

# BROADCAST Dialogue

## Essential Reading

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Thursday, March 5, 2015

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**R**ADIO: Dean Blundell is back on morning radio in Toronto after being fired from *The Edge* last year. His *Blundell & Company* hit the air this past Monday morning on *Sportsnet 590 The FAN*. The “& Company” component of the show features George Rusic, Ryan Fabro, Kayla Harris and Halina Balka...



Dean Blundell

A non-appearing hearing in Gatineau April 30 will consider, among other applications, those from Antoine Karam and *Sound of Faith Broadcasting*. Karam wants 99.1 in Halifax at 355 watts for an ethnic commercial specialty station. Sound of Faith Broadcasting has applied for 93.7 in Kitchener at 420 watts. It wants a specialty (Christian music) station...

Toronto Mayor John Tory, the former afternoon drive host at *NewsTalk 1010 (CFRB Toronto)*, will return to the station though in a limited once-monthly capacity. His first guest host appearance will be this afternoon (Thursday) on Ryan Doyle's pm drive show... While *Newcap's* revenues climbed 25% in the fourth quarter to \$44.4 million, the company took a hit on profit. Newcap had net income of \$2.5 million, or eight cents per diluted share, for the period ending Dec. 31; down 75% from \$10.2 million, or 35 cents a share, a year earlier. Fourth-quarter profit was affected by a \$5.7-million non-cash impairment charge and an \$800,000 writedown on the value of the company's marketable securities...



John Tory

*Edison Research* says a majority of Americans 12+ have listened to some kind of online radio in the last month, including streaming services such as *Pandora* or *Spotify*, and the online streams of AM/FM radio stations. Edison began tracking Internet behaviors in 1998. According to the *2015 Infinite Dial* study, 53% of Americans 12+ are monthly listeners of online radio (approximately 143 million people). Download the study from <http://www.edisonresearch.com/the-infinite-dial-2015>...

Australia's high court yesterday (Wednesday) backed the *Australian Communications and Media*



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*Authority* (Acma), Australia's *CRTC*, in finding that *2Day FM Sydney* broke the law with a prank call to a British hospital taking care of the pregnant *Duchess of Cambridge*. The high court ruled in favour of Acma, overturning a ruling by the lower federal court that said Acma didn't have the power to find 2Day FM broke the law because it did not have authority in criminal matters...

A traffic report study commissioned by *Canadian Traffic Network* and performed by *Research Director, Inc.* looked at traffic reports on 53 stations in all five PPM-measured Canadian markets. In each of those markets, the three minutes around the traffic report had higher listening levels compared to non-traffic periods...

The *630CHED Edmonton Heart Pledge Day* has met its target of \$250,000 for this year. It adds to the \$68 million raised since 2009. This year's money raised goes towards an EMCO transport for the *Mazankowski Heart Institute* and is best described as a mobile bed with technology under the mattress to keep patients alive by circulating a person's blood while in-transit...

*Jump! 106.9 Ottawa*, a *Corus* station, has launched a recruiting promotion for the co-host position on its morning show. The catch is that they're looking for a radio newbie. Details can be found at <http://www.jumpradio.ca/contest/6059/gallery>.

**T**ELEVISION: *Bell Media* has filed a motion with the *Federal Court of Appeal* saying that the *CRTC* was in error when it banned simultaneous substitution using Canadian ads instead of the American ones during the *Super Bowl*. Bell Media calls that decision unfair, that the Commission was wrong to single out Super Bowl ads while otherwise declaring simsub as important to the Canadian broadcasting system...

*Channel Zero*, the owner of *CHCH-TV Hamilton* and specialty channels *Rewind* and *Silver Screen Classics*, has reached agreement with *Bloomberg* to launch a Canadian version of the business news channel, *Bloomberg TV Canada*. It will provide 24/7 Bloomberg global market coverage, as well as Canadian business and financial news...

Engaging millennials via *NHL* broadcasts is proving more difficult than initially thought. While they're following the NHL much more on digital platforms as opposed to full



televised games, hockey is in a fight to hold on to its relevance among younger viewers in Canada because while they're more likely to follow the game online, on social media and on mobile devices than older generations, they're watching less overall. *Rogers Communications* and the *National Hockey League* went on a 10-city research tour last year and found, according to *Solutions Research Group* President Kaan Yigit "... that a 25-year-old today is growing up watching not just hockey, but soccer, basketball ... and is more [culturally and ethnically] diverse than ever as well"...

*TSN's James Duthie* read an apology Tuesday night to *Maple Leafs* captain *Dion Phaneuf*, his wife *Elisha Cuthbert* and Toronto forward *Joffrey Lupul* after an inappropriate fan tweet about Cuthbert and Lupul was used in the crawl during Monday's *NHL* trade deadline coverage. Phaneuf, Cuthbert and Lupul had sent a letter earlier in the day threatening legal action. *TSN* says it will no longer air public tweets during live coverage... It's official, the *CRTC* has revoked the licence of *Sun News Network. Quebecor Media*, on behalf of *Sun Media* and *TVA Group*, had filed the application requesting revocation of its broadcasting licence for the specialty Category C service...

A new bilingual Website showcasing Canadian feature film, television and digital media -- created by the *Canada Media Fund (CMF)*, *Telefilm Canada* and the *Canadian Media Production Association (CMPA)* -- is said to be a user-friendly site celebrating the uniqueness and diversity of Canada's thriving audiovisual industry. Have a look at [www.eyecanada.ca](http://www.eyecanada.ca)...

Monday morning, shortly before 6:30 a.m., a repeat of the previous night's *CTV News* was interrupted at *CTV Atlantic (Halifax)* when a bit of porn went to air. A warning flash on screen advised that sexual nudity lay ahead and then, there it was: *Summer Camp Girls*. *Bell Media* said it regretted the mistake and apologized "for any confusion or concern it may have caused"...

The auction to monetize whatever could be salvaged from bankrupt *Aereo*, the *OTT-TV/cloud DVR* startup, raised less than \$2 million. *Aereo* was shut down by the *U.S. Supreme Court*...

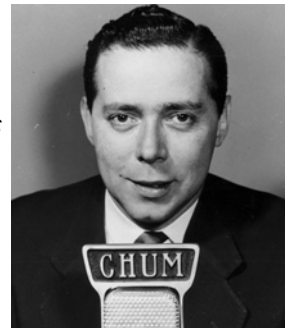
The 24th annual *University of Ottawa Heart Institute Telethon* on *CTV Ottawa* raised nearly \$7.8 million. The funds will go toward research and to providing care at the institute...

The *U.S. Federal Communications Commission* has ruled that *ISPs* must act in the public interest and should be regulated the same as telephone and cable providers, the same way it is in Canada. Installing net neutrality for broadband networks that have become essential to everyday life passed 3-2.

**SIGN-OFFS:** *Don Berns*, age unknown, of a heart attack in *Brampton*. The Connecticut-born Berns came to *Toronto* in the early '80s to work at *CFNY*. Later, he became assistant PD and music director (1985-87) and PD (1987-88), and on-air personality (1985-92) when the station was known as *The Spirit of Radio*. Before *CFNY*, he'd been with a number of American stations in major markets. When *CFNY* changed the format in 1992, Berns moved to the then-new *Energy 108*. Later, he spent time at *Power 88.5*, *Hot 103.5* and *CHIN FM*. He had also been the booth announcer for *Global Television*, a voiceover artist for a number of national commercials and worked in theatre...

*Pete Nordheimer*, 93, in *Newmarket, ON*. Nordheimer was one of *CHUM Toronto's* original DJs back in 1958. His contemporaries were *Bob Laine*, *Al Boliska*, *Jay Nelson*, *John Sprague*, *Dave Johnson*, *Mike Darrow* and *Bob MacAdorey*...

*Siggi Leipold*, 75, in *Toronto* of cancer. Leipold did German programming in the *Toronto* area, beginning at *CKQT-FM Oshawa* and later, in 1980, moving to *CING FM Burlington*. In 1995, he moved to *AM 530 (CIAO) Toronto* where, until three weeks ago, he continued his on-air presence.



Pete Nordheimer

**REVOLVING DOOR:** Jay 'Mad Dog' Michaels was let go yesterday (Wednesday) from the morning show at *Virgin Radio 99.9 Toronto*, owned by *Bell Media*. He'd held the position since mid-2006. Before that, he was with *Rogers* as morning co-host on *98.1 CHFI FM Toronto* for two years, a move from sister *KISS 92.5 FM* where he'd been from 1999 to 2003...



Jay 'Mad Dog' Michaels

*Country 101 Ottawa* PD/Morning Host Joël Lamoureux is no longer with *Rogers*. He'd joined then Y101 in June 2012 as PD/MD. After its rebrand to *Country 101* Lamoureux added morning host duties, partnering with *Anne Ivison* who joined him from *Rogers Sudbury*. Midday host *Amanda Kingsland* is now the fill-in host for *Country 101* mornings...

*Anne Ivison*, ex of *Country 101 Ottawa*, recently crossed the street to join *Bell Media's New Country 94* doing afternoon drive. New in mornings at the station are *Ryan Lindsay* from *AMP Calgary* and *Sophie Moroz* from *The Beat Kitchener*...

*Martin Tremblay* at *KISS 105.3 Ottawa* has begun as interim PD. He had been brand director at *Astral Media*...

*Bob Derro*, after three and a-half years as the morning host at *Jewel 98.5 Ottawa*, is no longer with the station. In his place, *Codi Jeffreys* joins *Nida Drake* and both are now co-hosts of the city's first all-female morning show. *Jeffreys* had been part of *Majic 100 Ottawa* mornings and *BOB-FM Ottawa* afternoons...

At *Q99 Grande Prairie*, *Sheena Roszell* has been promoted to news director succeeding *Randy Pike*, who left a while ago. Also at *Q99*, former *660 News Calgary* reporter/anchor *Glory Przekop* is now the senior morning news anchor...

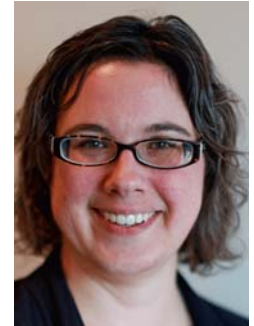
*Kelsey Lehman*, after three years at *Virgin Radio Edmonton*, moves to become MD/midday announcer at *KISS Vancouver*...

*Courtney Ketchen*, a morning show co-host at *Energy 106 Winnipeg*, will leave the station March 20 to join the morning show at *CTV Calgary*...

*John Arruda*, a *Corus Radio Barrie/Collingwood* stalwart for 17 years, is moving to *Newcap Toronto* as creative director, the same position he held at *Corus*. *Arruda* begins in *Toronto* March 9.



Sheena Roszell



Glory Przekop



John Arruda

**GENERAL:** The *Ontario Association of Broadcasters'* (OAB) 10th Annual Career Day on Monday at *Corus Entertainment's* facility in *Toronto* saw 52 broadcasters at session tables speaking with about 360 students about the various crafts that fall under the broadcasting umbrella. Those students were from 11 post secondary facilities in *Southern Ontario*. The panel discussion on job searching was comprised of recent former students now employed in broadcasting. Their presence added credibility from contemporaries rather than preaching from "grey hairs". The OAB also presented the 2014 *Michael Monty Scholarship* to *Jillianne King-Godard* from *Mohawk College* in *Hamilton*...



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Former *Alliance Atlantis* CEO Phyllis Yaffe has joined the *Comweb* board of directors. She is Chair of the board of directors of *Cineplex Entertainment* and lead director on the board of *Torstar Corporation*...

The *Canadian Media Production Association* (CMPA) says the digital media environment is now fully committed to commissioning original programming and many traditional media companies are also producing 'digital first' original content. 'Content Everywhere' is now an imperative for any and all media companies. See the White Paper [HERE](#).

**SUPPLYLINES:** *Quantel* has named Tim Thorsteinson to the role of CEO, succeeding Ray Cross who stepped down after 10 years as chairman/CEO. Thorsteinson had previously been CEO of *Grass Valley* and president of *Harris Corp.* (now *Imagine Communications*).



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# How to make broadcast radio work in a streaming world

**A**t the recent North American Broadcasters Association Future of Radio Audio Symposium in Toronto, Emmis Broadcasting CEO Jeff Smulyan—in a keynote address—opened his remarks by reflecting on a mathematical reality: It costs \$39,000 a year for electricity to reach 15 million people in Southern California via the transmitter of Power 106 Los Angeles. Conversely, he said, if Emmis abandoned the over-the-air delivery system and went only with streaming, the cost to his company would be \$1 million dollars annually. However, listeners' costs would be more than a million dollars a year because Emmis buys data at a bulk rate and listeners don't. Listeners are just now beginning to understand, he said, that data costs are essential to radio listening via the usual cellphone apps.

Emmis Broadcasting  
CEO Jeff Smulyan

FUTURE OF  
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Symposium

February 19th 2015

# FUTURE OF RADIO AUDIO *Symposium*

“We (broadcasters) have the most efficient distribution mechanism in the world and there is no third-party in between us and our listeners. So our point is that there is strength in that signal . . .”

The Pandoras and Spofifys of the Internet world continue to lose money, Smulyan claimed. He said he got into trouble recently because during an interview he said Emmis made more money before lunch that day than Pandora made in its history.

Emmis, he said, is a member of iHeart and of TuneIn. “We had the number one radio station in the United States on TuneIn last year, Hot 97 New York City. We lost \$400,000 streaming Hot 97. Right now, streaming is a hobby.”

There is a better way, he said. FM chips exist in cellphones and have since well before the smartphone came along. In every smartphone is a FM chip embedded in a multi-chip set. Smulyan wondered how listeners would react if they knew there was a free radio in their smartphone that may have cost them \$500 but that’s been disabled by the North American carriers.

Not turning them on, he said, puts cellphone providers in an undefensible position. In every major emergency anywhere in the world, when a power grid goes down, over the air radio is the only answer “and when the power goes down, your cellphone is officially a brick”. But, he said, if the FM chip is activated, people can get life-saving information.

On the Monday following Smulyan’s mid-February speech at the NABA event in Toronto, the American radio industry launched a massive campaign telling the 275-million 6+ listeners that there is an alternative. ([See article](#))

Ten billion hours of local radio are streamed on the data networks every year. “That is 10 billion hours that could be given back to the American public for free.”

## The Technology is Coming Back to Over-The-Air Radio

“I know there are people in this room who think it’s a streaming world, but I will tell you why technology is coming back to us. We (broadcasters) have the most efficient distribution mechanism in the world and there is no third-party in between us and our listeners. So our point is that there is strength in that signal . . . We said it’s not enough to turn the chips on, we’ve got to build a compelling ecosystem. That’s what NextRadio is. NextRadio was really fathered by Paul Brenner [SVP, chief technology officer, Emmis Communications] and the technology department of the





National Association of Broadcasters. The conclusion was we've got to have an industry solution. What we've done is nothing less than replicate what broadcasters have done in North America for 95 years; make every element of the radio station interactive. Make it visual, make it compelling."

Smulyan said the campaign calls on listeners to find out what the next generation of radio sounds and looks like in the device that they carry with them, universally, that they look at 130 times a day. Radio, he said, can be there in a way that people think is cool. "We lost the portability battle and now we have a chance to get it back into a device that everybody is carrying."

NextRadio, he said, is compelling and it's free.

Of those 10 million hours that people listen to radio on their smartphones, they are paying for data. And they're beginning to be aware of that. And users are only recently becoming aware that streaming data isn't free. There's no way it could ever be. Smulyan quoted figures that reveal in the first five years of the iPhone's existence, AT&T's data usage went up 21,000%. People are using their smartphones for practically every communications need and, he said, it's no wonder there's a spectrum crisis.

"But for entertainment it is an incredibly inefficient method. Incredibly inefficient.

"In an industry that's never unified, I think they (broadcasters) all realize that our over-the-air signal still is robust." Technology is moving in favour of OTA broadcasters at a time when people understand there are costs, when people understand that batteries drain three to five times faster doing the same things streaming than over the air. Broadcasters, he said, can do it for free."

You have no idea the power of free, he said, “but I think the most important thing is that you’ve got to let your listeners know that there’s a new way to listen to radio”.

There are a couple of providers that now allow activated FM chips. As a result, and with the help of PPM and Nielsen, “when people interact with that device they spend almost twice as much time on their radio experience than they do in the normal radio experience in the United States”.

An average listening session to radio in the U.S. is nine minutes and 30 seconds. The average NextRadio interactive session is over 16 minutes. “If we can replicate that over 300 million phones, we’ve got a different industry.”

Radio, he said, used to get the benefit of 45 million Walkmans. It’d be nice “if we got the benefit of 300 million smartphones that are portable radios in everybody’s pocket that are looked at 130 times a day.” As well, he said, consider the interactive advertising. Major U.S. advertisers have told RAB CEO Erica Farber that they think NextRadio is the Holy Grail. Some say they believe radio’s ability to interact on a one-to-one basis will see smartphone technology married to radio’s relatability, its community interactions, its promotional skills, its disc jockeys with radio’s thousands of sales people on the street.

Further, he said, if a station ran an ad for Tim Hortons but at the same time a coupon popped up on your smartphone, that would be a separate sale to Tim Hortons; a radio spot and an interactive component. It becomes a new sale for the radio station.

“I urge you to make those chips active ... Make radio interactive. This medium doesn’t deserve to be a second or third class medium. It deserves to be the dominant form of local entertainment all over the world and I urge you to do that and I hope the next time I’m invited to speak to you that the topic of my speech will be how can streaming survive in a radio broadcast world.

— *Howard Christensen*



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Thursday, March 12, 2015

Volume 22, Number 40

### REVOLVING DOOR:

**R** Gerry Siemens, after 22 years, is no longer with the *Jim* Pattison Broadcast Group stations in Vancouver. He had been VP/GM of *JRfm 93.7 (CJJR-FM)* and *The Peak (CKPK-FM)*...

Shad (Shadrach Kabango) is the new host of *Q*, the *CBC Radio One* show, beginning April 20. The *Juno Award*-winning rapper was raised in London (ON) and holds a business degree from *Wilfrid Laurier University* and a master's degree in liberal studies from *Simon Fraser University*. He succeeds Jian Ghomeshi...

Scott Tucker, ex of *97.5 Virgin Radio London*, will become the morning host at *99.9 Virgin Radio Toronto* March 30. Maura Grierson joins *Tucker in the Morning* as co-host. His career began as a volunteer at *CSKY Radio (John Abbott College)* on Montreal's West Island and continued at community station *CJMQ Sherbrooke* while he was studying sociology at *Bishop's University*. Since then, Tucker's had paying gigs at *CJYM Rosetown*, *Z99/CJME Regina*, *FM 96 London*, *K-Rock Kingston* and *CHOM-FM Montreal*. His morning show at Virgin Radio London -- *Tucker and Sarah* -- won the *2014 Secondary Market On-Air Talent of the Year* award at *Canadian Music Week*... The new morning show *102.3 JACKfm London* will be *Curtis and Hilary* -- Curtis Bray and Hilary



Gerry Siemens



Shadrach Kabango



Scott Tucker

Welch. Bray's last stop was as PD and morning host at *K-ROCK 89.3 Kentville*. Before that, he was with *Corus Kitchener* and *Wayne FM Wainwright*. Welch moves from sister *Rogers* station *KiSS Sudbury* where she was MD/producer/morning co-host. Bray is on the air now and Welch arrives March 30...

Dani Mario has been appointed news director at *CTV Saskatoon*. Most recently was an anchor/reporter

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at *CBC Saskatchewan*. She begins at CTV Monday (March 16)...

Claude Dufault becomes GM/GSM of *Radio Fierté 980AM (CHRF)/CFMB -1280AM Multiculturel Montreal (Evanov Radio Group)*, on Monday, March 16. His background includes 40 years of radio and television with such companies as *Radiomutuel, Telemedia, RNC, Tele-Quebec, Cogeco Metromedia* and *Mount Royal Broadcasting* (where he was a minority partner)...



Dani Mario



Sylvain Venne



Mandi Fields

Dave Humen will become GSM at *Harvard Broadcasting's* two Edmonton stations -- *95.7 CRUZ fm/HOT 107 FM* -- on Monday (March 16). His broadcast career has been spent in Edmonton, first in radio at *K97* and, most recently, as market manager at *City* television...

New in mornings at *CHAY-FM Barrie* is Ben Davy. The two-year swing announcer, formerly morning host at *LIFE 100.3 Barrie*, joins Tara Dawn for a new show that begins March 30...

Robyn Burns is back home on Vancouver Island as host of *CBC Radio's All Points West* from Victoria. Burns's previous stops include Ottawa and, most recently, *CBC Yellowknife*...

Sylvain Venne has been appointed VP of sales at *Groupe V Média* in Montreal after holding the interim position since December. Before that, he was GM of local and regional sales for the company...

*Bell Media Southwestern Ontario* has made some promotion changes. Lisa Peters moves to become promotion and marketing director for company radio stations in Hamilton, St. Catharines, Kitchener and London as well as *CTV Kitchener* and *CTV London*. Becky Riley has been promoted to promotion supervisor at Bell Media London and Kitchener. She had been promotion assistant at Kitchener. And Mandi Fields is now community relations coordinator for the London and Kitchener properties...

Gary Tredwell, a 25-year broadcast industry veteran, has moved from his PD position at the *Evanov Halifax* stations in favour a sales position at a local Ford dealership...

Brendan Seeley begins in middays at *KG Country Red Deer* next week. He moved from *Lloyd FM Lloydminster* where he did afternoon drive...

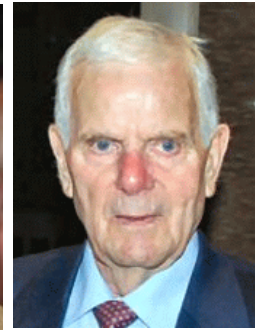
Tyler Carr, a recent *SAIT Calgary* graduate, is the new morning host at *The One 101.1 (CIXF-FM) Brooks*... *BD* inadvertently dropped Mary from Mary Anne Ivison's name in last week's edition. She's at *New Country 94 Ottawa*.

## SIGN-OFFS:

**Fred Latremouille**, 69, in Phoenix. The on-air host was a staple of the Vancouver radio scene over a period of three decades, from the '80s until his retirement in 2007. He began his radio career at *CKYL Peace River* when he was 16. Later, he went on to work in television as an actor and as a weatherman. The *Canadian Association of Broadcasters Hall of Fame* member also has a star on the *B.C. Walk of Fame*. Latremouille and his later-to-become wife, **Cathy Baldazzi**, were co-hosts of the *CFUN Vancouver* morning show in the '80s and early '90s. In 1993, they moved to *KISS-FM (CKKS-FM) Vancouver* mornings for what turned out to be a seven-year stay. At that point, the couple retired. But, six years later, they were back, this time at *CLEAR FM Vancouver* with a revived "*Latremornings*". A year later, however, the Latremouilles decided it really was time to retire...



Fred Latremouille



Willie Renz

**Willie Renz**, 83, in Toronto of a massive heart attack while on his daily walk. The broadcast technologist began his career as an electrician working for *Superior Cable* in Thunder Bay where he gained insight into specializing on cable head end systems. In 1970, Renz began installing and servicing FM, TV and microwave antenna systems across Canada. He was presented with the *Lifetime Achievement Award* by the *Central Canada Broadcast Engineers (CCBE)* at its 2012 convention. "He's probably serviced nearly ever broadcast antenna or tower in the country during his career as an antenna technician," said *Grundy Telcom's* John McKay.

## RADIO:

**The Beat (CFBT-FM) Vancouver** became **94.5 Virgin Radio** last Thursday morning. There were no changes to personalities nor the *Bell Media* station's music. The rebranding returns Virgin Radio to the Vancouver market after a year's absence. Last March, *Virgin Radio (CKZZ) Vancouver* transitioned back to its **Z95.3** name following Bell's merger with *Astral*. In the transaction, Bell retained the Canadian rights to Virgin Radio branding...

The *Evanov Radio Group* will close on the purchase of *CFMB-AM Montreal* April 1. CFMB, the first licensed multilingual radio station in Canada, was founded in 1962 by Casimir Stanczykowski... Meanwhile, *The Jewel 106.7 (CHSV-FM) Hudson* is on the air, its testing period over. First song played Monday morning was *Knowing Me, Knowing You* by *Abba*. Ted Bird does mornings with Tanya Armstrong on news and traffic, along with producer **Kris Leblanc** who also hosts weekends. Afternoon drive host is **Bob Coley** with **Sylvia Asche Bullard** on news and traffic. The rest of the schedule is syndicated programming. For the time being, the new station is broadcasting from sister *Evanov* station *The Jewel 107.7 Hawkesbury*, about 40 km away...

Christian station **LIFE 100.3 Barrie** attracted 500 concert-goers to its 24th annual *Air Raid* event in Barrie on the weekend. The station, with repeaters in Owen Sound, Peterborough and



Huntsville, began the initiative to “provide clean, live entertainment to our youth listeners”... *WQSH-FM Albany* is now playing Christmas music 24/7/365/52. Once known as *PopCrush 105.7*, it’s now *Santa 105.7 FM*. Promising everything from “Sting to Bing”, station management said there’s a strong demand for holiday hits year-round.

## **T**ELEVISION:

*Bell Media* President Kevin Crull told the *Prime Time* conference in Ottawa that the *CRTC*’s policies are hobbling his company’s profitability. He further suggested pulling the plug on all American OTA networks which are carried by Canadian BDUs. They aren’t necessary, he argued, because 99% of the top American shows are carried by *Bell Media*, *CBC*, *Shaw* and *Rogers*. The problem, he said, lies in the decades-old practice of allowing *ABC*, *CBS*, *NBC*, *FOX* and *PBS* to be broadcast in Canada for free; the business model for OTA television is fundamentally broken and unsustainable. Crull also wants raised television fees, to violate net neutrality rules and to make *Netflix* less attractive to consumers. Further, he said, the program rights Canadian broadcasters buy aren’t being protected well enough thus damaging the ecosystem that produces local content. Crull wants a “supportive regulatory and public policy framework” that enables rather than undermines content creators... Also at the *Canadian Media Production Association’s* annual Prime Time conference, *Telefilm Canada’s* 2015-2018 strategic plan was revealed. Called *Inspired by Talent. Viewed Everywhere*, the plan sets out six priorities: Promoting the excellence of Canadian content; Fostering innovative marketing practices; Market intelligence: making decisions supported by meaningful metrics; Conduct value-added research and survey activities, as well as communicating results to help the industry make informed decisions; Industry funding: diversifying sources of funding; and, Ecosystem of companies, delivering together and offering those production companies having achieved an outstanding level of performance access to a fast-track funding stream...

Business Reporter *Amanda Lang* adhered to journalistic standards during her involvement in a 2013 story concerning the *Royal Bank of Canada*, says *CBC News* Editor-in-Chief *Jennifer McGuire*. The story concerned *RBC’s* use of temporary foreign workers. *McGuire* says the *CBC’s* review looked at journalistic content, conduct and an employee’s obligations to disclose any potential conflict of interest. All met *CBC’s* journalistic standards...

The *Quebec Court of Appeal* has unanimously ordered *Bell ExpressVu* to pay \$137 million, including interest, to *Videotron* and *TVA* for failing to prevent the piracy of its satellite signal between 1999 and 2005. The ruling upholds a lower court decision that said competitor *Videotron* was harmed by *Bell ExpressVu* deliberately neglecting to implement appropriate security systems to prevent piracy. By gaining free access to *Bell*, viewers could watch *Videotron* programming at no cost, reducing the number of paid *Videotron* subscribers and royalties paid to specialty channels of the French-language *TVA* network that had been distributed by *Bell* since 1998...

There are two new reports from the *Media Technology Monitor* about traditional television; one on TV distribution and the other on high definition & Smart TVs. A highlight of the *TV Distribution Report* includes the continuing decline of subscriptions to BDUs. While cable is still the most common way to receive TV signals, it fell from 46% of market share to 43% over the last year. For perspective, this new number is a decline of 26% from what it was five years ago. The second report about high definition and Smart TVs found, among other things, that the HDTV market is nearing maturity while Smart TV ownership grew by 25% year over year. Close to four in 10 owners don’t connect them to the Internet. For more, click [www.mtm-otm.ca](http://www.mtm-otm.ca)...

*Historia* has a revamped look following the signing of an agreement with *A+E Networks* that provides *Historia* with special access to its content...

One month after *Brian Williams* was suspended for six months by *NBC News* for exaggerating his reporting experiences, the network newscast remains the most-viewed. Importantly, *NBC* has taken its biggest lead over competitors *ABC* and *CBS* with *Lester Holt* in the anchor position. Last week’s Nielsen show *NBC Nightly News*



with 9.74 million viewers, *ABC World News Tonight* with 9.25 million and *CBS Evening News* at 7.65 million. There are a lot of reasons for Holt's success, including the same set, story selection, pacing, production values and field reporters. "And by the way," said Deborah Potter, a former network news correspondent and now executive director of Washington's *NewsLab*, "he's really good."

**GENERAL:**  
The AWS-3 spectrum auction lasted one day and generated \$2.1 billion, with *Telus* picking up 15 licenses for \$1.5 billion. *Bell* got 13 licences for \$499.9 million. *Videotron* got four licenses for \$31.8 million. *Bragg Communications* also got four, these for \$10 million. *Wind Mobile* got three for \$56.4 million. Each licence is valid for 20 years... *Eastlink*, *Evertz Technologies* and *Pelmorex Media* have achieved platinum club member status - seven consistent years or more - as part of the *Deloitte Best Managed Companies* in Canada.



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# **BROADCAST** **Dialogue** *Essential Reading*

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*Paul Brousseau, Sportsnet*



*David Boorne, City Toronto*



*Lorie Russell, Newcap Radio, Toronto*



*Pat Cugliari, Bell Media Toronto*





2014 Michael Monty Scholarship winner Jillianne King-Godard of Mohawk College in Hamilton, OAB President Doug Kirk (left) and Jim Carr, Seneca College



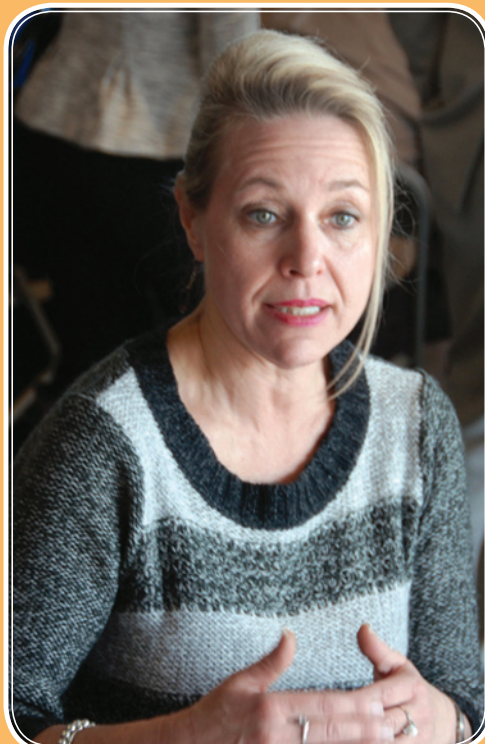
Tyler Mountain, 102.1 The Edge Toronto



Jonathan Green, Rogers TV



John Coldwell, Corus Radio, Toronto



Anne Lavrih, 680News Toronto



Glenn Torrence, Sportsnet/City/OMNI

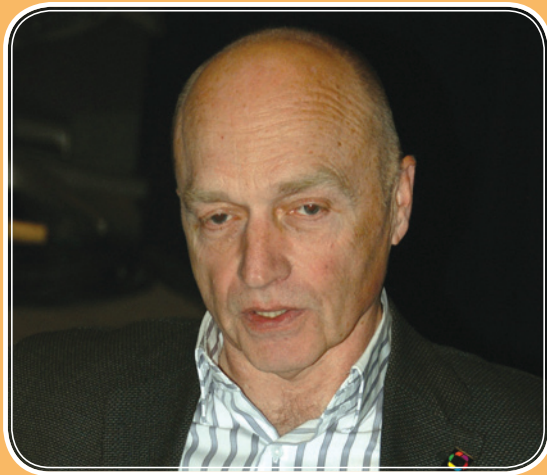




*Richard Bloom, City Toronto and Andrea Gagliardi, Rogers Toronto*



*Keith Beaulieu, City Toronto*



*Mike Katrycz, CHCH-TV Hamilton*



*Buffy McGaw, Global News*



*Joel Scott, Star 91.3/107.9 The BREEZE/  
MAGIC 96.7 Cobourg/Peterborough*



*Pat Gonsalves, Q107 Toronto and Angela Tu, Canadian Broadcast Sales, Toronto*

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# KISS them

## with radio

**Y**ou have no doubt heard about the KISS acronym, Keep It Simple Stupid. Simple sells!

Digital is anything but simple, and I believe we're missing the boat by not presenting radio as the simple turnkey media alternative.

Thousands are apparently leaving Facebook every day to migrate to the latest shiny new thing, Instagram. Before that they flocked from Twitter to Facebook. And who remembers MySpace?

The truth is, there are no "digital media experts" because that world changes before expertise can be established. An expert is defined as one who has a special skill or knowledge derived from training or experience. By the time we have experimented, experienced and learned a particular new media, everything we learned about the rules and platforms have already changed. I, for one, don't believe I have the right to experiment with an advertiser's hard-earned money. Instead, I feel obligated to present tried and proven solutions.

Remember when SEO, Search Engine Optimization, was a simple matter of key word stuffing and you could buy links? Google now changes the SEO rules and algorithms daily. Imagine a multi-tasking business owner who has to renew the lease, hire and train new staff, order Fall merchandise and fight the tax man, trying to keep up with all of the changes and competition in the new media landscape.

Your simple turnkey radio solution can be a breath of fresh air. All your client has to do is say "yes" and you do the rest.

Never under-estimate the comfort your prospects feel when investing in tried and proven versus evolving and experimental. Of course, some radio account executives are not experts. The

by Wayne Ens





only solution these old world dinosaurs offer is “buy more spots”. They take the simplicity out of buying radio by pitting their station against other stations instead of against other media. They seldom understand the advertiser’s real goals, or how to help them achieve their objectives.

These “spot-hockers” have never invested the time nor money to learn how to help their advertisers capture a return on their investment in radio. They spend more time learning how to sell, burn and churn than they do learning about consumer behaviour, marketing and creating results.

Amidst all of the hype, dramatic change and confusion on the new media landscape, radio marketing experts who can KISS their prospects with creative turnkey solutions are benefiting from a radio renaissance in 2015.

Making radio easy to buy can be your biggest selling benefit.

*Wayne Ens is president of ENS Media Inc. He can be reached at [Wayne@wensmedia.com](mailto:Wayne@wensmedia.com).*

# BROADCAST Dialogue

## Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • LOK 1B0 • [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

Thursday, March 19, 2015

Volume 22, Number 41

### TELEVISION:

The *CRTC* is moving to a quality-over-quantity basis by lowering quotas on Canadian content in a move it hopes will increase the quality of Canadian programming. Mandatory CanCon during the day is gone though half of the prime-time schedules must still air home-grown product. The Commission says networks/stations will be required to invest greater sums in the production of Canadian shows. Chairman Jean-Pierre Blais said, “*We’re tearing down barriers to innovation that have hampered broadcasters and producers*”. New measures include:

- **Revised CanCon quotas:** The quota for the ration of Canadian programs that local TV stations must broadcast during the day is reduced from 55% to zero. The quota during weekday prime time (6 p.m. to 11 p.m.) remains at 50%. The quota for specialty channels is harmonized at 35% overall.
- **New video-on-demand rules:** The *CRTC* is allowing video-on-demand services to offer exclusive content to cable and satellite subscribers, as long as they are available to all Canadians over the Internet without a television subscription. This will enable Canadian services to compete on a more equal footing with online video services. As well, Canadian VOD services must offer their own exclusive content without a BDU subscription, as long as it’s also available online.
- **End of genre protection** for specialty networks with niche programming. The *CRTC* will stop protecting the genres of specialty channels such as HGTV Canada. Rules are eliminated so that existing channels will be able to acquire or produce shows that better respond to their audiences. New specialty channels within the same genre are now free to enter the marketplace to compete with existing ones.
- **Promotion of Canadian shows:** The Commission wants more daily ad time dedicated to promoting Canadian programs so that viewers are made aware of them. It will host a *Discoverability Summit* to bring together innovators and thought-leaders to explore how technology can be used to help viewers find programs made by Canadians.
- **The *CRTC* will ask the BDUs** to create a working group to produce an audience measurement system using channel-surfing data collected by set-top boxes. The purpose is to help broadcasters do a better job of giving viewers programming they want and to improve scheduling decisions.
- **The Commission now requires** Canadian news services be offered to all cable and satellite subscribers.
- **Encourage big-budget shows:** In a bid to encourage big-budget hits, the *CRTC* is also launching pilot projects that broaden the definition of certifiable Canadian content. Shows based on adaptations of best-selling novels authored by Canadians or productions with budgets of at least \$2 million an hour will be eligible for Canadian content certification, as long as they meet other criteria...



# 1400+

## Radio Stations and Growing

### WO Automation for Radio

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Today (Thursday), the *CRTC* releases its decision(s) related to channel unbundling options. This, too, is part of the *Let's Talk TV: A World of Choice* initiative begun last year to, in the Commission's words, provide "a roadmap to maximize choice for TV viewers and to foster a healthy, dynamic TV market". Proposals made last fall included pure pick and pay and a so-called skinny basic model that would see BDUs offer a slimmed down all-Canadian service that includes local stations and provincial educational channels. Subscribers would choose (and pay for) individual specialty offerings and U.S. feeds. Also proposed was the capping of the basic service at between \$20 and \$30 a month...

*Apple* is in talks with programmers to offer a slimmed-down bundle of TV networks this fall. People familiar with it say the service will have about 25 channels anchored by U.S. networks *ABC*, *CBS* and *Fox* and be available on *Apple* devices. Noted by its absence is *NBC*, attributable to a disagreement between *Apple* and *NBCUniversal*... Upwards of 26% of adult broadband users who stream video from an online subscription service are what's described as cord cheaters, people who use someone else's account name and password of those who don't live in cheaters' homes. *The Diffusion Group* study says it boils down to an attitude of "Why should my daughter pay to stream Netflix when she can simply use my credentials to access the service with little fear of reprisal?"...

The *CRTC* has dismissed a complaint about sports content offered exclusively to *Rogers* subscribers through the *GamePlus* online service. The *Bell TV* complaint said *GamePlus* should be available for free to all subscribers of *NHL GameCentre Live*. But the Commission concluded that *Rogers* complies with rules allowing the provision of exclusive content to their subscribers if it's not created mainly for traditional television. *GamePlus* has extra camera angles and other content unavailable elsewhere. Intervenors supporting the *Bell* application included *TELUS*, *Eastlink* and the Canadian Cable Systems Alliance (*CCSA*).

## REVOLVING DOOR:

**R**Mark Maheu, the VP/GM at *Bell Media Winnipeg's CTV, 99.9 BOB FM, TSN 1290* and *Virgin 103.1 FM*, will end his three and a-half years there at the end of March. What began as a six-month contract turned out to involve 42 months of commuting from his home in Ottawa. Maheu is a former president of *Newcap Radio*...

Jeffrey Orridge, the executive director at *CBC Sports* and a *Harvard Law School* graduate, has been named to succeed Mark Cohon as commissioner of the *Canadian Football League*. He begins April 29...

Catherine Patry has become director, marketing and business-to-business communications for *CBC/Radio-Canada's* Media Solutions Group. Her previous employment was at *Telus* in management roles concerned with marketing and communications...

Steve Huber will become GM/GSM of *Vista Radio's Kootenay Group* based in Castlegar effective April 13. It's a step up within Vista since Huber moves from being PD at *2Day FM Grande Prairie*. His background also includes the *Saskatoon Media Group, Harvard Broadcasting* and *Standard Radio*...

James Dahlke is now sales manager at *Hunters Bay Radio (CKAR-FM) Huntsville*. His 30-year broadcast background includes, from the most recent, *Vista Radio Huntsville/Bracebridge, Haliburton Broadcasting, Rogers* and *MCTV North Bay*...

Christa Hicks, who's functioned in various roles during her 13-year tenure at *Rogers Kitchener Radio*, most recently as cluster promotions director, has become the *Country 106.7 Kitchener* program director...

*Pepper and Dylan, the Virgin Radio 104.9 (CFMG-FM) Edmonton* morning show the last four years, has been dismissed along with show contributors, Lamy Siff and "*Robbie the Intern*". Rob Pepper says there is no bad blood, just that *Bell Media* needed to go in another direction...

Scott McCord is back at *The Bear Edmonton* doing afternoon drive. After being with the station for six years, he left for the morning show gig at *The Bear Ottawa* in early 2013. Fourteen months later, *The Bear* became *JUMP! 106.9* under the new *Corus* ownership. McCord moved back west to do *CRUZ Edmonton* mornings in March of last year...

Kevin Oschefski, an 18-year veteran of North Bay radio, has been appointed program director of *KISS 100.5*. His morning co-host, Mike Bissett on the *Kevin & Big Mike in the Morning show*, also got a PD job, this one across the hall. He's now program director of sister *Country CKAT North Bay* and continues with Oschefski in mornings on *KISS*...

Mike Hepditch, the morning host at *99.5 Moose FM Bracebridge*, leaves the station March 27 for *B93 Lethbridge* mornings. He starts there April 1...



Mark Maheu



Jeffrey Orridge



Steve Huber



James Dahlke



Kevin Oschefski



Mike Bissett



Mike Hepditch



General Manager - Vancouver

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Melanie Adams has joined *1310News Ottawa* as an anchor/reporter. She had been doing morning news and co-hosting at *Bob FM* up until last fall. Before that, she was an anchor/reporter at *CFRA Ottawa*...

Jerri Southcott has joined *News95.7 Halifax* as the morning show reporter. Her background includes anchoring/reporting at both *CBC* and *CTV* in Ottawa. Southcott and her husband recently relocated to Nova Scotia...

Kory Teneycke and Dennis Matthews, two founding execs at the defunct *Sun News* network, have re-joined the *Conservative Party of Canada* at headquarters. Both left Prime Minister Harper's office for the network. Before *Sun News* went on the air four years ago, Teneycke was Harper's director of communications and Matthews was the PMO advertising manager and staff director. *Sun News* personalities who have also joined the Conservatives include former reporters Kris Sims and Daniel Prousalidis. Sims is director of communications for Veterans Affairs Minister Erin O'Toole and Prousalidis has the same position with Defence Minister Jason Kenney...

*NBC Nightly News* Senior Medical Editor Dr. Nancy Snyderman has resigned citing her coverage of the Ebola epidemic in Liberia last fall. She had to issue an on-air apology for violating a quarantine after being exposed to the virus. Her departure was a mutual decision. Snyderman, a surgeon, joined *NBC* in 2006 after a 15-year run at *ABC*.

### SIGN-OFFS:

**S**Allan Rowe, 59, in Halifax-Dartmouth. Rowe, a Nova Scotia Liberal backbencher, had been the anchor on *Global Television's* local supper hour newscast up until 2012. In the 2013 general election, he was elected to the Nova Scotia legislature. Rowe suffered a ruptured aneurysm when he was shovelling snow last month and was admitted to hospital. He began as a reporter when the station was known as *MITV*...

**N**ormand Beauchamp, 72, of cancer in Montreal. Beauchamp began his broadcasting career with *Télémedia* where he became

president in 1982. Between March 1984 and February 2000, he was president, chairman and CEO of *Radiomutuel*. Beauchamp was a member of the board of directors of *Astral Media* from 2000 to 2004 and was a recipient of the *Canadian Association of Broadcasters' Gold Ribbon Award for Broadcast Excellence*.

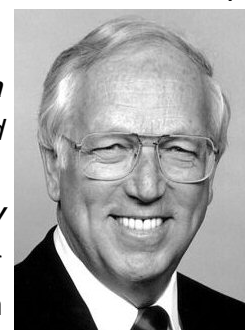
**A**I McCann, 85, in Edmonton. The play-by-play sports announcer was with *CFRN-TV Edmonton* and *CTV* for 30 years before his retirement in 1993. McCann's broadcast career included being the sports director at *CJOC Lethbridge* from 1954 until moving to Edmonton in 1963.



Alan Rowe



Normand Beauchamp



AI McCann

# RADIO:

The *Numeris PPM Top-line Radio Statistics* for Canada's top five markets are out. Changes from the December data include **96.3 CAPITAL FM Edmonton** taking **CHED's** number 3 spot (CHED is now 4th at 8.4); **Rock 101 Vancouver** taking **CKNW's** number 3 spot (CKNW is now 4th at 6.9); and **CBC Calgary** being displaced from the number 2 spot by **KiSS** (CBC is now 4<sup>th</sup>). In the graph below are the top three stations in each of the five major PPM markets...

Station	Owner	Share%	Cume (000)	Daily Cume (000)	
<b>Edmonton CTRL (Average Daily Universe: 1,258,000)</b>					
CKNO-FM	102.3 FM NOW! radio	Rawlco	11.8	972.0	198.0
CBX+	CBC Radio One	CBC	11.5	433.0	109.0
CKRA-FM	96.3 CAPITAL FM	Newcap	9.7	1076.0	159.0
<b>Montreal CTRL Anglo (Average Daily Universe: 889,000)</b>					
CJAD	CJAD 800 AM	Bell Media	26.1	466.0	190.0
CKBE-FM	92.5 The Beat	Cogeco	19.9	839.0	220.0
CJFM-FM	Virgin Radio 96	Bell Media	14.2	836.0	235.0
<b>Toronto CTRL (Average Daily Universe: 6,030,000)</b>					
CHFI-FM	98.1 CHFI	Rogers	13.6	5652.0	1052.0
CHUM-FM	104.5 CHUM-FM	Bell Media	10.1	5092.0	795.0
CBLA-FM	CBC Radio One	CBC	9.0	1727.0	429.0
<b>Vancouver (Average Daily Universe: 2,514,000)</b>					
CBU+	CBC Radio One	CBC	14.1	733.0	195.0
CHQM-FM	103.5 QM/FM	Bell Media	12.4	2408.0	454.0
CFMI-FM	Rock 101	Corus	7.3	1513.0	194.0
<b>Calgary (Average Daily Universe: 1,338,000)</b>					
CKRY-FM*	Country 105	Corus	11.3	854.0	139.0
CHFM-FM	KiSS 95.9	Rogers	8.4	1183.0	159.0
CFXL-FM	XL 103 fm	Newcap	8.2	1019.0	124.0

The Radio Meter survey period was Dec. 1 through March 1.

Demographic: A2+

Daypart: Monday to Sunday 2 a.m.-2 a.m.

Share: Within a central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to Total Encoded Radio.

Cume (000): Expressed in thousands, this is the total number of people who were exposed to the stations for at least one minute during the analyzed period.

Average Daily Universe: The average daily universe for the analyzed period. The universe is expressed as daily averages because it

changes slightly daily as the intab changes...

The first *Royal Inland Hospital Radiothon* at *Radio NL Kamloops* raised more than \$95,000. The money will be used to help outfit a new operating room.



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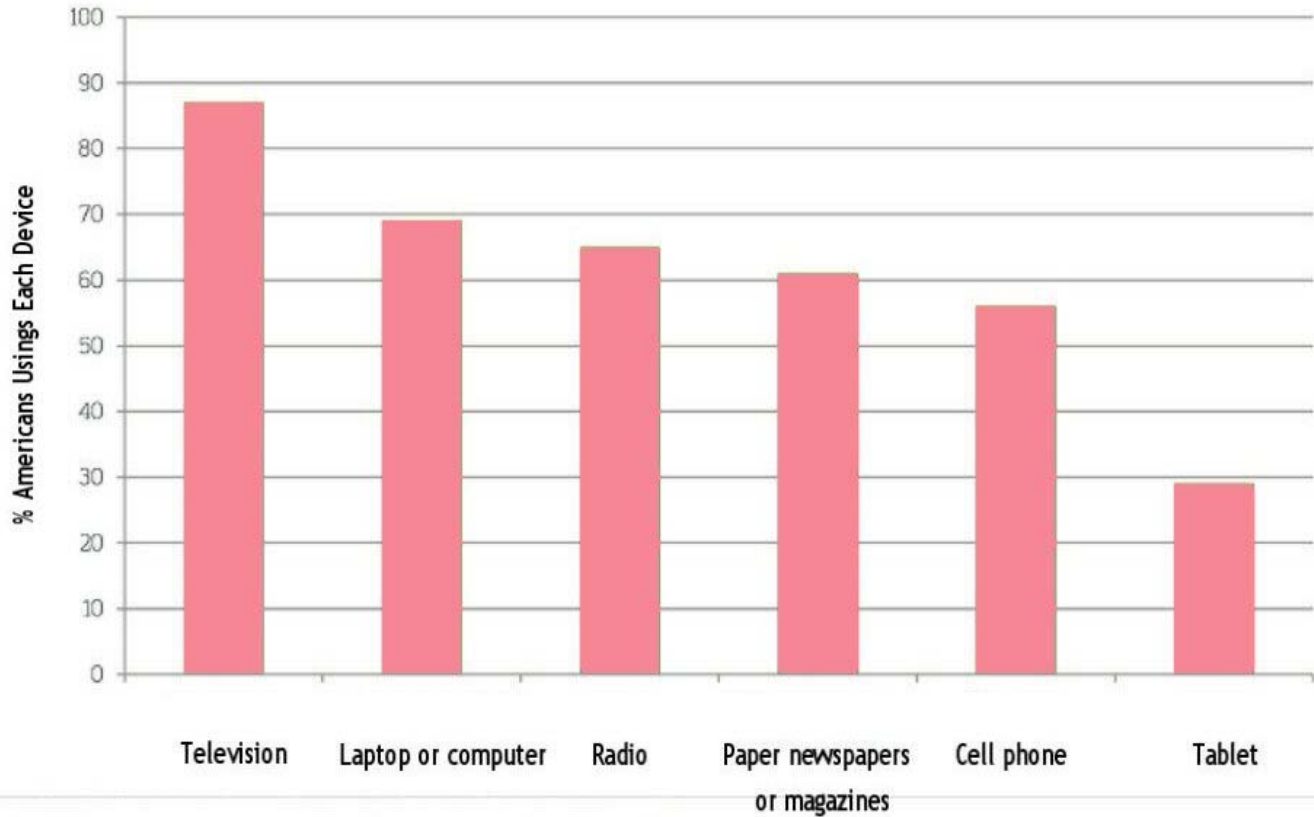
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# GENERAL:

While social critics and researchers have spent years worrying that the newest generation of American adults is less interested in news than those of the pre-digital age, a fresh look at the news habits of Millennials could put those concerns to rest. *The Media Insight Project*, a collaboration between the *American Press Institute* and the *AP-NORC Center* found, in their U.S.-wide survey, that 18-34s are anything but passive or civically uninterested (Ed's Note: See [Edison Research VP Sean Ross's comments in this week's feature article, Is being local still radio's competitive advantage?](#)). Further, it found that Millennials are not relying on social media for news. The majority of all Americans combine a mix of sources to get their news. See the graph on the next page:



Three-quarters of Americans get news at least daily, including six out of 10 adults under the age of 30.



The entire report is available [HERE](#).

## SUPPLYLINES:

Eight months after its doors were closed *LARCAN*, the TV and radio transmitter manufacturer, has been resuscitated by *Unique Broadband Systems* of Vaughn (just north of Toronto). UBS purchased the LARCAN assets from China-based *Sumavision* and has hired a number of former key employees... Quebec-based *Octave Communications* will join *LS telcom* April 1. LS, a German company, operates internationally and is a provider of integrated spectrum management and monitoring systems.





# Is being local still radio's competitive advantage?

**W**ith the proliferation of digital options and audio services claiming to be able to localize their products, what can radio do to maintain and grow its local competitive advantage in the face of these threats and the downward pressure on staffing and operating expenses?

With the decline/demise of newspapers in many communities, radio remains the only local traditional medium making personal connections.

The North American Broadcast Association's Future of Radio Audio Symposium held in Toronto last month saw CRTC Vice-Chair, Broadcasting Tom Pentefountas, Radio Advertising Bureau President Erica Farber, Audience Insights President Jeff Vidler and Edison Research VP Programming Sean Ross attempt to answer the questions posed in the headline and the first paragraph. The panel's moderator was Paul Ski of Rogers Communications.



FUTURE OF  **RADIO AUDIO**  
*Symposium*

“Streaming podcasts and satellite radio are going to grow as well and as they do, this is where broadcasters are trying to predict the future of what’s going to happen to radio.”

Jeff Vidler said that AM/FM radio continues to dominate. Six in 10 Canadians say that on average they listen to broadcast radio at least once a day, way above streaming music services, e.g. Spotify or other pure play services.

In Canada during the last two and a-half years, Rdio, Songza, Spotify appeared on the scene and became super aggressive in promoting themselves. Comparatively, the tracking numbers are still way behind the U.S. where Pandora exploded on the scene. The most recent Nielsen data suggests that per capita Time Spent Listening (TSL) to audio streaming in Canada is about one-quarter to one-fifth that of what it is in the States.

Putting blinders on, however, won’t stop the reality of digital services maturing. Streaming podcasts and satellite radio are going to grow as well and as they do, this is where broadcasters are trying to predict the future of what’s going to happen to radio. “I think the future for local broadcast radio is actually pretty bright”, said Vidler.

In a survey, people were asked what it is about AM/FM radio that still gives it value. Why do you continue to use AM/FM radio?

Five main themes emerged:

- 1) Radio is easy and it’s convenient. No hassle. It’s always there. It’s in my car. Don’t have to choose the songs to play, just turn on the radio and that’s it. It’s convenient.
- 2) It’s free. There’s no new equipment I have to buy, I’ve already got a radio. Not yet another service that I need to subscribe to. No data usage fees. It’s free.
- 3) Local news, local traffic, weather, local commercials.
- 4) Radio is live. It’s happening in real time. Real people talking about a shared life experience with family and friends.
- 5) It’s personal. It’s about the human connection very specifically to the personalities on the radio. The humour, the interactions between the personalities, the interactions of the personalities to the listeners.

Tom Pentefountas acknowledged the advantage of local radio but seemingly took a step back by saying that terrestrial radio as it is today is “falling off the rails” and that content is key. The streamers, he said, are working hard on content. Nielsen, he said, has demonstrated that there’s no money in streaming for the artist or for the streamers. Money is being lost hand over fist.

He was clear that radio is the convenient, cost effective way to reach local consumers on a medium that remains free.

Sean Ross said he wants broadcasters to be the people who provide all types of audio and in doing so preserving the radio culture and the community. Live and local, he said, is often the panacea for broadcasters’ issues but live and local

is not the fix-all for everything and it's not the only thing we do right. Adding to Vidler's list of how people feel about AM/FM are the shared experience, music discovery, music recovery (putting people back in touch with the music they always loved), he said.

There's live and local and then there's sense of place, talking to people from where they are, conveying to people the place where they are.

Ross noted that some very smart broadcasters gave up live and local after asking "Why not have the best talent in every market? Who cares if Howard Stern is local?" The problem was the people who were good broadcasters and trying to do better radio were often working for people who were only interested in saving money. They weren't necessarily interested in the esthetic advantage of networking or shared programming assets, and from then on it's been hard to know if people are going to national/regional assets for the right reason.

For example, Ross asked if Ryan Seacrest is really the only good midday talent in North America.

"We're been through a period, and for many we're still in it, where live and local was 'so what?' I think we have come to realize in the last couple of years, that live and local very much matters."

Canadian news talk radio, he said, is far healthier than the American version. And he credits local versus syndication as the reason. When broadcasters are savvy enough to research live and local, he said, they definitely see that it makes a difference. "Millennials, when you research them, you find out that they respect community service and responsible community businesses. They respect local and they respect sense of place. Sense of place is more than local. I've heard some stations that are live and local completely fail to convey it."

The best sense of place is when the consultant comes in and says the station is terrible. So, why do they have a 10 share? It probably means they are doing something right for the market. "If you do that you don't have to say you are live and local."

Erica Farber said that despite all the changes since the transistor radio came along, radio at its core is still the same business—it's still engaging listeners. In the U.S., radio reaches 91% of the 12+ population. Even with the abundant choices, AM/FM continues to dominate.

Radio is the original social medium, she said. In a study of people who listen to radio two hours a day or more, radio generates more word-of-mouth impressions than a heavy TV user, a heavy print user or even the Internet. "This is really important from an advertising standpoint . . . Nielsen linked shopping data to audio data listening and for every dollar spent on radio advertising, a consumer package goods advertiser achieved on average \$6 in incremental sales ... Using the same methodology a large big box retailer saw increased shopper retention by





as much as 11% and that was thanks to radio's ability to drive loyalty."

While radio's revenue remains flat, that's good news, according to Farber. Overall, advertising budgets haven't been increasing but the important element, she said, is that while radio's competition has grown, radio's ad dollars haven't been siphoned off. Ipso facto, radio isn't losing.

While the core business is broadcast, the digital sector is what's continuing to bolster the bottom line. Digital continues an upward growth trend, "radio's fastest growing revenue sector". Some U.S. companies, in an integrated campaign, may report that revenue is 50% digital and 50% is local. We can't control that, she said, but more and more stations are adapting to the new environment and "we are working with advertisers in a different way".

CRTC Vice-Chair Pentefountas, asked if the Commission is doing anything to protect AM stations similar to the actions of the FCC, said that aside from being aware and cautious not to over-licence the CRTC isn't in the business of protecting licenses.

On self-driving cars, Ross was asked to comment on radio being affected by them in a fundamental way. "We have to figure out a way to organize 100,000 audio choices in a way that does not allow people to drive off the road before we get to the next entertainment option ... It is an absolutely legitimate question how we are going to survive in the digital dashboard of the future but we have to get the clock radio back."

Still with self-driving cars, Farber said: "... the auto manufacturers are the number one target for us. We need to make

sure that they are selling automobiles where we helped sales people to train their customers how to turn the radio on ... You used to be able to buy a car, drive it out of the showroom and drive your car. That doesn't exist anymore. It takes hours and hours ... we have to help the auto dealers train the consumers ... because right now research shows that the number one thing people still want on their car is a radio.”

On the same topic, Pentefountas said: “I think an objective observer looking at things from Mars would tell Canadian broadcasters ‘you’ve got to get together and you’ve got to create a platform that’s going to be on that dial going forward and you’ve got to be in Detroit, Seoul, Stuttgart and in Tokyo making sure it’s there.’”



This is the third of three articles from the Future of Radio Audio Symposium in Toronto. The previous two—*How to make broadcast radio work in a streaming world* and *Radio Matters*—are available respectively in the *Broadcast Dialogue* archives [HERE](#) and [HERE](#).

Video files from the Symposium are available on NABA's website [HERE](#).



# BROADCAST Dialogue

## Essential Reading

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Thursday, March 26, 2015

Volume 22, Number 42

### TELEVISION:

**T** *Bell Media* President Kevin Crull meddled in news coverage related to last Thursday's *CRTC* decision on new rules for cable and satellite distributors, specifically the appearance of Commission Chair Jean-Pierre Blais on *CTV* and on other Bell Media properties. In an exclusive report carried in yesterday's (Wednesday's) *Globe & Mail*, the newspaper cited sources as saying Crull was furious with the decision and moreso with Blais. Shortly after its release, Blais was interviewed on *BNN*, the Bell Media business specialty channel. Crull called Wendy Freeman,

the president of *CTV News*, and told her that he was in charge of the network and that Blais was not to appear on air again that day. Freeman contacted CTV staff to tell them of Crull's directive and ordered that they not use any video of Blais. The news managers and employees (including Freeman), said to be fearing for their jobs, complied. But for the *CTV National* that night, Freeman, anchor Lisa LaFlamme, Ottawa Bureau Chief Robert Fife and a news producer decided that they couldn't run such a major story without the inclusion of Blais and defied Crull's order. Bell has been on the losing end of a number of recent decisions, including *Super Bowl* simsub which could potentially cost CTV millions, declining to boost financial support for local TV stations, and banning *Bell Mobility's* exempting of some mobile TV viewing from its wireless customers' monthly data caps for a \$5 fee. And then came last Thursday's decision... Reacting to the *Globe & Mail* story, the *CRTC* said: "One



Kevin Crull



Jean-Pierre Blais

*of the pillars of Canada's broadcasting system -- and, in fact, of our country's democracy -- is that journalists are able to report news stories independently and without undue editorial interference. This principle, along with other fundamental journalistic values, is enshrined in the Code of Ethics that was developed by RTDNA Canada (The Association of Electronic Journalists). Further to section 2(3) of the Broadcasting Act, the CRTC has been entrusted by Canadians, through Parliament, to defend the principles of fair comment, freedom of expression and journalistic independence. That a regulated company does not like one of the CRTC's rulings is one*

*thing. The allegation, however, that the largest communication company in Canada is manipulating news coverage is disturbing. Holding a radio or television licence is a privilege that comes with important obligations*

*that are in the public interest, especially in regards to high-quality news coverage and reporting. An informed citizenry cannot be sacrificed for a company's commercial interests. Canadians can only wonder how many times corporate interests may have been placed ahead of the fair and balanced news reporting they expect from their broadcasting system . . . We expect Canada's broadcasters to live up to their responsibilities and adhere to a high standard in their news and information programs" . . .* Last evening, Crull apologized for intruding on the editorial integrity of the CTV news team. He said he was wrong to try to influence the editorial decisions of CTV journalists. . .

The *CRTC's* new rules will see consumers free to subscribe to individual channels or packages of channels on cable or satellite (BDUs) as they choose. They'll also be required to subscribe to a slimmed-down package of channels ("skinny basic") at a maximum cost of \$25 a month, not including equipment. Aside from that, there's no regulatory intervention on pricing for individual programming nor other packages.

- \* Skinny basic has to include all local and regional stations, provincial educational channels, community and provincial legislative assembly channels and channels designated for mandatory distribution. Also, the basic package may include other Canadian stations, where less than 10 local stations are available, local AM and FM stations, and affiliates of U.S. networks.
- \* BDUs retain the ability to provide Canadian and non-Canadian discretionary programming services in pre-assembled packages, as well as to offer more flexible and customizable options. By March 2016, all BDUs will be required to offer all discretionary services either on a pick-and-pay basis or in small, reasonably priced packages which can be either build-your-own-packages (including an option to buy a package of up to a maximum of 10 services) or small pre-assembled packages. All BDUs will be required by December, 2016, to offer all discretionary services on both a pick-and-pay basis and in small, reasonably priced packages.
- \* Beginning in March, 2016, BDUs will need to offer more Canadian than non-Canadian services. Subscribers will choose how many and which Canadian or non-Canadian discretionary channels they want beyond the entry-level service offering.
- \* Phased out will be access privileges for Category A discretionary services, including third-language services in a staged manner as their licenses are renewed. The access privileges of Category A discretionary services belonging to the large English- and French-language private broadcasting groups will be removed as of the beginning of their next licence period (Sept. 1/17), followed by the various independent Category A discretionary services at the beginning of their next licence period. The licenses for these independent services are set to be renewed starting in September, 2018.
- \* Beginning Sept. 1/18, when some independent services' access privileges will be removed, for every service owned by or related to itself that a vertically integrated BDU distributes, it will be required to offer an independent programming service in the same language, if available. This 1:1 ratio will apply only to discretionary TV services where access is not already guaranteed. The Commission will exclude services benefitting from mandatory distribution, including national news services. Conventional stations, educational services, adult services and pay audio services, as well as exempt programming undertakings will also be excluded from this calculation. . .

Reactions have varied. Heritage Minister **Shelly Glover** likes it while an analyst says consumers could see their Internet costs edge higher. Others say consumers could be left with fewer viewing options. A tech analyst said *"the nasty surprise is you may have to pay more to get exactly what you want and avoid what you don't want. . ."*

New research indicates that while cord-cutting in the Canadian traditional TV service market accelerated in



2014, publicly traded TV service providers are holding their own against the video alternatives. The publicly-traded BDUs, says Ottawa-based research and consulting firm *Boon Dog Professional Services*, had a combined loss of 65,000 subscribers in their respective 2014 fiscal years, up from a few hundred lost in their 2013 fiscal years. However, with roughly 11.7 million households subscribing to a traditional TV service, the 65,000 customers lost represents less than 1% of the total market.

**R**EVOLVING DOOR:

George Michaels, the morning show host at *CHYM 96.7 Kitchener-Waterloo*, says he will retire later this year. One of Canada's longest-serving morning men, he's been in that spot for 31 of his 34 years at CHYM... Wayne Bews is no longer GM/GSM of *The Beat Montreal* after his position was eliminated. He'd been with the *Cogeco Diffusion* station for 13 months. Before that, he'd been retail sales manager at *CTV Montreal* and, before that, GM/GSM of *TSN Radio 690 Montreal*... Jim Beatty, an anchor at *CHEK News Victoria*, has resigned in favour of a job in the corporate sector. He's been with the TV station for three years after moving from his seven-year position as *CTV's* bureau chief at the Victoria legislature... Alex Hindmarch, afternoon drive host at *Fresh 92.5 Edmonton* since May, 2012, is moving from the *Corus* station bound for *Rogers's 96.9 JACKfm Calgary*. That'll happen early next month. Previous stops include being the morning host at *Hot 105.5 Charlottetown* and the evening host at *Q107 Toronto*. Succeeding Hindmarch at Fresh Radio is Stephen Keppler, moving from the morning show team at *KG Country Red Deer*... Gyl Toshack, who's worked in the Winnipeg market for 25 years, most recently general sales manager at the *Jim Pattison Broadcast Group*, will retire April 30. He'd been with JPBG and previous owners *Standard* and *Astral* for 13 years. Before that, Toshack was with *Corus* and *CHUM*... Edith Perreault has been appointed VP, sales, marketing, business development and communications at *RNC Media*. Previous career stops include *Quebecor Media*, *TVA*, *TQS* and *Radiomutuel*... Doug Zackodnick, the former GM/GSM of *Vista Coast Group (98.9 Jet FM Courtenay/Comox, 99.7 The River Campbell River, 1240AM Port Hardy and 95.7 Sun FM Powell River)*, is now with *Sonic FM/The Bounce/World FM Edmonton (Rogers)* as an account manager... Ian Clark has joined *Newcap Ottawa* as an account manager. His broadcast background includes on-air with *Rogers Ottawa* and sales with a daily newspaper. He begins April 20... Eric Brock joins *JAZZ.FM91 Toronto* April 13 as its chief operating officer. He moves to broadcasting from the financial sector.



George Michaels



Alex Hindmarch



Gyl Toshack



Edith Perreault



Doug Zackodnick



Eric Brock

## SIGN-OFFS:

**S** Tony (Antoine) Seuret, 74, of cancer in Thunder Bay. His 25-year career as VP/GM at twin-stick *Thunder Bay Television* and, in later years, *Rock 94.3/CKPR 91.5*, owned by *Dougall Media*, the parent company of Thunder Bay Television, followed his 10 years at *Lakehead University* where he was a professor in the School of Business, then Chair... **Alberta Watson**, 60, in Toronto of cancer. The actress had TV roles in *La Femme Nikita*, *24*, *The Newsroom*, *Heartland* and *The Border*. Her film credits include Atom Egoyan's *The Sweet Hereafter*, Sarah Polley's *Away from Her*, David O. Russell's *Spanking the Monkey* and George Kaczender's *In Praise of Older Women*.



Tony Seuret



Alberta Watson



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### General Manager/General Sales Manager - Drumheller, Alberta

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## GENERAL:

**G** The RTDNA has named its *2015 Lifetime Achievement Award* winners for three of its four regions. In the Atlantic Region, winners are Gerry Phelan and Mike Cameron. Phelan was an RTDNA president from 1997 to 2001. His background includes *CJYQ St. John's*, where he eventually became news director, and *VOCM St. John's* where he became ND in 1985. He held news leadership responsibilities there through to Feb. 2009. Cameron, with more than 30 years of broadcasting under his belt, is a videographer at *CTV Atlantic* at the Saint John bureau. His career began in radio in 1980, working at Ontario and Alberta stations before moving to Atlantic Canada...



Gerry Phelan



Mike Cameron



In British Columbia the regional winners are **Dave Gerry** and **Mark Forsythe**. Gerry has devoted decades from telling memorable kickers on *CKVU-TV Vancouver* to hosting morning shows to his present role as a headliner on *CTV Vancouver's* segment *The Last Word*. He's described as "a meticulous student of the the craft of storytelling..." Forsythe, now retired from *CBC Radio* after 30 years with the public broadcaster, was host of B.C. Almanac. "Mark has talked to British Columbians about the issues that matter to them and he has done so in a way that has made journalistic integrity a hallmark of the show."



Dave Gerry



Mark Forsythe

The Prairie Region's Lifetime Achievement Award winners are **Lisa Ford** and **Tony Tighe**. Ford is the station manager and leader of the *Global Saskatoon* news team and behind many of the established journalists now seen across North America. She "exemplifies" the successful businesswoman. Tighe is celebrating 39 years in Canadian broadcasting this year. He's now the consumer reporter/anchor at *Global Calgary*. Tighe has worked in Calgary since 1985 and was a reporter at the *1988 Winter Olympics*. From 2000-2005 he was the chief anchor on the *Global Evening News*...



Lisa Ford



Tony Tighe

*Rogers Communications* plans to name **Bonnie Brooks** to its board of directors, filling the vacancy left by **John Tory** when he became the Toronto mayor in November. Brooks is the former CEO of *Hudson's Bay*. She became vice-chairman of the retailer in February of last year.

## RADIO:

**CFRA Ottawa** mid-morning host **Mark Sutcliffe**, a *Boston Marathon* qualifier, ran 50 km for the *United Way's Race to the Finish*, generating \$52,341. He'd aimed for \$1,000 for each kilometre. Sutcliffe, the *United Way Ottawa* campaign co-chair, stopped at several partner organizations during the course of his run around the city... The *101.5 The Bear Fort St. John Have-A-Heart Charity Poker Tournament* raised \$5,700. Of that amount, \$4,500 was donated to the *Fort St. John Hospital Foundation* for the purchase of a wireless fetal heart monitor.

## SUPPLYLINES:

**Fred Baumgartner** has been appointed by *Nautel* as its TV product manager. His 30-years in the broadcast industry has seen him as chief engineer at a number of American TV stations and as director of broadcast engineering at *Qualcomm's* MediaFLO broadcast TV project, among other high-profile endeavours... *RTDS.ca* (Radio That Doesn't Suck) and *Talk-Radio.ca* have hired *Kowch Media's* **Steve Kowch** to work with the air talent at both services in a talent coach capacity with emphasis on story-telling... You'll be reading more about this year's *NAB* in Las Vegas a few pages down. Since most Canadians make a beeline for the *Canadian Suite* at the *Flamingo* each of the Monday, Tuesday and Wednesday evenings, take note that the first two nights will be staged in the *El Dorado* ballroom. On Wednesday, the *Canadian Suite* will be held poolside in the *Flamingo's* posh "back yard"... The *2015 SupplyGuide*, *Broadcast Dialogue's* direct route to the manufacturers, suppliers, consultants and many others can be accessed through the banner at the top of our home page or by clicking [HERE](#).



Fred Baumgartner



# Welcome to the



**B C A B**



by **Mark Burley**,  
conference co-chair  
and group program  
director, BC Interior,  
Bell Media

Attendees of the 2013 British Columbia Association of Broadcasters convention in Penticton were pumped by the locale, so much so that this year's event returns to the Penticton Lakeside Resort, Convention Centre and Casino May 12-14.

The 68th BCAB Annual Conference begins on the Tuesday with our annual golf tournament at the Summerland Golf and Country Club. Tournament Chair Rob Bye promises a fun afternoon of golf, laughs and prizes followed by the BCAB President's Reception. Your host is association President James Stuart.

The next day, sessions that put forth ideas on your content, station brand, personal brand and



Photo courtesy of Penticton Lakeside Resort Convention Centre & Casino





Dallas Gray, conference co-chair and GM/GSM Newcap Okanagan



Ross Hawse, conference co-chair and regional cluster manager, GM Kelowna, Vista Radio



Fred Sarkari



David Phillips



Almira Bardai



Kumiko Ide

how to not go a day without laughter begin. Fred Sarkari will present thoughts and plans on inspiring and educating both individuals and organizations on executing their goals and plans. Later, our sales panel will take a hard look at the challenges facing retail and local sales across the province. Devon Tschritter from Corus Vancouver will moderate as panelists talk about the challenges, issues and road blocks broadcast reps face on the streets. Following the panel, David Phillips, the president and CEO of Nlogic will join us for a half-hour presentation on how to make data make sense.

Almira Bardai and Kumiko Ide from Jive Communications will speak to the evolution of social media tools and platforms, and the content included on them. Their topic is *Content’s Important—But Figure Out the Relationships First*. Who sees the content? Who do you want to see the content?

International broadcast blogger, speaker and influencer Mark Ramsey returns to the BCAB with his new presentation, *12 Things Radio Doesn’t Worry Enough About*. Ramsey’s session addresses the things broadcasters can do to make their content more compelling and impactful for today’s audience no matter how many alternatives and distractions they may have.

Two years ago in Penticton, Steve Jones wowed delegates with his *Brand Like A Rock Star*, a presentation partnered with his book of the same name. Since then, Jones has completed a new book called *Start You Up: Your Personal Rock Star Brand*. He also created a presentation that speaks to your personal brand and how everything you say and do contributes to it.

Day two of the convention begins with Linda Edgecombe, one of the world’s top 60 motivational speakers. Her talk will centre on how “busy” and “chaos” have become the



Mark Ramsey



Steve Jones



Linda Edgecombe

Lisa LaFlamme



Donovan Tildesley

norm. Look for what you hear to be inspirational and humorous, inspiring shifts and changes in your office to make your brand even better. “A day without laughing is a day wasted,” she says. This should be fun!

Moderating our industry leaders’ panel is CTV National News Anchor Lisa LaFlamme. Broadcast executives will put forth their thoughts and opinions to questions about broadcasting now and the foreseeable future.

We’ve also brought back the broadcasting legacy awards recognizing distinguished broadcasters for achieving 25 and 50 years of service in the industry. BC broadcasters reaching these milestones may apply online at [www.bcab.ca](http://www.bcab.ca). Each new Quarter Century Club and Half Century Club member receives a Certificate of Recognition and a pin. Those new members attending the conference in Whistler will be recognized at the QCC/HCC luncheon May 14.

Radio enthusiast, broadcaster, Paralympics swimming medalist Donovan Tildesley wraps up the business aspects of this year’s BCAB. Blind since birth, Tildesley’s presentation, *Step Out, Think Big*, will touch on his early years, his rise to the world athletic stage and his thoughts on the power of radio.

A few hours have been left open Thursday afternoon so you can network, hold company meetings or simply enjoy the magnificence of the Southern Okanagan.

That evening, get set for the annual President’s Dinner & Awards Gala. This year, Larry and Willy will reunite as our emcees—a must-attend.

Registration is at [www.bcab.ca](http://www.bcab.ca). The Early Bird rate is in effect until tomorrow, Friday, March 27 at 11:59 p.m.

Like us on Facebook for conference updates leading to the 68th annual British Columbia Association of Broadcasters convention.







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Attractions to keep in mind include: Connected Media|IP, focusing on the consumer experience; the Drone Pavilion which features an enclosed flying cage for demonstrations; New Media Expo which hosts celebrity bloggers, podcasters and digital content creators; SPROCKIT, where market-ready startups present their ideas; and StudioXperience, a live studio using the latest tools. Canadians will have such a broad selection of events and exhibits and social activities to choose from that it'll be virtually impossible to see and do them all.

The only way to make NABSHOW work is to do an advance check of the scheduling of events, ditto on the exhibits/areas of interest. In other words, as the old saying goes, "Make a plan, then work your plan". That's the only way to make your trip to NAB2015 worthwhile. But if you're bound and determined to wander, get set for frustration and sore feet (at the least).

## The Canadian Suite

Whether you've got the discipline to plan or you're an incarnation of The Happy Wanderer, there's one stop we recommend that you make: The Canadian Suite. This year, the get-together will take place in the El Dorado Room of the Flamingo Hotel

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on both Monday and Tuesday evenings between 6 p.m. and 8 p.m. On Wednesday, the gathering will be poolside (Beach Club) at the Flamingo. Year after year, this is the place to be. Refreshments of beer, wine and soft drinks are served compliments of the many varied sponsors. It's a great venue for catching up with friends or to make new acquaintances or to schmooze and do some more business.

The Canadian Suite is the Treffpunkt (THE meeting place) of Canadians and their guests. It was started by Michael Stechly, the founder of Applied Electronics, in 1961 at his Chicago hotel room with a group of 12. Today's Canadian Suite has seen upwards of 1,200 people per night.

## The Conferences

The NAB Show runs April 11-16 and includes seven separate conferences related to all of the various crafts contained under the media umbrella. They are:

### New: Media Finance and Investor Conference

#### *The Business of the Media Business*

Sunday, April 12 - Wednesday, April 15

This program features discussions at the corporate CEO, CFO and investor relations level. Some of the key topics deal with spectrum auction, OTT technologies driving business models, connected car investments and radio ownership.

### New: Online Video Conference

#### *The Business of Web and Mobile Content*

Tuesday, April 14 - Wednesday, April 15

The Online Video Conference will feature discussions on issues facing subscriber-based providers of original content, as well as

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those who are seeking to monetize video across multiple platforms. Topics include virtual MVPDs, the migration to OTT, online original content, gaming and sports, user generated content and brands, online advertising metrics and new online video platforms.

## Broadcast Engineering Conference

### *Papers on Advanced Media Technologies*

Saturday, April 11 - Thursday, April 16

The Broadcast Engineering Conference will have technical papers addressing opportunities and challenges facing broadcast engineering professionals. Key topics and special events include AM radio revitalization, UHD 4K and 8K, next generation video encoding and compression, advanced technologies radio/television, IP for radio and television and multiplatform for television.

## Broadcast Management Conference

### *Essentials for Effective Station Management*

Sunday, April 12 - Wednesday, April 15

The Broadcast Management Conference four-day program will examine business accelerators such as digital best practices, and provides an overview of regulatory and legislative issues affecting broadcasters. Topics include alternative revenue streams for radio and TV; cross-platform radio consumption and monetization, FM on mobile, mobile television and the evolution of news reporting.

## Creative Master Series

### *Storytelling for All Screens*

Monday, April 13 - Wednesday, April 15

The three-day Creative Master Series program will provide insiders' perspectives and insights from directors, show runners, creative crews, studio and network production executives on award-winning television and film projects, as well as commercials, gaming properties and live event productions. Topics include advances in animation, augmented reality, award-winning visual effects, cinematography in post production and the editor's role in production.

## Media Management in the Cloud

### *Advances in Content Reliability and Security*

Tuesday, April 14 - Wednesday, April 15

The two-day event will feature senior managers with an overview of how cloud-based solutions have a

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positive impact on each stage of the content distribution chain, including production, delivery and storage. Topics include collaboration, cost-savings, distribution, metadata, security, storage, workflows and reliability.

### Technology Summit on Cinema

*Building the Future of Storytelling*

Saturday, April 11 - Sunday, April 12

The 2015 Technology Summit on Cinema, produced in partnership with SMPTE, deals with next-gen technology while also covering the art and science of storytelling. From advances in content creation, to the evolving cloud-based post-production world and the next steps in exhibition, this conference will explore potentially disruptive innovations that could ultimately redefine the cinema.

### Sessions within the various conferences include:

#### More of What You Crave: The World of The Walking Dead

Tue. April 14 | 9:00 a.m. - 10:00 a.m. | S222

AMC's "The Walking Dead" has been the #1 show among adults 18-49 for going on three years. Its star, Steven Yeun, comic book creator and series executive producer Robert Kirkman and AMC President Charlie Collier will, in a rare perspective, talk about





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the continuing evolution of the drama. The panel will explore elements underpinning the show's continued success in this golden age of television as well as the network's commitment to delivering content that breaks through and reaches passionate audiences.

#### **American Sniper Cinematographer Tom Stern**

Tues. April 14 | 1:45 p.m. - 2:45 p.m.

The session, "Heroes, Legends and 'American Sniper': A Conversation With Tom Stern" is the keynote presentation of the Creative Master Series. This one-on-one conversation will explore Stern's career and his close association with Clint Eastwood. Attendees will learn about Stern's history as a gaffer, his on-set creative process, his insights into working with crews worldwide, and his experiences using digital capture to visualize 2014's highest grossing film, American Sniper.

#### **Constant Cravings—Using OTT to Win the Next Generation of Viewers**

Mon. April 13 | 10:30 a.m. - 12:00 p.m. | S222

Advances in technology have shifted the way viewers experience video, allowing for real-time access to live or linear programming. The opening Super Session explores the evolution of the OTT landscape. What are the real opportunities and threats in this new reality of increased place-shifting, time-shifting and packaging options for video products? What does the next generation consumer expect from content creators, owners and distributors, and what must you do to remain competitive? The session will begin with an overview of the current environment, followed by an in-depth conversation with leaders in OTT services, content production, pay TV, OTA broadcasting and advertising.

#### **Social Media and the Business of Live Television**

Mon. April 13 | 2:30 p.m. - 3:30 p.m. | S222

This session will reflect best practices on how social media is

affecting the business of live television. Advertisers want engaged, repeat viewers. Sales directors and media buyers agree that live television attracts a larger view base than other genres. Social media allows live content to be found by viewers. These viewers loyally watch news, sports and entertainment awards specials. By using social media, viewers more readily find the programs they choose to watch and remain engaged as part of a larger cyber-community of other viewers. The result is that social media is the most useful tune-in tactic for securing a base for revenue potential.

### Cisco Presents: From Capture to Consumer: How New Content Dynamics are Affecting Broadcast Infrastructures

Tue. April 14 | 12:30 p.m. - 1:30 p.m. | S222

Video consumption on multiple screens together with the increasing video bit rates driven by 4K/UltraHD are making video production and delivery increasingly complex. The existing model of producing and distributing video services on separate production lines with dedicated, proprietary equipment can no longer meet the demands of this new reality. In this session, you will hear how the panelists are migrating to IP and adopting emerging cloud technologies that support virtualization and workflow orchestration for unified, efficient delivery of video services, making them available when and where they are needed.

### Producing and Monetizing Content on a Global Scale

Tue. April 14 | 4:00 p.m - 5:00 p.m. | S222

Producing content across multiple platforms, and monetizing this content via new distribution models, is evolving globally. This power panel of stakeholders with worldwide footprints will discuss the sweeping economic and production shifts that have forever altered the content distribution business as we know it.

### Protecting our Assets: Cybersecurity and the Media

Wed. April 15 |

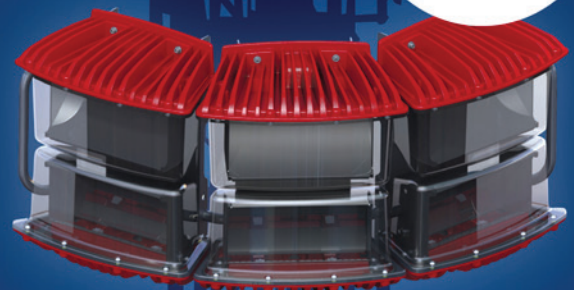
2:30 p.m. - 3:30 p.m. | S222

In the present technology-focused environment, cybersecurity needs to be top of mind for all organizations. This session will focus on the issues that make organizations vulnerable to attack. The panel of experts will seek to offer guidance on measures needed to ensure the best possible protection from cyber intruders.

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**Acquisition & Production (Central Hall and North Hall):** 3D, cameras, lenses, capture accessories, lighting & grip, motion capture, 4K, virtual production, set design, motion picture/film, ENG vehicles, workflow solutions.

**Display Systems (South Lower Hall):** 4K, digital signage, TV sets, monitors, projectors, projection screens, video display, Ultra HD.

**Distribution/Delivery/Online Video (South Upper Hall):** HDTV, 4G, antennae, transmitters, towers, broad-

band connectivity, IPTV, digital cinema, mobile video, mobile DTV, microwave/RF accessories, cable equipment and head-end, test and measurement, fibre to the home, telepresence, software/applications/middleware, Wi-Fi/Wi-MAX, satellite technologies, interactive television, OTT, content delivery networks, encoding, streaming, advertising platforms, VOD.

**Management & Systems (North Hall):** digital asset management, storage, IT/network infrastructure and security, 3G B/S, signal management, systems integration, cloud computing, routers, master control, newsroom automation, video/content servers, multicasting, workflow solutions.

**Outdoor/Mobile Media (LVCC Orange Lot):** ENG, SNG, DSNG vehicles and services, mobile production studios, outdoor signage, power generation, satellite uplink.

**Post-Production (South Lower Hall):** animation and VFX, digital intermediate, editing software/hardware, 3D technologies, motion graphics, mastering and duplication, character generation, music and sound libraries, subtitling and closed captioning, encoding, format conversion, workflow solutions.

They were built to last...  
*and THESE will too!*

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**Pro Audio (Central Hall):** 5.1, audio editing, mastering, mixers, effects, production, post-production, encoding, recording, compression technologies.

**Radio (Central Hall):** analog, digital and streaming technologies, HD radio, antennae, transmitters, towers, automation, master control, news and weather services, advertising/media sales solutions, encoding, microwave/RF accessories, scheduling software, signal management, IT/network infrastructure and security, web, mobile and video applications.

**Aerial Robotics and Drone Pavilion (South Upper Hall):** The new Aerial Robotics and Drone Pavilion includes a fully enclosed flying cage that gives an up-close and personal look at this technology in action. A panel of industry experts—inclusive of broadcasters and exhibitors—will take you through all aspects of employing aerial technology.

### **Best Tip You're Ever Going to Get as it Relates to NAB Attendance**

**WEAR COMFORTABLE SHOES.**

If this is your first visit to the NAB's annual convention in Las Vegas—or if you need a reminder—the advice you see in red is the absolute, steadfast, give-no-quarter, take-it-to-the-bank comfort strategy.

Ladies, forget the high heels. There are hordes of women who've wandered the Las Vegas Convention Centre whose feet will never forgive them. Gentlemen, the same applies to you. Wear comfortable shoes.





# Canadian-led technical sessions at NAB2015

## Network-delivered References

Sat. April 11 | 3:10 p.m. - 3:40 p.m. | S219

As we move towards network-based technologies for live baseband production, the need for distribution of reference signals does not go away. In addition to having to continue to lock legacy equipment in evolving facilities, moving to a networked topology presents challenges to synchronization. This presentation looks at the evolution of synchronization requirements in the live network system era—what is different and what is the same. It then explores how SMPTE 2059 (PTP) Precision Time Protocol-based network reference distribution works and how it applies to both legacy applications as well as networked systems. Finally, how a legacy SDI reference infrastructure evolves to incorporate SMPTE-2022 media flow and network-delivered references is examined in detail.

**Presenter:** Paul Briscoe, Consultant

## The IP-Facility: A Reality Today

Sat. April 11 | 4:40 p.m. - 5:10 p.m. | S219

Over the last few years, the broadcast industry has seen a shift in the way facilities are designed and built. The first phase occurred as signals entering and leaving the facility moved from ASI to IP. The next phase was a change from a tape workflow to a tapeless workflow where files moved over IP from ingest clients to storage to IT play-out devices. More recently, the entire core has moved from SDI to IP. The key factors driving this change are demands for higher quality content (HD, 1080p, and now Ultra HD 4K), more HD/SD services, and content delivered to multiple platforms (TV, tablets, PCs, and phones). This paper will cover how one broadcaster decided to build for the future with a high capacity packet core and is on-air today.



**Presenter:** Mo Goyal, P.Eng, Evertz Microsystems, Ltd. | Director, Product Marketing

## Interconnecting the All-IP Facility: The Physical Layer

Sat. April 11 | 5:10 p.m. - 5:40 p.m. | S219

Are we heading for an all-IP infrastructure?

Sure looks that way. Or, at least, that's

one of your major options in the station

of tomorrow. Then you'd better know how to put this stuff in, how to "maximize the performance" of the twisted pairs, fibre OPTICS, wireless and other new technologies you will install. And, as bandwidth increases and critical quarter-wavelengths get shorter and shorter, there's no question that lack of experience will be a major contributor to network failure. This presentation will give you a view from the top of the icebergs you are heading for and how to guide yourself around them.

**Presenter:** Steve Lampen, Belden | Multimedia Technology Manager



## IBOC Broadcast Systems Architecture Technology Options and Assessment

Sun. April 12 | 5:30 p.m. - 6:00 p.m. | S227

The latest generation IBOC Broadcast Systems Architecture (BSA) as provided by iBiquity Digital Corporation transforms the present

importer, exporter and exgine hardware components into software defined components able to run on any of three iBiquity supported hardware platforms. This paper provides a history of how the IBOC Broadcast Systems Architecture has evolved and the different hardware platform choices available to IBOC equipment manufacturers. An alternate peak-to-average power reduction algorithm (termed PAR2) helps with FM transmitter conversion requiring less transmitter power overhead as compared to legacy PAR1. The effectiveness of the available choices in peak-to-average power reduction on these platforms is compared with respect to potential transmitter power performance and impact on signal quality, such as the modulation error ratio.

**Presenter:** Philipp Schmid, Nautel Limited | Research Engineer



Click for more information.

## Green Broadcasting—Saving Your Station Money, Each and Every Day, and Saving the Environment As Well

Thu. April 16 | 11:30 a.m. - 12:00 p.m. | S228

With electrical costs at an all-time-high, there's never been a better time to analyze your transmission facilities and find ways to reduce the power consumption and bills. Demonstrated will be a spreadsheet model which allows engineers to calculate the operating costs, including other transmitter site equipment and the costs of cooling the room as well. ROI strategies will be presented to effectively communicate this information to station management in proper financial terms.

**Presenter:** Charles W. Kelly, Jr, Nautel Limited | Director of Sales, Nautel Limited