend in Alberta for the *Calgary Stampede* - exceeded \$8,000.

SUPPLYLINES: *WideOrbit* has acquired *Abacast*, a provider of streaming, live and on-demand ad insertion and monetization solutions for digital radio... *Shaw Media* chose *Bannister Lake's* BL Elector software for graphics during *Global Toronto's* provincial election coverage tonight (Thursday).



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Avoiding flame-out III

by JJ Johnston

Today's spinning world may seem like you are just hanging on as opposed to driving the pace. Rather than being distracted by the things beyond your control, the key is to focus on what you can.

With many broadcast managers now handling multiple city assignments, unnecessary and careless behaviour can throw routines out of whack, the manager's and those whose duties rotate around him or her. When trouble hits, everything else is dropped and the manager has to physically attend the market at issue. Scheduling chaos results to the detriment of teammates who already feel attention deprived. Unprofessional behaviour can lead to all kinds of unnecessary issues and headaches that affect morale, focus and productivity, soak up precious time and contribute to flame-out.

Professional Behaviour for the Consolidated Workplace

Whether new in broadcasting or well-seasoned, everyone has to pull together, and that requires consistent professional behaviour. You need to

understand your company's values, believe in them, practice them and relentlessly communicate those standards to your team.

Has this corporate conformity sucked some of the fun out of the business? That may be true in some instances. And yet, having a firm set of clear company values under a unified behavioural code delivers far more benefits. It doesn't mean you can't have fun in the workplace. Build your political capital by understanding the belief that respect is the default position, and be consistent in your actions regardless of rank. Respect will take you far in today's corporate world and, of course, in life.

Ready. Fire. Aim.

It's easy for appropriate actions to fall out of sequence when you have a heavy and complex workload along with the associated time stress.

When an issue comes up, remember this phrase: “70% of the time there is something you don’t know about”.

How many times have we jumped to a conclusion without having all the facts and thus created an additional situation and ill will? More than two-thirds of the time there is something else lurking below the surface that you don’t know. Take the time to chill out to get the real story. Quite often, it’s different.

Presence of Mind

The real meaning of ‘presence of mind’ is slow down; be right here, right now. And that isn’t always easy. You need to have the discipline in every interaction to listen, see and feel what is truly happening. Catch yourself when taking a mental vacation and reel yourself in. And if you do slip away for a moment, there is nothing wrong in this situation with saying, “pardon me, I missed that. Do you mind repeating it?”

If our attention is diluted by thinking about all the tasks we have to get done we walk away from meetings or conversations half full. It’s interesting that people who take copious notes in meetings generally aren’t paying close attention; they’re just trying to capture everything so they can process later. In fact they are listening at less than level one. When they come back to their notes later they’re usually disjointed and unclear, leaving them overwhelmed with not knowing where to get started. It’s great to take notes but if you are truly present in these situations, your notes should be just the salient points. Remember, if attention wanders have the discipline to catch yourself and reel it in. Retention will improve significantly.

Body Language

Never underestimate the impact of body language. Body language can send positive dispatches but can also relay messages of annoyance, cynicism, disrespect and disdain. A simple roll of the eyes at a meeting can not only hurt a fellow employee but also injure you in the process. When you are speaking to people, have a relaxed and focussed appearance and look them in the eye. Don’t cross your arms in conversations, and don’t slouch when sitting.

We are not always aware of our body language and a good manager will pay attention, make you aware and help you work on it. This doesn’t mean we can’t express displeasure, or a differing point of view. It means slowing down enough to deliver appropriate responses.

Make E-Mail Work for You

How many times have you fired off an e-mail that only creates another problem? It’s easy to do. Remember the 70% rule above (under Ready. Fire. Aim.). If you are perturbed by an e-mail or a situation, write the response a few times before sending. Better still, wait and, with a cool head, go see the person to discuss. Try Face-mail Fridays.

That's when all staff in the same office visit their teammates rather than send them e-mails.

I once worked with someone who was prone to sending off blistering e-mails, particularly when overwhelmed. This person was creating all kinds of problems for himself and others. We discussed solutions and came up with a successful technique where he put a 30-minute delay on his testy e-mails. That gave him enough time to revisit it many times before hitting Send.

Here are some easy e-mail guidelines to minimize workplace irritation:

- Clear subject lines. It's irritating, confusing and time consuming when a clear subject line is missing. Think of how much time it takes searching for e-mails when this is not done properly.
- To and cc fields. If you are cc'd, you are simply being kept up to date and generally not required to respond.
- Avoid the annoying practice of replying/forwarding to all unless necessary. We all have enough e-mails.
- Leave the address line blank until your e-mail is complete in case you mistakenly hit send. That way your unedited thoughts won't go anywhere they shouldn't.
- STAY AWAY FROM CAPS.
- Serial e-mails. It's overwhelming when someone sends you a series of e-mails one after the other. They are getting things off their list but burying you in yours. In fact, it's a great way to build resentment. This most often happens on weekends and Monday mornings. When sending multiple e-mails to one person put timers on them and cascade the messages over time so teammates don't get barraged/overwhelmed.
- Weekend e-mails. Often we catch up with work on weekends but unless it's absolutely necessary, don't send e-mails on the weekend. When teammates get work e-mails on the weekend they feel the need to respond and that puts them right back at work. Rather, put timers on them so they show up over Monday and Tuesday according to urgency.
- Attachments. How many times have you received an e-mail that's missing an attachment? That, of course, leads to other e-mails. Make it a habit, even before you write your message, to add the attachment.
- Use the "out of office" tool when you are away from the office for a day or longer. Make sure you identify the point person in your absence and how to contact them while you are out. Also say when you will be returning. Your voice mail message should reflect the same thing.



Jim JJ Johnston is CEO, president and executive coach at JJ International Media/Management Solutions. He works with a number of media and non media companies and can be reached at jj.jmsconsulting@gmail.com.



THE ASSOCIATION OF ELECTRONIC JOURNALISTS
L'ASSOCIATION DES JOURNALISTES ÉLECTRONIQUES

Presents ...

Three individual awards at last weekend's RTDNA Canada annual conference in Toronto went to Lis Travers, Dave Trafford and Terry Scott.



Lis Travers of CTV's Canada AM is presented with the RTDNA Canada President's Award by association President Ian Koenigsfest.

Lis Travers, VP/executive producer Canada AM, is the first female recipient of the President's Award in RTDNA's (and RTNDA's) history. The award is presented annually to an individual who has brought distinction and excellence to the association and who has made a positive impact on Canadian broadcast journalism. Since 2004, she has been responsible for the day-to-day operations of Canada AM.

Before that, Travers was news director at CFCF-TV Montreal after successful positions as producer, executive producer and news director at CBC and Global Quebec. She was instrumental in the launch of the Global News operation in Quebec. Travers began serving on the executive board of RTNDA in 2001 as vice-president—TV. Since then, she's served on the Radio-Television Digital News Foundation and is now the RTDNA awards chair.

Dave Trafford was presented with the RTDNA Distinguished Service Award for his major role in the continuing success of the association. Trafford has earned accolades for his coverage of local, national and international stories and is a RTDNA Sam Ross winner for editorial commentary. He is one of the founders of University of Toronto community radio station, CIUT-FM, has taught broadcast journalism at Humber College and has been a guest lecturer at the University of Western Ontario. Trafford was news director at AM640 Toronto (1992-99), Newstalk1010 CFRB Toronto (2002-2011) and is now the news director at Global Toronto.



Dave Trafford of Global News Toronto receives the RTDNA Canada Distinguished Service Award.



Terry Scott receives the Bill Hutton Award of Excellence.

Terry Scott's active participation in RTDNA Canada—a friend above and beyond the call—earned him the Bill Hutton Award of Excellence. His service to RTDNA includes being the awards chair, president and past president and serving on the boards of both RTDNA Canada and RTDNA International. Before graduating high school, Scott worked as a weekend news anchor at CKOM Saskatoon. Upon graduation, CKOM hired him full-time. Then, in ever larger markets, Scott moved to CKCK-AM/TV Regina, CKGM Montreal, CFTR Toronto, CKLW Windsor-Detroit and CKSL/CIQM-FM London. For most Canadian broadcasters, however, Scott is best known for his years at Broadcast News and The Canadian Press where he was, first, a supervising editor, then the general executive for client liaison, the news director and, before leaving last year, CP's director of broadcasting.

Winners of the



2014

Regional Award Winners

BROADCAST Dialogue

Essential Reading



Chris Carl, chair of RTDNA International, presents Jeff Bollenbach, of Global BC Vancouver, with an Edward R. Murrow Award for Feature Reporting



Ian Caldwell, of CTV Toronto, accepts two Edward R. Murrow Awards on behalf of CTV Calgary, two Edward R. Murrow Awards on behalf of CTV Ottawa, two Edward R. Murrow Awards on behalf of CTV Vancouver and two Edward R. Murrow Awards on behalf of CTV Barrie



Carmela Gentile, of Global Lethbridge, accepts the Edward R. Murrow Award for Sports Reporting



Dave Budge, of City Toronto, accepts an Edward R. Murrow Award for Newscast

Winners of the



2014

Regional Award Winners

BROADCAST Dialogue Essential Reading



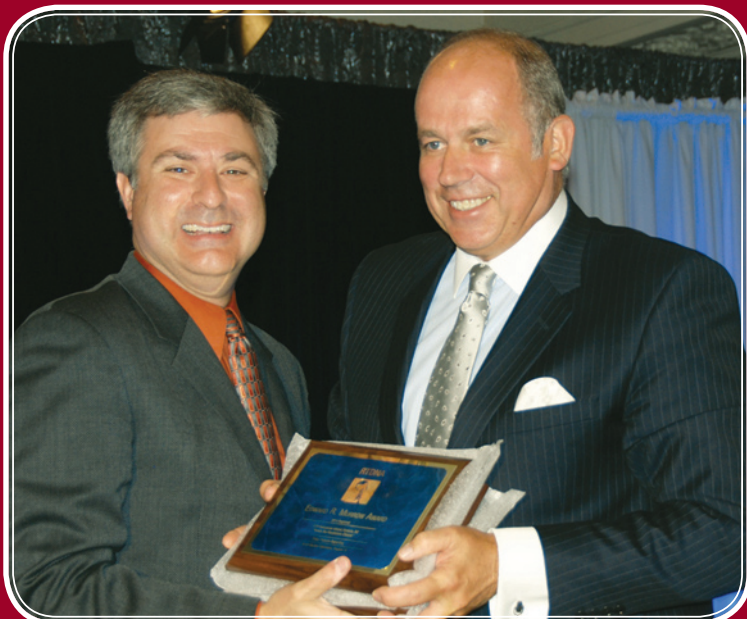
Joe Pavia, of 570News Kitchener-Waterloo, accepts five Edward R. Murrow Awards



Paul Karchut, of CBC Edmonton, accepts two Edward R. Murrow Awards for Investigative Reporting for Radio and for TV



Scott Metcalfe accepts seven Edward R. Murrow Awards for 680News Toronto



Hudson Mack accepts three Edward R. Murrow Awards for CTV Vancouver Island



Chris Bassett, of Global News Calgary, accepts three Edward R. Murrow Awards

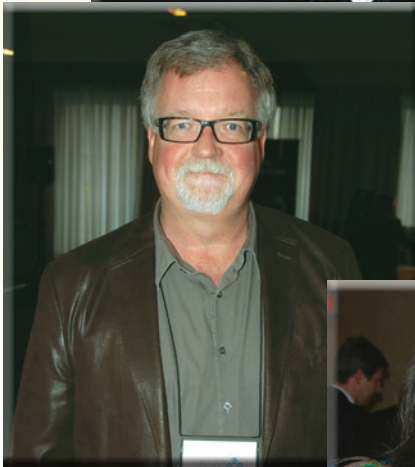
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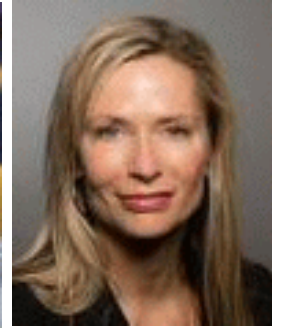
REVOLVING DOOR: At the *Rogers Radio* cluster in Toronto, Derek Berghuis, the executive VP of radio sales, is no longer with the company. *Broadcast Dialogue* began tracking Berghuis's career in March of 1999 when the then-GSM at 680News added GM responsibilities at the station. Later that year, in September, Berghuis was promoted to VP/GM at 680News. In June, 2005, Berghuis became exec VP of radio sales for all Rogers



Derek Berghuis

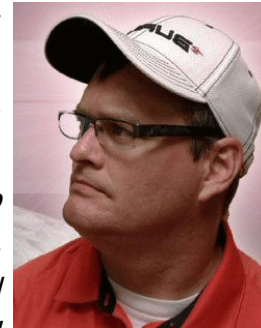


Bruce Hamlin



Patty Demarco

Radio properties across Canada. And, in September, 2009, after Sandy Sanderson's departure, his duties were divided between Berghuis and Chuck McCoy. Berghuis became the Toronto AM market manager while McCoy, who retired from Rogers last year, oversaw the Toronto FM properties... Bruce Hamlin, the VP sales at *Rogers TV* and *Radio Vancouver*, is no longer with the company. The Western Canada sales arm of *Rogers Media* says it is working towards "an effective and efficient structure that will allow for a streamlined one-call organization". Hamlin joined *Channel M* in 2002 as VP of sales. After



Cubb Carson



Dan Macintosh

Rogers purchased that station in 2008, he was appointed to VP TV sales for Vancouver. Hamlin went on to become VP of sales and administration for Rogers TV in Western Canada and, most recently, became VP of the Vancouver TV and radio sales cluster. Adding Hamlin's duties to his own is Brad Kubota, VP Western Canada media sales & client solutions... Patty Demarco, ex digital sales manager at *Rogers Media* in Toronto, is now director of sales at *Microsoft Canada*... At *Newcap's Shore FM Vancouver*, morning show co-host Ken Allan joonyer (joonyer is correct) and afternoon drive host Pam Stevens are no longer with the station. joonyer returned to Shore FM in April of 2012 for the morning spot while Stevens's background includes middays at *Z95.3 Vancouver* and afternoon drive at *Xfm Vancouver*. (More details about Shore FM in the **RADIO** section)... Cubb Carson, formerly of mornings at *The Bear Edmonton* and *Power 97 Winnipeg*, is now doing mornings at *ROCK 97.9 (CKYX-FM) Fort McMurray*... Dan Macintosh is the new imaging and commercial producer at *Newcap Radio Vancouver*. He moved from *Evanov Radio Group Halifax* where he'd been production manager the last four years. Before ERG, Macintosh was with *Newcap Charlottetown*... *National Association of Broadcasters* (NAB) President/CEO Gordon Smith has signed a contract extension that goes through Dec. 31, 2018. Smith, a former two-term U.S. senator from Oregon, joined the NAB in November, 2009.



"We had been working in a semi-centralized manner before, but each station functioned in its own database which made it very difficult to work efficiently. Redundancy of data entry and effort was commonplace, so we needed a better way."

—Ian Koturbash, Senior Vice President of Rawlco Radio



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RADIO: *Shore 104 (CHHR-FM) Vancouver*, with an Adult Album Alternative format, will become *LG104.3 (CHLG) Vancouver* with a Greatest Hits format effective at 12:01 a.m. Friday. With the change in call letters, *Newcap Radio* is bringing the famous 'LG' brand back to the market. GM Sherri Pierce notes that Vancouver came of age listening to this music on the old AM station, *LG 73*. Coincidentally, as that generation of Vancouverites was rocking to the old LG 73, the morningman was Roy Hennessy, one of the Shore FM founders. LG 104.3 is part of the Vancouver cluster of stations recently acquired by Newcap, which also includes *Z95.3 (CKZZ)* and *AM650 (CISL)*... *Vista Radio* has rebranded another of its B.C. stations as *Goat FM*, this time at Castlegar and its repeaters in Trail and Grand Forks. *Mountain FM (CKQR-FM) Castlegar*, which had formatted Mainstream/Classic Rock, is now programming "world class rock and roll from the '60s to today". Staffing remains the same although the morning show with John Helm and Jenny Fines has been renamed *The Morning Herd*. It was just a couple of weeks back that Vista rebranded *94X (CIRX-FM) Prince George* to *94.3 The Goat* and *JET FM (CFCP-FM) Courtenay* to *98.9 The Goat*. GOAT, by the way, is the acronym for Greatest Of All Time... Taking its cue from the crowdfunding phenomenon, the about-to-be launched *99.3 County FM Picton*, a community station, is raising money while simultaneously promoting local businesses. The online fundraising campaign involves some 20-odd incentives plus — for \$993 — entering County FM's history as being the person who pushed the button to officially launch the station. The campaign has a goal of \$9,993 and is running through July 22... *Country 107.7 FM Steinbach, Golden West Broadcasting's* newest station, launches at 9 a.m. this morning (Thursday). The Country format aims to complement its sister stations, *Mix 96.7* and *AM1250* in Steinbach while also aiming to compete in the Winnipeg market... As *CBC* continues cutting jobs due to budget constraints, the mayor of Sydney, NS, has sent a letter to CBC President Hubert Lacroix urging



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that no jobs be cut on Cape Breton and, further, that a way be found to fund an expansion of the *CBC Sydney* signal. The GM of *CBC News* says cuts to smaller communities must be made so that funding can still be provided for investigative journalism... Rita Celli, the host of *CBC Radio's Ontario Today*, has been awarded the *Michener-Deacon Fellowship* for investigative reporting. She plans to research who is reaping the profits from Ontario's multibillion-dollar mining industry... *CKLB Yellowknife*, the aboriginal radio station, is struggling to stay on-air because of slow-coming federal government financial assistance. The station usually receives about \$600,000 annually but the money is long past CKLB's start of its fiscal year. In 2012, CKLB's funding for the 2012/2013 fiscal year was nine months late. That forced it to shut down for five days in December. In that case, *Canadian Heritage* said it was waiting for necessary documents from the station... Daryl Major, the news director at *102.3 The Wave (CKWV-FM Nanaimo)*, had his head shaved during the *Relay for Life* fundraiser. Listeners ponied up \$2,700 to see Major's locks shorn. The money went to the *Canadian Cancer Society*... *Re:Sound*



Daryl Major (Before & After)

Music Licensing is applying for judicial review of the May 16 decision by the *Copyright Board of Canada* in which, says Re:Sound, rates were set at approximately 10% or less of those in most other locales. The Copyright Board also, said Re:Sound President Ian MacKay, rejected market place rates negotiated between Re:Sound and streaming services. The tariff does not apply to podcasts, fully interactive services such as downloads or on-demand streaming, or simulcasts by private broadcasters, *CBC*, pay audio or satellite radio services... *Eternacom*, the owner of Christian station *CJTK-FM Sudbury*, has applied to the *CRTC* for the addition of a transmitter at Timmins. It cites the loss of a Timmins Christian station due to financial viability, saying that a re-broadcaster of CJTK would bring the format back to the community... *CKHQ-FM Kanestake*, the native radio station that lost its licence 10 years ago, now has it back. The *CRTC* approved a seven-year term for a non-profit corporation set up by James Nelson. The technical parameters are identical to what they were a decade ago: 101.7 at 27 watts... *Harvard Broadcasting Regina (620 CKRM, 104.9 the WOLF and MY92.1)* helped to raise \$125,000 for the *Shooting Stars Foundation* during the annual street hockey charity event directly in front of Harvard's downtown location. *NHL*'ers, local and national celebrities also took part. All of the money raised will be distributed to Regina children's charities.

GENERAL: Gold Medal winners at the *Western Association of Broadcasters* 80th annual convention in Banff last week were, for radio, *Golden West Broadcasting* for the Alberta flooding coverage at High River specifically and the other areas affected and, for television, *Global News Calgary* for 'Alberta Floods 2013'. The *Leader of Tomorrow* for 2014 was presented to 28-year-old Patrick Dubois, the morning co-host and music director at *92.9 The BULL Saskatoon*. Joining the *WAB Hall of Fame* is 2014 inductee Gerry Forbes of *CJAY 92 Calgary*, the third member of the Forbes family to be so-inducted. His father, Jerry, and brother, Marty, preceded him. Gerry Forbes was cited for his charitable work, including *Gerry's Secret Wish for Kids* (Photos



from the WAB will be in next week's *Broadcast Dialogue*).

The new members of the board at the *Canadian Association of Broadcasters* are:

Chair Kevin Goldstein, vice-president, legal and regulatory affairs at *Bell Media*
Vice-Chair Susan Wheeler, vice-president, regulatory affairs at *Rogers Media*
Secretary Sylvie Courtemanche, vice president and associate general counsel government relations and compliance at *Corus Entertainment*
Treasurer Glenda Spenrath, vice-president, operations & regulatory affairs at *Newcap Radio*
Directors Rick Arnish, chairman, *Jim Pattison Broadcast Group*
 Nathalie Dorval, Vice-présidente, affaires réglementaire et droits d'auteur at *Cogeco*
 Cynthia Rathwell vice-president, regulatory affairs at *Shaw Communications*...

Rogers Communications CEO Guy Laurence says companies such as his are falling down when it comes to saving customers time: "... we're compounding the issue by wasting time through complexity." For example, he told a Toronto audience Monday, Rogers offers a range of price plans that come with different rules and different services. For all their good intent, he said, customers are left confused and end up spending time trying to figure out which way to go. The industry, he said, faces a stark future unless it can deliver technology that fulfills its promise of making people's lives simpler and giving them more time...

Broadcast winners at this year's *Canadian Ethnic Media Association* awards, to be held tomorrow night in Toronto, are:

Radio - Myka Burke, *CHIN Radio Ottawa*

Television - News Series - Jasvir Singh Shameel, *OMNI Television*

Television - Documentary - Araf Mohammadi, Documentary maker

Television - Harnaryan Singh, for *CBC's Hockey Night in Canada* in Punjabi

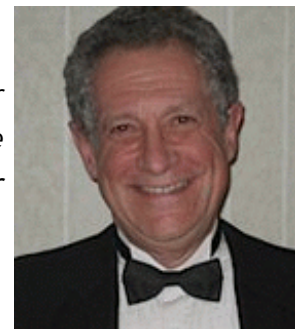
Innovation Award - Duncan Mccue, *CBC News, The National*

Sierhey Khmara Ziniak Award - Phil Lind, *Rogers Communications*...

Canadian media and supplier companies in the *Profit 500* ranking of Canada's fastest-growing companies, based on five-year revenue growth, are:

- #21 *Cue Digital Media Inc.* of Toronto
- #106 *Stingray Digital Group Inc.* of Montreal
- #191 *Haivision Systems Inc.* of Montreal
- #278 *My Broadcasting Corp.* of Renfrew
- #281 *Vision Critical Communications Inc.* of Vancouver
- #378 *Sirius XM Canada Inc.* of Toronto
- #478 *Nautel Ltd.* of Hacketts Cove, NS.

Ron Cohen, the former chair of the *Canadian Broadcast Standards Council*, is on *Her Majesty's 2014 Birthday Honours* list as a new *Member of the Order of the British Empire* (MBE) for his services to British history. Cohen is a bibliographer and president of the *Sir Winston Churchill Society* of Ottawa and regularly writes articles and gives speeches on the World War Two prime minister. He also published a three-volume bibliography on Churchill in 2006 (London and New York).



Ronald I. Cohen

TELEVISION: At the *PromaxBDA Awards* in New York City, the *Bell Media Agency* was recognized as the *Global Marketing Team of the Year* for an unprecedented second consecutive year. As well, Bell Media won six Golds, nine Silvers and eight Bronze awards in the *Promotion, Marketing and Design -- Global Excellence Awards*. For the *North America Awards*, Canadian winners were: Bell Media Agency with eight Gold, four Silver and ten Bronze; *CBC* with one Silver and one Bronze; *Groupe Media TFO* with one Bronze; *Rogers*

Media with one Gold and one Bronze; and *Shaw Media* with two Gold and four Bronze...

Broadcasters of the 2014 football *World Cup* are finding this to be the most accessible in history, with broadcast and streaming services available on up to 5.9 billion screens. And London,-England-based research company *Ovum* has found that PCs, tablets and smartphones account for 57% of all screens. However, says Ovum, traditional broadcasting is critical for fans wanting to watch the games on the biggest screens and in the highest resolution. Further, online streaming reliability remains a concern...

New research designed to test opposing thoughts regarding public service broadcasting's relevance in 14 countries (excluding Canada) may have an impact on what to do about *CBC/Radio-Canada*. There are those who say public broadcasting hurts the private sector. Others say public broadcasters create a market environment where commercial broadcasters tend to thrive. The research results, in assessing the health of both public and private broadcasters based on revenues and program quality, found that the private sector was directly correlated with the health of the public broadcaster. The larger and stronger the public sector, the healthier the private sector. The only exception was the U.S. where *PBS* has little government support and holds a tiny share of the market...

Ex-*Vision* CEO **Bill Roberts** is suing **Moses Znaimer's ZoomerMedia** for more than \$900,000 in severance and damages for mental and emotional distress. Roberts, who'd been at the helm of the specialty channel for a decade before ZoomerMedia bought it in 2010, stayed on in that position at a salary of about \$250,000 a year. Two years later, the two sides couldn't agree on new terms and Roberts was terminated...

The *CRTC* will soon hear a case of whether or not data exemptions for mobile TV violate net neutrality. It will have to decide on restricting, or not, billing practices associated with a handful of apps that let users stream live and on-demand stations on their mobile devices. The issue is the perceived unfair advantage given to stations owned by the cellular providers. For a fee of about \$5 a month, apps let subs stream up to 10 hours of content without that time counting against the data limit on their wireless plans...

Montreal-based *Stingray Digital Group* says it has a deal to buy *Archibald Media Group* of Amsterdam for about \$10-million. Archibald has three television services - *LiteTV*, *100% NL TV* and *XLNT Radio* a channel airing adult pop music videos. Galaxie music channels are on cable and satellite in Canada and now reach roughly 100 million subscribers around the world.

SIGN-OFF: Casey Kasem, 82, at St. Anthony's Hospital in Gig Harbor, Washington, of Lewy body disease, the most common type of progressive dementia after Alzheimer's. After a long broadcast career that spanned radio and television, and his subsequent retirement, his *American Top 40* syndicated radio show was still airing on some Canadian stations well into this year. Kasem's voice work included that of cartoon character *Shaggy* on *Scooby-Doo*.

SUPPLYLINES: *Oh Media* of Regina has developed an app for *Google Glass* (the glasses) that uses *CBC News* content. The app, about as in-your-face as anything can get, provides breaking news and top stories.

On the Following Pages,
Enjoy the Images from This
Year's RTDNA Canada
National Awards Gala.

**Images from the
RTDNA National Awards
Gala courtesy of**

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Essential Reading



Steve Wadhams accepts the Peter Gzowski Award—Radio News Information Program (Network Radio) CBC Radio One



Alison Smith accepts the Byron MacGregor Award—Best Newscast (Network Radio) for CBC



Gavin Simms accepts the Dick Smyth Award—Creative Use of Sound (National Radio) for CBC Moncton from RTDNA President Ian Koenigsfest



Laura Chapin accepts the Ron Laidlaw Award—Continuing Coverage (National Radio) for CBC PEI



Ron Waksman accepts the Digital Media Award (Network) for Global News



Laurie Few accepts the Adrienne Clarkson Award—Diversity (Network TV) for 16x9



Terry Pedwell accepts the Charlie Edwards Award—Spot News (Network Radio) for The Canadian Press



Scott Utting accepts the Digital Media Award (National) for CBC British Columbia



Paul Hunter and David Common accept the Charlie Edwards Award—Spot News (Network TV) for CBC News: The National



Scott Metcalfe accepts the Charlie Edwards Award—Spot News (National Radio) for 680News



Kym Geddes accepts the Sam Ross Award—Editorial/Commentary (Radio) for NEWSTALK 1010



Mark Kelley and Lysanne Louter accept the Trina McQueen Award—Television News Information Program (Network Television) for CBC The Fifth Estate



Paul Karchut accepts the Sports Award (Large Market Radio) for CBC Calgary



Colin Perkel accepts the Dick Smyth Award—Creative Use of Sound (Network Radio) for The Canadian Press



Mike Omelus accepts the Adrienne Clarkson Award—Diversity (National Television) for Global Calgary



Megan Robinson accepts the Byron MacGregor Award—Best Newscast (Large National Radio) for 660News



Michael Fulmes accepts the Sports Award (Large Market Television) for Global Edmonton



Ryan Ellis accepts the Hugh Haugland Award—Best News Videography (National Television) for Global Regina



Mark McAllister, Dave Trafford, Ben Chonah accept the Trina McQueen Award—Television News Information Program (National Television) for Global Toronto



Rick MacInnes-Rae accepts the Dan McArthur Award—In-depth/Investigative (Network Radio) for CBC



Ruth Anderson accepts the Bert Cannings Award—Best Newscast TV (Medium Market) for CTV News Barrie



David Hughes accepts the Bert Cannings Award—Best Newscast TV (Network Television) for CTV News



Marion Warnica accepts the Dan McArthur Award—In-depth/ Investigative (Radio) for CBC Edmonton



Doriana Temolo and Dawna Friesen accept the Gord Sinclair Award—Live Special Events (Network Television) for Global News



Don Spandier accepts the Ron Laidlaw Award—Continuing Coverage (Network Radio) for CBC



Gord Gillies accepts the Bert Cannings Award—Best Newscast TV (Large Market) for Global News Calgary



Paul McDonald accepts the Byron MacGregor Award—Best Newscast (Medium Market Radio) for AM800 CKLW



Regan Tate accepts the Bert Cannings Award—Best Newscast TV (Small Market) for CHAT TV



Linda Oland accepts the Gord Sinclair Award—Live Special Events (National Television) for CP24

**Images from the
RTDNA National Awards
Gala courtesy of**

BROADCAST
Dialogue
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*Fiona Conway accepts the
Adrienne Clarkson Award—Diversity
(Network Radio) for CBC Radio One*



*Bob Keating accepts the Dave Rogers
Award—Short Feature (Small/Medium
National Radio) for CBC News Nelson*



*Wendy Freeman accepts the
Dave Rogers Award—Short Feature
(Large Television) for CTV Vancouver*



*Chris Brown accepts the Dave Rogers Award—
Short Feature (Network Television) for CBC The National*



*Chris Bassett accepts the Charlie Edwards Award
—Spot News (National TV) for Global Calgary*



*Cesil Fernandes accepts the
Gord Sinclair Award—Live Special Events
(Network Radio) for CBC*



*Karen Moxley accepts the Gord Sinclair Award—
Live Special Events (Radio) for CBC Radio Calgary*



*Deborah Wilson accepts the
Dave Rogers Award—Long Feature (Small/
Medium Radio) for CBC On the Island*

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GENERAL: *Bell Media* says it will lay off 120 television employees this summer, about five per cent of its Toronto staff, because of lagging advertising and subscription specialty TV services. *Bell Media* has about 24-hundred TV and radio employees and about 65-hundred staff across Canada. The projected job cuts do not include the staff at *Kevin Newman Live* which was cancelled Monday. It has been on

CTV News Channel weeknight evenings since November. Newman's background includes many years as anchor of *Global National* and as co-host of *ABC's Good Morning America*...



Kevin Newman *Bell Media* is not the only broadcaster cutting costs. Later on today (Thursday), at a much-anticipated *CBC* town hall meeting, the public broadcaster's five-year strategic plan will be revealed to employees. Details have been held close to the chest but negativity rules the mood as speculation ranges from cancellation of some local newscasts to the phasing out of live music on *CBC Radio*. Marc-Philippe Laurin, president of the *Canadian*

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Media Guild's CBC branch, is quoted as saying "We are all anxious. We would like to see a stop of the bleeding of jobs. We would like to see a plan that the CBC will continue to be vibrant and continue to serve Canadians. But I'm not convinced that this is what we will hear". The public broadcaster is battling a budget shortfall of \$130 million due to federal cuts, flagging advertising revenues and the loss of hockey rights to *Rogers Media*...

BBM Canada has a new name: *Numeris*. The rebranding, says *Numeris*, reflects "the organization's evolution" and positions it "for an energetic and innovative future". Along with the new name is the company's visual identity and the tagline, *Audiences Count*. The name change from *BBM* may also have been helped along by the spat with *Blackberry* over its use of the acronym, *BBM Messenger* service. *Numeris* is a Latin word meaning "(superior) numerical strength"...



Veronica Low, after eight years on the volunteer *Broadcast Executives Society* board of directors – including three years as president – has resigned... The 2014 *Ontario*

Association of Broadcasters (OAB) Hall of Fame inductee will be *John Hinnen*, who recently retired after four decades with *Rogers*, including more than 20 years at the helm of *680News Toronto* and as VP of news nationally for *Rogers Media* television and radio. The presentation will take place during the OAB annual fall conference Oct. 30 in Toronto.

RADIO: *CKNW Vancouver* has trimmed three long-time broadcast journalists from its staff: *Tom Mark*, *Terry Bell* and sportscaster *Stu Walters*. Cost-cutting is cited as the reason. Promos heard yesterday (Wednesday) promised "A new sound coming to *CKNW*, *Canada Day at 12:15*"... Other *Corus* stations were said to be experiencing similar lay-offs this week, including *Corus Cornwall* where three broadcast journalists, including News Director *Bill Kingston*, were dismissed. *Corus* has also shut down its digital news site, *Thecornwalldaily.com*. *Corus* websites related to their *Variety 104 (CFLG-FM)* and *CJSS-FM 101.9* still provide news headlines, weather and lifestyle info. *GM Mark Dickie* said the decision boiled down to economics. There will still be local news updates on both stations during breakfast programming however, he said, that will constitute the bulk of *Corus Cornwall* news broadcasts for the day... *Radioplayer Canada (RC)*, the not-for-profit organization managed by *SparkNet*, is working with Canadian broadcasters to launch a digital platform. Come September, *RC* will showcase all Canadian radio stations in one place, allowing listeners to engage with an interface that increases time spent listening. *Radioplayer* began five years ago in the UK as a digital solution to bring listeners back to radio. The most significant result was a 37% average increase in digital tuning. Third parties contact *UK Radioplayer* for national advertising... At the *New York Festivals International Radio Program Awards* this past Monday, Canadian winners included *CBC* winning the title of *Broadcaster of the Year*. *Chris Boyce*, the *CBC* executive director radio & audio,



accepted. Thirty-two countries submitted entries. *CBC* won five Gold, five Silver and 10 Bronze awards. Other winners were: *O'Reilly Television* with two

Chris Boyce

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Golds; *Battery Radio* with one Gold award; Sarah Boothroyd (*Falling Tree Productions*) with one Gold; *Accessible Media* with two Bronze awards; and *Air Born Productions* with one Bronze award... *CFQK-FM 104.5* & *CKED-FM 103.5 Thunder Bay* are both low power stations providing programming at each end of the Northwestern Ontario city. The *Dougal Media* properties recently moved them from Country to AC, beginning with Michael Jackson's *Thriller*. Now called *Energy FM*, the twin sticks play up-beat music from the '80s, '90s and now with emphasis on Gold. The change was necessitated by *Acadia Broadcasting's* recent change to Country music at *Country 105*, previously *The Giant*. New morning host at Energy FM is Kaile Jaggard... *Bell Media* is taking advantage of synergies in-house to provide many of its stations — and customer stations — with hourly 45-second breaking business and financial news updates originating at *Business News Network* (BNN). Syndicator *Orbyt Media*, another Bell Media property, signed a production agreement with BNN to begin providing the service July 2... The *CRTC* has issued mandatory orders to *CFSI-FM Salt Spring Island* to comply with six sections of the Radio Regulations. The Commission has renewed the station's licence for a one-year term, from Sept. 1 to Aug. 31, 2015, so as to allow it to review compliance, the mandatory orders and the station's conditions of licence... *92.3 The Dock Owen Sound's* second annual *Radio For Radiology* campaign gathered \$20,600+ in pledges as part of its long-term commitment of \$250,000 for the purchase of a new CT Scanner at the *Owen Sound Regional Hospital*. In its two years, the campaign is now at the \$100,000 mark... *Country 92.9 Caledonia*, after a 12-hour radiothon, raised \$21,125 toward the purchase of a CT scanner for the *Haldimand War Memorial Hospital* in Dunnville... Two hundred and sixty pounds of food and diapers, and \$1,083.40 in cash was raised by *680 CJOB*, *Power 97* and *99.1 Fresh FM* during their *Corus Feeds Kids Day*. All donations went to local Winnipeg food bank partners.



REVOLVING DOOR: Greg Aisling, after almost 41 years with *Canadian Broadcast Sales* and its predecessor, *All-Canada Radio*, will retire tomorrow (Friday). Aisling, based in Halifax, has been the CBS manager of the Atlantic region since 1985. He began his career with a three-year stint at *CKFH Toronto*, the Foster Hewitt-owned station... JD (Dave) Moffat, once the ops manager at *Bayshore Broadcasting* in Owen Sound, joins Renfrew-based *MY Broadcasting* next month as digital promotions director... Two changes to the daytime line-up at *QX104 Winnipeg*. "Boss Lady" Leanne Cater moves from middays to afternoon drive while Mark Morris moves to succeed Cater in



Leanne Cater



Mark Morris



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middays. Cater has been with QX104 since March of last year while Morris had double duty as an announcer and as promotions director... PD Scott McGregor at *Bell Media Radio Brockville* will leave that post July 25. McGregor, who was promoted to the position a year ago, is moving to Lethbridge (not in broadcasting – yet)... **Brittany Paulhus**, ex of *Classic 107.1 FM Winnipeg*, has been added to the *CLEAR FM Winnipeg* morning show doing news, traffic and weather. And **Nesta Matthews** will also join *The Joe Show* on Clear FM in August, succeeding the departed **Kerri Salki**. Matthews, now on maternity leave, will move from sister station *92 CITI FM*. **Holly Thorne**, who had been doing middays is gone. Her position has been eliminated... *ABC Evening News* anchor **Diane Sawyer** is stepping down in favour of **David Muir**. And **George Stephanopoulos** will take on a new role as chief anchor for live news events. Sawyer, second to *NBC's Brian Williams* in the ratings, will concentrate on interviews and specials. Muir officially takes over the anchor chair Sept. 2.

T**ELEVISION:** The *Supreme Court of the United States* (SCOTUS), in a 6-3 ruling, said *Aereo*, the streaming TV start-up, violates the copyright act. *Aereo* scoops over-the-air (OTA) signals in New York, Boston and Atlanta through the use of thousands of miniature TV antennas and delivers them to smartphones, tablets and/or computers of paying subscribers. SCOTUS agreed with a group of broadcasters who asserted that *Aereo* violated copyright laws by allowing public performances of their (the broadcasters) TV shows. *Aereo* claimed it was doing the same as off-the-shelf TV antennae. The ruling preserves the ability of Amnets to collect fees from cable and satellite systems that transmit their programming. Further, said the justices, *Aereo* has to pay broadcasters when it takes OTA programs for its subscribers. Reaction was swift on the markets. Shortly after midday yesterday (Wednesday) shares of broadcast TV companies were rising fast. Stock in *CBS Corp.* was up 5%, *Gannett* up 4.5%, while *Lin Media LLC* and *Journal Communications Inc.* were both up 6%...

A *Telecaster* advisory this week to all TV stations reminds them that as of Sept. 1, all advertising material, sponsorship messages and promos must be closed-captioned prior to broadcast. The requirement is consistent with the *CRTC's* policy on accessibility and is a condition of licence for Canada's largest broadcast groups... *Canadian Media Guild* members have voted 98% in favour of approving an agreement reached last week with *Shaw Media*. The deal will see across-the-board wage increases totalling five percent over three years and a \$300 lump-sum payment to each member of the bargaining unit. It also includes improved salary scales, three new statutory holidays and chiropractic benefits... In related news, and in advance of today's (Thursday) *Shaw Communications* third quarter report, analysts are saying that the company's heavy reliance on TV puts it at a disadvantage to other companies offering wireless services. Opinion is split on whether the third quarter will be a blip or signal a return to growth.

S**IGN-OFF:** **Alf Spence**, 90, in Vancouver. The *CBC* audio technician began in radio when he was just 16, doing morning DJ and transmitter operator duties at 100-watt *CKMO Vancouver* (1941-42). He then moved across the street to *CKWX Vancouver* (1942-46) and, after a three-year absence from radio, joined technical staff at *CBC Radio Toronto* (1949-'53). Spence, who joined *CBC Radio Vancouver* in 1953, retired in 1983.

S**UPPLYLINES:** *Knowledge Network*, B.C.'s public broadcaster, has acquired a Vantage Transcode Pro system for file format conversions/media processing, two Lightspeed servers for GPU-accelerated media processing, and two Pipeline HD/SD-SDI video capture and play-out systems from California-based *Telestream*.

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Bruce Cowie,
Harvard Broadcasting Regina



David Dekker, Rawlco Radio
North Battleford



John MacNab, Canadian Broadcast
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Lyndon Friesen, Golden West
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*Jim Anderson, SDS Toronto; Cam Cowie, Harvard Broadcasting Calgary;
Stuart Johnston, CIMA, Toronto; and Stephen Sienko, Target Broadcast Sales, Toronto*



*WAB President Neil Shewchuk and Lesa Lacey,
WAB Conference Coordinator*



*Andy Ross, 96.3 Cruz FM Saskatoon and
Ken Norman, Big Country 93.1 XX FM Grande Prairie*



*Daryl Holien, 100.7FM The River Red Deer and
Boyd Leader, Aboriginal Multi-Media Society Edmonton*



*Brigitte Rothe, CTV Calgary; Jean-Pierre Blais, CRTC Ottawa;
and Neil Shewchuk, XM 105 Whitecourt*



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Steve Jones, Newcap Radio Halifax
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Keynote speaker Lloyd Robertson, CTV Toronto



Sean Luce, Luce Performance
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Sean Luce leading participants in his sales session



Gordon Rawlinson, Rawlco Radio Calgary, Jill Rawlinson, Calgary; Elmer Hildebrand, Golden West Broadcasting Altona; and Hilda Hildebrand, Altona



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and Don Grose, Harvard Broadcasting Fort McMurray



David Murray, Newcap Dartmouth; Vinka Dubroja, Newcap
Radio Calgary; and Louise Murray, Dartmouth



Boyd Leader, Aboriginal Multi-Media Society, Edmonton;
John Vos, AM 770 CHQR Calgary; and Len Perry, Bell Media Calgary



Golf tournament winners: Kathy Shapka, DDB Canada, Edmonton,
Keith Black, Rawlco Radio Regina, Denise Black, Regina
and Rick Arnish, Jim Pattison Broadcast Group, Kamloops

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WAB President Neil Shewchuk presents Gene Fabro of Fabmar Communications with the Broadcast Order of Achievement, for 25 years in the industry



Louise Murray, Dartmouth, Lloyd Robertson, CTV Toronto and Hilary Montbourquette, Newcap Radio Red Deer



WAB President Neil Shewchuk presents Patrick Dubois, morning co-host and music director at 92.9 The Bull Saskatoon, with the Leader of Tomorrow Award



WAB President Neil Shewchuk presents Richard Kroeker of Golden West Broadcasting with the WAB Gold Medal for Radio, for coverage during the flooding in Alberta



Gwen and Neil Shewchuk, Gene Fabro, Ken Singer, Cheryl Oliver and Linda Rheaume, Fabmar Communications

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Gerry Forbes (middle), Morning Host at CJAY 92 Calgary was inducted in the WAB 2014 Hall of Fame. Stewart Meyers (left) outlined Forbes accomplishments.



WAB President Neil Shewchuk presents Mike Omelus of Global News Calgary with the WAB Gold Medal for Television for State of Emergency: Alberta Floods 2013



Tenille



Hilary Montbourquette, Newcap Radio Red Deer and Lloyd Robertson, CTV Toronto



Mark Tamagi, One 93.1 FM Leduc



Patrick Cardinal, Bell Media Radio Edmonton and Len Perry, Bell Media Calgary