

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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Christensen Communications Ltd. * 18 Turtle Path * Lagoon City ON * L0K 1B0
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February 4, 2010

Volume 17, Number 35

Page One of Three

RADIO: Canada's oldest radio station, the former **CFCF Montreal**, has been shut down. **AM 940 (CINW)** and sister station **Info690 (CINF) Montreal** had their plugs pulled on Friday. Corus says 10 employees have lost their jobs due to "the current economic climate". **CKAC Montreal** remains as the only AM station Corus has in Quebec... **CJOY Guelph** has, for the second time, been denied a flip to FM. The **CRTC** cited **Corus Entertainment's** dominant presence in the market, pointing to Corus-owned **CJOY**, **CIMJ-FM Guelph**, **CJDV-FM Cambridge** and **CING-FM Hamilton**... **Astral Media Radio**-owned **CHOM 977 Montreal** is in the midst of a re-branding effort, including a new logo intended to reflect the station's rock format. The effort is part of a 10-month project to update the playlist... **Staying Tuned 2010**, the annual media research conference, is set for Toronto Friday, April 23. This year's conference, says **BBM**, will feature a panel of international speakers focusing on the latest audience measurement theories, practices and ideas. For info, click www.bbm.ca... **Al Campagnola**, the Ontario North Radio Programming Manager for **Rogers Radio**, says **Q92 (CJRQ-FM) Sudbury** will be celebrating its 20th anniversary on the May long weekend. He's inviting anyone who's ever worked at the station to join the Facebook group, **Q 92 Sudbury 20th Anniversary Alumni**... Total revenue generated by U.S. music sales fell from \$14.6 billion in 1999 to only \$6.3 billion in 2009. A recent **Forrester Research** study points to the lag between when free sites like Napster showed up in 1999 but paid online music sites like iTunes didn't appear until 2003 as a prime example of why the music industry didn't keep up with the digital era. A Forester analyst says that four-year lag is where the music industry lost the battle... While **Sirius XM** in the U.S. still carries a heavy debt load, **Moody's Investors Service** has given its credit ratings a slight upgrade. Moody's says the upgrade reflects the view that "... continued expected improvement in the company's operating results and recent refinancing actions to term out debt have improved its liquidity position and significantly lowered near-term default risk"... The **RMB** will unveil Canada's newest creative superstars during the **Crystal Awards** Thursday, March 11, in Toronto. The RMB Crystal Awards is Canada's only awards competition exclusively for radio. Anyone in the business of radio creative or radio sales is encouraged to attend. Tickets may be ordered by clicking: www.rmb.ca.



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CANADIAN RADIO Music Awards

GENERAL: Elmer Hildebrand, of *Golden West Broadcasting*, says he is confident that some of the issues related to the *Canadian Association of Broadcasters'* future will be resolved and that there will be positive forward movement. Hildebrand, who is heading up the process, is working on solutions to problems faced by the private broadcasters' lobby group and will present his recommendations to the CAB's Executive Committee later this month... The *Ontario Superior Court of Justice* has granted *Canwest Global Communications'* newspaper division an extension of creditor protection until April 14. Last month, Canwest filed for protection from bankruptcy for its newspaper arm after being squeezed by the slump in ad revenues. Canwest is also restructuring *Global TV* under court protection from creditors in a separate process. That process expires March 31.

REVOLVING DOOR: *CBC Radio One Metro Morning* Host **Andy Barrie**, 65, says he will retire March 1. It was in 2007 that Barrie revealed that he has Parkinson's disease. Born in the U.S. but fleeing to Canada during the Vietnam war era, Barrie worked first at *CJAD Montreal*, then sister station *CFRB Toronto* before moving to CBC Radio... **Denise Wong** has been appointed VP/GM of Toronto-based *MacLaren McCann*. Most recently, she was VP/GM at *Grey Canada*... **Anne Myers** has been promoted to President of Toronto-based *MediaVest Canada* and *SMG Performance Marketing Canada*. It's a bump up from her Exec VP/Managing Director position of Starcom MediaVest Group Canada... **Alex Panousis** has been promoted to President of *Starcom Canada*. She had been Sr. VP/Group Media Director... **Peter Warth**, the Manager of Engineering at *TVO Toronto*, will retire March 31 after 16 years with the organization. Upon retirement, Warth intends to work in a consulting capacity. Before TVO, Warth was with *Imagineering*, *Ryerson Polytechnical* school in Toronto and with the *BBC* in England... **Shawn Basha** will become Chief Engineer at *Steele Communications* in Newfoundland & Labrador March 1. Basha is currently the Director of Engineering at *CHUM Halifax*. He steps into his new job to succeed **Harold Steele**, who retired Dec. 31 after 35 years with Steele Communications and the stations' previous owners... **David Wiwchar** is the new Ops. Mgr./Sales Manager at *93.3 The Peak (CJAV-FM) Port Alberni*, effective Feb. 1. He had been an *A Channel News* Videographer... Operations Supervisor **Francis Law** resigned from *Fairchild Radio Richmond Hill* Jan. 25.

TV/FILM: One of the sessions at *TVB's TV Day* in Toronto last Thursday saw **Leonard Asper**, *Canwest Global* (Toronto), **Pierre Dion**, *TVA* (Montreal), **Paul Robertson**, *Corus Entertainment* (Toronto), **Leslie Sole**, *Rogers Media Television* (Toronto) and **Richard Stursberg**, *CBC* (Toronto) on stage and agreeing that building deeper relationships with the agency community is vital so as to benefit broadcasters, advertisers and viewers. Also at TV Day, a session by *Canwest Media* Sr. VP, Strategic Insight – Research **Kathy Gardner** and **Rob Dilworth**, *CTV's* VP, Research, revealed that PPMs have found all the 18-24s who were reported missing a few years ago. Since the launch of PPMs last August, national TV audiences are 18% higher than the same period last year, viewers that the old diary system couldn't capture. For a video snapshot of the day's events – and links to presentations – click www.broadcastdialogue.com, then scroll down the home page to the TVB entry on Jan. 30... The fundamental

News Director

Kelowna, British Columbia Canada

Job Description

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To organize, lead & inspire our 4-person news team so we raise the bar. You'll have: Drive, Determination, Imagination, Curiosity and Smarts. This is about compelling content that captivates. Addictive even. To add the 'wow'. You'll look in the most unlikely places for interesting stories. Headlines are critically important. We must explain each story clearly, grab attention, and be very short. Hold daily story meetings. Chase & investigate local leads. Enlist the community itself in covering the news. Be THE news source in town.

Responsibilities include:

- Oversight of all News pages
- Management of all News staff
- Direct oversight of our daily poll
- Faithful rewriting of outside stories
- Hands-on management of headlines
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- On-alert constantly for breaking stories.
- Supervision and monitoring the site 24/7
- Enforcement of high writing standards & typos
- Creation of improved archiving all news stories
- Coordination & oversight of photos, audio & video
- Strengthening use of linking to other sources/stories
- Ensure regular daily police/fire checks at all towns in our area
- Coverage: Kelowna, Okanagan/Kamloops, BC, Canada, US, & World

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Content Manager, David Fowler, david@castanet.net
Castanet Media Ltd.

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business outlook for the U.S. TV business is stable, says **Moody's Investors Service**. Moody's expects station owners and operators to have modest ad growth this year and in 2011. The company's Sr. VP, **Neil Begley**, says stabilizing conditions, and the twin boosts of political advertising and the Winter Olympics, will help. Moody's expects U.S. TV ad revenue to grow between 2.5% and 7.5% this year, compared to double-digit declines in 2009. The other part of the equation, however, is that advertising budgets have stopped falling as consumer confidence seems to be improving... **NBC Universal** says the **Vancouver Olympics** will provide it with a huge research laboratory insofar as measuring audience exposure across all of its media platforms. NBCU says it will be able to include the first-ever statistically projectable single source measurement of TV and Internet use. It will also issue a daily TAMi (Total Audience Measurement Index) to measure total Olympic exposure across all media platforms throughout the 17 days of coverage... **Corus Entertainment** will launch **Sundance Channel (Canada)** Monday, March 1. The new specialty service will offer "the best in feature films, festival-selected shorts, documentaries and innovative original series." **SexTV**, also owned by Corus, has about a month left before it becomes **W Movies**, also on March 1. Corus says it will be the first movie channel programmed exclusively with women in mind...

Layoffs at **CBS News** saw cuts in Washington, Los Angeles and London where at least 90 positions have been eliminated. Executives say the job losses were necessary to reduce news-gathering costs and to make the news division more of a financial contributor to CBS. **NBC** and **ABC** have also cut their news divisions in the last few years, and further belt-tightening measures at ABC are being said to in the works... **Sony's** 2010 product lineup includes 3D capable LCD HDTVs, making it the first company to demonstrate its 3D-capable LCD HDTVs to consumers in Canadian retail stores. Sony's 3D capable TVs use active shutter glasses and High Frame Rate technology to reproduce Full HD 3D images... **CTV** says it has strategically scheduled three new original Canadian series – *Hiccups*, *Dan for Mayor* and *The Bridge* – to debut next month, immediately following the conclusion of the Vancouver 2010 Olympic Winter Games... With a House hearing set for Washington today (Thursday) into the proposed \$30 billion takeover of **NBC Universal** by **Comcast**, the main players – and opponents – are getting their talking points together. On the NBC side, **Michael Fiorile**, the Chairman of the NBC affiliates board, says the deal -- with certain conditions -- can bolster affiliate stations' efforts to provide free programming to viewers. A coalition of groups opposed to the merger include **Media Access Project**, **Wealth TV**, the **Communications Workers of America**, **Free Press** and the **American Cable Association**... Operating the teleprompter by foot pedal is like dancing, says one small market U.S. anchor. But the practice is slowly creeping into the largest markets as TV groups check every opportunity for efficiencies. Not to worry, says the small market anchor about any reticence from the big market players: "Within two minutes, they're going to fall in love with it and wonder where this has been all their lives."

SIGN-OFF: **Charlie White**, 84, at the Saanich Peninsula Hospital after suffering a stroke. White was a broadcast pioneer who was a founder of both **C-FAX Victoria** and **CHEK TV Victoria**. He was also a long-time director of **BC TV** (now **Global**).

LOOKING: **Castanet** in Kelowna seeks a News Director. See the ad on Page 2... Other jobs we've heard about include: **Family Channel Toronto** – Communication Manager; **CP24 Toronto** – Reporter/Anchor and a Producer; **CHEK-TV Victoria** – News Assignment Editor; **CBC Ottawa** – Manager, Records and Information Management; **Astral Media Radio Regina** – Engineering Position; **Astral Media Radio Kelowna** – Account Executive; and **Jim Pattison Broadcast Group Red Deer** – Creative Writer.

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TV/FILM: David and Gail Asper, the son and daughter of **Canwest Global Communications** founder **Izzy Asper**, have resigned from the board of directors to pursue other interests and help shrink the board's size as the company restructures. **Leonard Asper** will remain as CEO and a director of Canwest. The company is in the midst of restructuring under court protection from creditors after it was unable to meet debt repayment obligations for about \$4 billion in debt... **CTV Ottawa – CJOH-TV** – saw its newsroom gutted by fire on the weekend, with damage estimated at more than \$2.5 million. Cause of the blaze has yet to be determined but VP/GM **Louis Douville** says that while stock news footage, some archival footage, personal items, cameras and other vital equipment were lost, thousands of historical broadcasts are safe. Anchor **Max Keeping**, 67, who retires at the end of next month, lost many of the mementoes, awards, photos and personal items he'd collected over 37 years in broadcasting. Thirty-year CTV Ottawa veteran **Mark Leighton**, the building supervisor, earned a standing ovation from staffers for his help in limiting the destruction. He was the first employee to arrive at the fire and, after speaking with police and the firefighters, waited to be let inside to shut down services to the building so as to make it safe. He told firefighters what was important to save, he covered equipment and he picked up master tapes that allowed CTV to broadcast Monday morning. The building's future is unclear and will be based on what a structural assessment reveals. CTV Ottawa broadcast its newscast from a satellite truck outside the building that night and has since moved in with 'A' **Ottawa** in the city's Byward Market... A 30-second commercial playing up the close ties between Canada and the U.S. will air on Washington's **NBC** affiliate dozens of times during the **Vancouver Winter Games**. The organization behind the ad is the **Canadian American Business Council**. Executive Director Maryscott Greenwood says that the more people in D.C. who understand the magnitude of the commercial trade as well as volume of energy coming from Canada, the better their policies are from a Canada-U.S. perspective. The ad, she says, is aimed at American policymakers, energy and trade officials and "media elites"... The **Super Bowl** this past Sunday turned out to be the most-watched – 6.7 million viewers in Canada. **BBM** confirms that the event is the second biggest audience for any broadcast on Canadian television. Audience levels on **CTV** and **RDS** peaked at eight million viewers in the final

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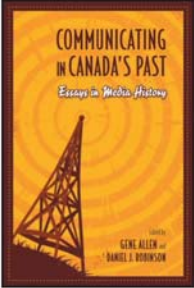
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final minutes of the fourth quarter... **FreeHD Canada** has won limited **CRTC** approval to do business in Canada. Last August, the new company applied to offer a package of local TV channels at no charge provided that customers agreed to buy the necessary equipment. **Bell TV** and **StarChoice** have made similar proposals. FreeHD also wanted to offer a package of 150 pay and specialty channels. The Commission says FreeHD has to operate under the same rules as other satellite providers, e.g. the basic package can't be limited to local stations. BDUs are required to include certain channels, such as at least one **CBC** station, **APTN** and the **Weather Network**. Services such as adult channels must be optional... On March 1, **W Movie** will succeed **SexTV**. **Corus Entertainment's** new female-oriented specialty channel was acquired last year from **CTV Globemedia**, and Corus almost immediately announced it would rebrand. Exec VP/GM of Corus specialty and pay-TV, **Susan Ross**, says women's movie services represent one of the fastest growing genres... **Radio-Canada's** new online TV website -- **Tou.TV** -- has roughly 2,000 hours of French-language TV programming in streaming video. Double that amount of programming is expected by this summer. **Jean Mongeau**, GM of marketing and sales at Radio-Canada, says Tou.TV "is the biggest French-language Web TV entertainment initiative in Canada." The programs come from 20 Canadian and international broadcasters, including **Télé-Québec**, **TV5 Monde**, **TV5 Québec Canada**, **ARTV**, **TFO**, **RDI**, **RCI**, **RTS** of Switzerland and **RTBF** of Belgium.

REVOLVING DOOR: Matt Galloway will succeed **Andy Barrie** as Host of **Metro Morning** on **CBC Radio One** in Toronto. He begins March 1... **Tom Hastings** has been appointed head of drama at **CBC Television**, effective immediately. Hastings succeeds **Sally Catto**, who was recently made Executive Ddirector of arts and entertainment... **Joan Kaminski** is now with **Canadian Broadcast Sales** in Toronto as Director, Business Development - **Corus Radio Quebec**. She had been with **Astral Media Radio Sales Toronto**. At CBS, Kaminski succeeded **Veronica Low** who moved to **Active International** as VP, Business Development Sales. Low is also President of the Broadcast Executives Society... **Melanie Kurzuk** has joined **Board Suite Corp.** Toronto as Chief Marketing Officer. She had

been Sr. VP News & Information Technology Division at **CNW Group** in Toronto... **Roopa Shah**, the Senior Manager Communications at **The Movie Network**, moves within **Astral Media Toronto** to become Director of Communications at **Teletoon**... **Brett Marchand** is the new President/COO of **Cossette**. **Claude Lessard**, the previous president, remains Chairman/CEO. Marchand joined Cossette in 2005 as Exec VP and managing director of Cossette's Toronto office... **Karen Black**, ex Middays/MD at **QX 104 FM Winnipeg**, is now doing Afternoon Drive at **CJOB 68 Winnipeg**... **Masaaba Mwambu** has been promoted to Manager of Engineering, File-Based Technologies at **CW Television** Toronto.

SIGN-OFF: **Frank Magid**, 78, in Marion, Iowa. Described as one of television's original "news doctors", **Frank N. Magid Associates** was hired by hundreds of stations that subsequently introduced flashy, fast-paced local news read from teleprompters by coiffed anchor teams who bantered with their fellow broadcasters. Critics called it "happy talk" but for station managers it was "news you can use".

RADIO: The **CRTC** has approved, in part, an application from *5777152 Manitoba Ltd.* (wholly-owned and controlled by **William Gade**) for an FM commercial licence to serve Winnipeg Beach (Gimli) with a Country and Pop/Rock format and for a transmitter at 99.5 in Arborg. The suggested frequency at Winnipeg Beach, however, must move from 93.7. Gade has 90 days to propose an alternate frequency. The Commission denied Brandon-based **Riding Mountain Broadcasting's** application for a licence and the 93.7 frequency in Gimli... **B-103 (CKOV-FM Kelowna's** Country format is no more. Rising in its ashes is **Q-103 (CKQQ-FM)** with a Hot AC format. Last Country tune played, *I was country when country wasn't cool*. First Hot AC tune played, *A Change Would Do You Good*... **EZ Rock (CJEZ-FM Toronto's** switch to Classic Rock and new ID, **BOOM**, has also resulted in new call letters. The **Astral Media Radio** station is officially **CHBN-FM**... The **Country 105 FM** and **Q107 FM Calgary Caring For Kids Radiothon**, which ran over three days last week, raised \$1.9 million for the **Alberta Children's Hospital**. The annual radiothon is a **Children's Miracle Network** initiative... At the *Blueprint for the Future* job fair in Thunder Bay, **Astral Media** and the **National Aboriginal Achievement Foundation** announced the launch of *Industry in the Classroom: Radio Broadcasting*. The new academic program, financed by Astral Media Radio, will be rolled out to Aboriginal high schools across Canada to inspire dreams of careers in the radio industry... **Valerie Geller** says she's just signed a new book deal for *Beyond Powerful Radio - A Communicator's Handbook for the Internet Age*. The New York-based Geller, well-known to Canadian PDs – and a frequent contributor to **Broadcast Dialogue** magazine – will be participating at **Canadian Music Week** in Toronto next month... **Sovereign Communications** of Sault Ste. Marie, MI, has bought up all the radio stations in that city, plus a couple more. Sovereign, which now owns **WSOO-AM/WSUE-FM SSM** and **WNBY-AM/WNBY-FM Newberry**, bought **WYSS-FM/WMKD-FM/WKNW-AM Sault Ste. Marie**, plus five stations in Marquette and three in Iron Mountain. All are located in the state's Upper Peninsula. All of the Sault, MI, stations have long been a threat to the revenues and ratings of Sault Ste. Marie, ON, stations.

GENERAL: Two women and a man have been arrested in the hit-and-run death of **Dianne Trotter**, a **CBC** producer who had been crossing a Fredericton street in her wheelchair in 2009. Trotter, 33, who worked for CBC News in Toronto, was hit by a vehicle while crossing at a crosswalk on Aug. 29. She died later in hospital... Rates at many official **NAB Show** hotels in Las Vegas are down 20% from last year and nearly 40% below 2008 rates during the peak show dates between April 10 - 15. **Expovision**, NAB's official housing-management partner, says the sluggish economy, reduced tourism and higher inventory have resulted in the big price breaks. Information on what's described as "the world's largest electronic media" show may be found by clicking www.nabshow.com... **Telesat** is providing communications services through its *Anik F3* satellite thereby enabling Canadian government agencies to have high speed communications from Ottawa to Haiti via C-band capacity. Telesat's *Telstar 14* satellite is supporting wireless services in Haiti via Ku-band. Additional communications for Haiti relief are being provided on Telesat's *Telstar 11N* satellite... Toronto-based **Concerned Children's Advertisers** has begun a new media literacy campaign. The campaign is intended to encourage children to think critically about the messages they receive from the media. The 12-month effort consists of English and French PSAs as well as an online component... Vancouver-based **Lionsgate** reports a third quarter loss of US\$65.3 million as revenue grew 15%. The movie and TV studio said the loss amounted to 0.55 per share on

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ROGER ASHBY
 Hall of Fame inductee
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CANADIAN RADIO Music Awards

\$371.8 million in revenue in the quarter ended Dec. 31... **Corus Entertainment** says a new multi-year partnership with the **YMCA** has been created to encourage kids and their families to get healthy through the YMCA's **Strong Kids** program. It's an annual fundraiser that enables young people and their families to take part in YMCA

programs. Corus has committed \$600,000 in media support across its radio stations and specialty TV channels... **Penton Media**, an American business-to-business publisher of trade magazines and directories is eliminating \$270M in debt via a visit to Chapter 11 status. Among its titles are **Radio** magazine and **Broadcast Engineering**... The **Canadian Women in Communications 2010 Woman of the Year** is **Kirstine Stewart**, GM, **CBC Television**. The **CWC Leadership Excellence Awards** celebrate women of achievement who have distinguished themselves in any sector of the communications industry and have, in recent years, contributed to the industry through their achievements. The CWC 2010 Leadership Excellence Award winners are: **Valerie Creighton** - Change Leader - President/CEO, **Canadian Television Fund**; **Martha Fusca** - Trailblazer - President/CEO, **Stornoway Communications**; **Lina L. Lawrence** - Technology Innovator - Director, IT Business Services, **MTS Allstream Inc.**; **Karen Lawson** - Champion of Women's Advancement - Associate Director, Business Development, Bell Business Markets, **Bell Canada**; **Jodi Orr** - CWC Leader - "Taylor the Midday Host" at **102.3 BOB FM**; **Donna Whitney** - Champion of Women's Advancement - Director, Commercial Advanced Property Solutions, **Rogers Communications**; and **Madeline Ziniak** - Outstanding Leader - National Vice-President, **OMNI Television**.

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SUPPLYLINES: **Harris Corporation** has named **P. Harris Morris** President of the company's Broadcast Communications business. Previously, Morris served as VP/GM of the Media and Workflow area of the Broadcast Communications business...

JOBS WE'VE HEARD ABOUT THIS WEEK INCLUDE: **CHUM Halifax** is looking for a new Director of Engineering. See the ad on Page 3... Other jobs we've heard about include: **Applied Electronics, Mississauga** - Sales Representative — Broadcast and Post Production Division; **Canwest Broadcasting Toronto** - Senior Brand Manager, Global and a Brand Manager- Dramatic Specialty Channels; **96.3 Capital FM Edmonton** - Promotions Manager; **Bayshore Broadcasting, Owen Sound** - News Anchors/Reporters; **Applied Electronics Mississauga** - Technology Sales Representative; **CTV Toronto** - Director, Programming, Much MTV Group, and a Research Analyst for CTV Specialty; **CTV (CIVT Vancouver)** - Technical Director; **Global Television Toronto** - Publicist; **CBC Toronto** – Executive in Charge of Programming, Factual Entertainment; **Rogers TV Waterloo Region**, Stratford and Guelph – Station Manager; **The Team 1260 Edmonton** – Morning Show Producer; **CHIQ-FM Winnipeg** - Midday Host; **1023 BOB-FM London** - Morning Show/News Co-Host; and **CBC Montreal** – Corporate Communications Officer.

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GENERAL: **Goldman Sachs** – which has an ownership stake in 13 specialty channels which it and **Canwest Global** acquired from **Alliance Atlantis** in 2007 – is not happy with **Shaw Communications'** purchase of Canwest's TV assets. While the New York investment bank says the sale was negotiated behind its back, it isn't necessarily opposed to the deal because, wrote Goldman's lawyers, "... neither Shaw nor Canwest have told us anything about it." The deal, if approved, would give Shaw at least a 20% equity stake and 80% voting interest in Canwest's TV business. And again, if approved, the deal will help Shaw bulk up its TV content holdings before it starts up a mobile phone division next year. Under the deal, Canwest would remain a standalone company with its own board of directors and its own management team. Both Shaw and Canwest will meet in court tomorrow (Friday) to flesh out such things as the price for the deal and if CEO **Leonard Asper** will continue to be linked with the company... For the fourth year in a row, **Pelmorex Media** has been named one of *Canada's 50 Best Managed Companies* of 2009. Pelmorex, parent to **The Weather Network** and **MétéoMédia**, was cited for "a family-like environment that inspires creativity and innovation". The award is sponsored by **Deloitte**, **CIBC Commercial Banking**, **National Post**, and **Queen's University School of Business**. Also among *Canada's 50 Best Managed Companies* is **SIRIUS Canada**... **Rogers Communications** is hiking its dividend and renewing a stock buyback

program that will allow it to buy back up to \$1.5 billion of its publicly traded B shares. The 10% increase to the annual dividend rate came as Rogers reported a \$310-million net profit in the fourth quarter. Revenue rose 4% from a year earlier to \$3 billion. Compared to last year's fourth quarter, the net profit amounted to 51 cents a share; up from the net loss of 22 cents per share (\$138 million) in 2008... **Fraser Dougall** has been presented with an *Order of Ontario*. Dougall, the owner of **Dougall Media** in Thunder Bay, was the first Canadian to create a TV operation that held – and continues to hold – two licences in the same market. Thunder Bay Television carries CTV on one station and CBC on the other. The media owner and philanthropist actively promotes community interests and supports local projects through his radio stations' and TV programming... The **Canadian Women in Communications** Edmonton Chapter is hosting a "Network with Edmonton's Key Leaders" during its *Sixth Annual Key Communicators Lunch*



Posting Date: February 8, 2010
Position: Director of Engineering
Reference Number: HLXRAD – 2010DIRENG
Location: Halifax, Nova Scotia
Salary: Commensurate with experience and qualifications.
Hours of Work: As required.

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Closing Date: Open

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 - To oversee technical aspects of remote broadcasts.
 - Related duties as assigned.
- Qualifications:**
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 - Mastery of technical trouble shooting procedures.
 - Excellent problem definition skills.
 - Demonstrated analytical, prioritization and time management skills.
 - Good communication skills for issue resolution with non-technical staff.
 - Good interpersonal, organizational and supervisory skills.
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 - Must be flexible, adaptable and able to prioritize multiple job demands.
 - Full knowledge of computer programmes such as: Microsoft Office Suite

Interested candidates are encouraged to forward a current resume quoting the job posting reference number, in confidence, to:

Alex Mielnik
Director Human Resources
CTVglobemedia (Atlantic)
2885 Robie Street, Halifax, Nova Scotia, B3K 5Z4
e-mail: alex.mielnik@ctv.ca

Only those candidates selected for an interview will be contacted

Monday, March 8. To register, click the Edmonton events page at www.cwc-afc.com... **BBC** news journalists have been told to use social media as a primary source of information. **Peter Horrocks**, the Director of *BBC Global News*, says it's important for editorial staff to make better use of social media and become more collaborative in producing stories. Further, he said, BBC has to leave a program-based mindset behind and adapt to new technologies... Immediately on the heels of Horrocks' statement came this: The people who videotaped the images of an Iranian woman bleeding to death in a Tehran street and posted it on the Web were awarded the **George Polk Award for Videography** for 2009 by **Long Island University**. The name of the videographer(s) is not known but the award, said the university, recognizes the "efforts of the people responsible" for recording the death of the 26-year-old and uploading the footage to the Internet. **John Darnton**, curator of the George Polk Awards, said: "This award celebrates the fact that, in today's world, a brave bystander with a cellphone camera can use video-sharing and social networking sites to deliver news."

TV/FILM: The **Vancouver Winter Olympics** have drawn blockbuster TV ratings, both in Canada and the U.S.

The big eye-opener was the massive audience for last Friday's opening ceremonies, estimated at 13.3 million in Canada. Live event sports ratings have exploded here since Portable People Meters were introduced last September. The Super Bowl tally was 50% higher than the year before. Ratings for the Grey Cup, the men's junior hockey world championships and even CBC's Hockey Night in Canada are also up 50% or more over year-ago levels. **BBM Canada** President **Jim MacLeod** says out of home viewing is tracking at 12.6% so far during the Games. Most broadcasters have been thrilled with the new numbers, seeing the robust data as proof that network TV is far from dead, especially among younger viewers. Rival networks seem ready to cheer any data that shows conventional broadcast television is thriving... **CHEK-TV Victoria**, owned by employees and investors, has moved the local news set back to Vancouver Island. Click www.broadcastdialogue.com to see a clip from Monday's newscast... **CACTUS**, the **Canadian Association of Community Television Users and Status**, says more than 2,560 Canadians have written the **CRTC** asking that communities control community-based media. The group wants the primary source of broadcast community news – cable – to stick with its knitting and instead allow private community TV. **CACTUS** spokesperson **Cathy Edwards** says it might have been appropriate for cable to run community TV 40 years ago, but times have changed. "What's really puzzling," she's quoted as saying, "is that the **CRTC** says that cable subscribers paid over \$100 million in 2009 to support programs produced by community volunteers, for their local communities. But more than two-thirds of community channel programming is produced by cable companies themselves." The association also says that almost every community in Canada could establish their own multi-media centres without imposing any new costs on subscribers... A **Canwest Media** and **Solutions Research Group** study on women's TV viewing habits of specialty channels revealed a disconnect between the measurement of channels watched, the ones to which attention was actually paid and, most importantly for marketers, the channels on which viewers were most receptive to advertising. The blind study asked 3,000 18-54 adults about the top 30 most-watched specialty channels ranked by Average Minute Audience. **SRG** President **Kaan Yigit** said that while the notion of distracted TV viewing is nothing new, the change is in the type of distraction. "Half the women in Canada are watching TV at some point with a laptop in front of them, 70% are on Facebook and 65% use some sort of wireless device in the living room at some time," he said. The point, he stresses, is that on top of traditional multi-tasking – reading the paper, going back and forth to the kitchen – you now have new distractions which makes the question, "Is all viewing equal?" all that more important. **TSN**



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ranks first in viewership for females 25-54 but, according to the study, the real value is in viewer attentiveness, where TSN ranks 22nd for the same female demo. Advertisers are getting the exposure, says Yigit, but he asks: *"Is that really active viewing?"*... The **CRTC** will look at 19 applications – without appearances – April 14. Former **CHUM Ltd.** CEO **Jay Switzer** has four applications for English language Category 2 specialty services. There are two applications, one each for Montreal and Sudbury, for Class 1 terrestrial broadcasting distribution undertakings (BDUs).

REVOLVING DOOR: **Bill Carroll**, the 9 a.m. to Noon talker at **CFRB Toronto**, is moving to **KFI Los Angeles** to do the Noon to 2 p.m. talk show, effective Feb. 22. Carroll will comment for CFRB during its afternoon drive show with **John Tory**... **Diana Davies** is the new Retail Sales Manager at **Jack/fun FM Vancouver**... **Darren Jopka**, the former Sales Supervisor, has been promoted to GSM of **92 CITI FM/102.3 Clear FM Winnipeg**... **Dick Purtan** says he'll retire from **104.3 WOMC Detroit** March 26, after 45 years on the air. The legendary personality and Hall of Fame broadcaster's career included stops in hometown Buffalo, Syracuse, Jacksonville and Cincinnati. In 1965, he landed at **WKNR (Keener 13)**, then went to **WXYZ**. Ten years later, he crossed the river to **CKLW Windsor**... **Scott Campbell** moves from **Astral Media's Family Channel** and **Playhouse Disney** to Communications Manager, **Astral Television Networks**. He began overseeing communications for **The Movie Network**, **HBO Canada**, **Mpix** and **Viewers Choice** this past Monday...

RADIO: **CHYM FM Kitchener's** annual *Tree of Hope* radiothon raised \$338,000 cash and \$216,000.00 in gifts and food donations, all of which went to **Family and Children's Services** of the **Waterloo Region Foundation**. The monies raised help children, youth and families throughout the year... **Paul Arcand**, who has been doing the morning show for several years at **News/Talk (CHMP-FM) 98.5 FM Montreal** will now be heard via simulcast on four more **Corus Quebec** stations: **CJRC 104.7 FM Outaouais**, **CHLT 107.7 FM Estrie**, **CHLN 106.9 FM Mauricie** and **CKRS 98.3 FM Saguenay**, beginning next Monday. Three employees are affected by the change... A blogger in Washington, D.C. – **Tom Hazlitt** – gave local radio a severe drubbing for the lack of news during "Snowmageddon". Among his comments were: *"The local radio industry chose to fiddle while the flakes fell"* and *"Around the dial, music was everywhere. You could get your fill of Lady Gaga, Lady Antebellum and Single Ladies. You could hear songs two in a row, four in a row and six in a row. Ditto the commercials. It was maddening and enraging on a continuous loop. Finally, an announcer said something like this: "Well, folks, we've got a situation," and proceeded with a list of ... mall closings!"* Hazlitt says he did not find a single update the morning after the storm. But eventually, he says, on AM a real-time announcer offered a weather forecast, followed by a list of postponed or canceled events. *"What, though,"* he asked, *"of the real news? What about the state of electricity? Why weren't cell phones serviceable?"* And at the end of Hazlitt's rant, he logically asks *"Who knew that my best friend from the '60s could be so distant and disengaged 40 years later, when I needed it most? Who knew that music I discovered through radio could be so enraging in a different scenario? Who knew that radio programmers were so insensitive to the needs of their audience?"*

LOOKING: **CHUM Halifax** seeks a Director of Engineering. See the ad on Page 1... **Evanov Radio Group**, Toronto - Program Director; **Astral Media Radio** – Director, Interactive Research; **Astral Media Radio Penticton** – Broadcast Technician/IT; **CBC Toronto** – Manager, Employee Communications, a Business Manager and a Research Officer; **CBC Regina** – Manager, Partnerships and Communications; **CKWF-FM/CKRU-FM Peterborough** – Account Executive; and **CHAT-FM/CFMY-FM/CHAT-TV Medicine Hat** - Master Control Operator.

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GENERAL: The **Canadian Association of Broadcasters** will shut down in June after reaching an impasse with some of its TV members which are owned by cable companies. Common ground between broadcasters and cablecos could not be found. Specifically, **Rogers** and **Shaw**, holders of TV assets, have diverging views from **CTV** and **Canwest**. The CAB, which had represented all of their interests before cross-ownership set in – TV, radio and specialty channels – could easily find consensus on priorities. CAB Chair **Elmer Hildebrand** says he hopes to form a new association that solely represents radio broadcasters... On a related matter, the **Canadian Broadcast Standards Council**, once the child of the CAB, is now on its own. In a note to members, CBSC Chair **Ron Cohen** said that the Council continues to provide its customary services... Despite a rival bid backed by **Canwest Global's** founding family, the Ontario court overseeing the company's restructuring approved a takeover bid by **Shaw Communications** late Friday. An eleventh hour proposal from the **Catalyst Capital Group** had support from the **Aspers** and two former **Rogers Communications** execs, **Rael Merson** and **John Tory**, the former Ontario PC party leader and now talk show host at **CFRB Toronto**. The Shaw investment still needs approval by several groups, including Canwest creditors and the **CRTC**. Shaw also has to reach a deal with U.S. investment bank **Goldman Sachs**. Shaw has agreed to purchase \$95 million in class A voting shares of the restructured Canwest for 20% of Canwest's equity and 80% of its voting stock. Canwest says that based on this investment, the restructured company has an implied equity value of \$475 million. If everything works out the way Shaw wants, it would acquire 11 local TV stations and ownership of specialty channels that include **Showcase**, **MovieTime** and **HGTV**... **CBC's** gesture of handing out thousands of small Canadian flags outside its Vancouver studio – near an Olympic site – has been stopped by **Vancouver Olympic** organizers. **VANOC** says the problem is CBC's logo on the back of the flags. Unauthorized logos are prohibited at Olympic venues... **RTNDA Canada - The Association of Electronic Journalists** has announced the 2010 RTNDA Lifetime Achievement Award winners in its four regions. West to east, they are **Tom Mark** and **Mike Woodworth** in **British Columbia**. Mark has been a broadcast journalist for 38 years, a ND for more than 20 years and was one of the architects of **News1130 (CKWX) Vancouver**. Woodworth, who retired from **CKPG-TV Prince George** and its



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- * Good technical trouble shooting skills
- * Good interpersonal, organizational skills, team player
- * Self motivated with the ability to work under pressure, react quickly and accurately to deadlines.

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KNOWLEDGE AND SKILLS:

The incumbent will have a minimum of five years management experience in a similar role of design and maintenance of broadcast and IT infrastructure, and have a degree in engineering or computer science. The successful candidate must also be familiar with the technical standards for broadcast technology. Current knowledge and experience with High Definition equipment, video servers, and digital file-based workflows is an essential requirement, as well as knowledge of web distribution technologies. This includes familiarity with AVID, Evertz, Omneon, Harris, Miranda and Sony products. A working knowledge of electrical power and mechanical systems as they relate to broadcast facility infrastructure would be a valuable asset.

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We thank all applicants for their interest. However, only those candidates selected for an interview, will be contacted.

sister radio stations in 2008, also spent 38 years in the media including 26 years in the CKPG newsroom, almost all of it as ND. In the **Prairie** region, winners are **Sylvia Kuzyk** and **Bob Layton**. Kuzyk began at **CTV Winnipeg** 35 years ago where she still is, and considered the most-watched weather forecaster in Manitoba. Layton is ND at the **Corus Edmonton** stations and is best known for taking strong positions on family, good government, and law and order. In **Central Canada**, 2010 RTNDA Lifetime Achievement Awards go to **Andy Mendham** and **David Craig**. Mendham retired from **'A' (CFPL-TV) London** at the end of August 2009, ending a career that covered almost the entire span of Canadian TV broadcasting. His films and videos have included personalities from every walk of life, from politics to entertainment to religious leaders, including Pope John Paul II. Craig began his career in 1959 as a farm editor, rock and roll DJ and a newsman. In 1967, he was hired by **CFRB Toronto** where he settled into a long stretch as the morning news Anchor. After CFRB, he worked at **CJEZ-FM Toronto, CFTR Toronto** and **Classical 96 Toronto**. Most recently, he worked as a weekend news announcer at

CBC Radio before deciding to retire. And, in the Atlantic region, winners are **Don Connolly** and **Jim Furlong**. Connolly has worked on the **CBC Halifax** morning show for more than 33 years, looking at each day as a fresh challenge as he moves between the tough political interviews to the chats with community correspondents. Furlong worked with **VOCM St. John's** before moving to **NTV St. John's** in 1976 where he became ND in 1991. As Director of News and Current Affairs, Furlong's pursuit of news excellence led to team successes with many national and regional awards... **ABC News** staffers will see massive personnel reductions by the end of this year. ABC News President **David Westin** hasn't given any numbers but observers believe the cutbacks could number as high as one-quarter of the people on the news staff, or roughly 350. Westin says personnel reductions will begin with voluntary buyouts but if the target number isn't reached, layoffs will likely follow... The **Western Association of Broadcasters (WAB)** has a call out for **Gold Medal Award** nominees, its **Broadcaster of the Year** award and the **WAB Honourary Life Membership Award** – to be presented at the WAB's annual convention, this year June 4-6 at Kananaskis. Send nominations no later than April 16 to bill.hanson@ctv.ca.

TV/FILM: The **CRTC** is said to be readying a new policy framework on the television industry for delivery during the last half of March. Apparently, the Commission has reached a determination and now it's just a matter of writing it. The ruling will decide whether or not the networks will be compensated by BDUs for OTA signals. We have no idea how the Commission is leaning but we do know that it's taking a hard look at adapting a U.S.-style system of mandating negotiations on carriage deals. Also on the table are two key items; one would allow ads through on-demand services and the other would use existing airtime now devoted to promotion of cable or network services for ads. Either, or both, would net millions in new revenue for both BDUs and broadcasters.... **Telefilm** is urging the government to lighten up on the restrictions on foreign stars in publicly-funded movies. **Michel Roy**, the head of Telefilm, says he wants U.S. stars in Canadian movies. Right now, the tax rules require either the lead actor or the second lead to be homegrown but Roy says more American movie stars would help our movies at the box office. Movies from English Canada accounted for only 1% of box office receipts in the country last year... A technical glitch at **CBC NN** saw the news channel broadcast about 45 minutes of Olympic footage. As you know, **CTV** and **Rogers Media** are partnered in holding the Canadian broadcast rights. **CTVglobemedia's** VP of Corporate Communications, **Bonnie Brownlee**, poked fun at the incident: "Our Olympic Games coverage is so

great and extensive, even the CBC wants it.”

RADIO: 102.3 NOW! Radio (CKNO-FM) Edmonton is on the air. The new **Rawlco** station, sister to **Magic 99 (CHMC-FM)**, saw the switch turned-on at exactly 1:02 p.m. Tuesday afternoon (Feb. 23). Geared to Adults 25-54, the format is described as *Hit Music for Adults*. First song out of the gate was *I Got a Feeling* by the **Black-Eyed Peas**... With the **Vancouver Olympics** in its final week, the Vancouver GMs got onside so that all of their radio stations are airing the message “*Celebrate Responsibly*” in PSAs, promos, and announcer ad libs. Every day during the Olympics, people have been taking to the streets of Vancouver in unprecedented numbers to celebrate and show their patriotism. The messaging is intended to encourage all residents and visitors to not over indulge and behave responsibly... **CFOK Westlock** has won approval for a flip to FM. The **Newcap** station will operate at 97.9 with average power of 27,000 watts and will keep its Classic Hits format... The fifth annual **101.5 Silk FM Radiothon for Kids** raised almost \$45,000 in one day, bringing the five-year total to over \$450,000 for **BC Children’s Hospital** — 100% of which goes directly for research, equipment and education programs. BC Children’s Hospital is the province’s only acute care facility for children. Last year, it saw over 3,600 patient visits from (Okanagan) area children alone.

REVOLVING DOOR: George Goulakos, VP Sales and Marketing at **CTV Montreal**, is no longer with the station he served for 23 years. He left last Friday based, says Sr. VP/GM **Don Bastien**, “upon mutual agreement between George and CTV”. Goulakos can be reached at ggoulakos@gmail.com... **Chris Ebbott** is the new PD at **Virgin Radio** and **boom 973 Toronto**. His last stop was at **KCBS Los Angeles**. He succeeds Sr. PD **Martin Tremblay** who returned to **Astral Media Radio Montreal** as Director of Content and Sales... New Managing Director at **CBC** in Quebec is **Pia Marquard**, appointed after working as a Station Manager, Director of Development, Manager of CBC’s 50th anniversary project, and as a consultant on various programs... New PD at **Energy 101.5 Calgary** is **Mike Shannon**, now the GM at **Astral Media Radio’s Big Dog FM Regina**. He’s expected to start in a few weeks. **Rob Mise**, who’d held the position since January, 2007, is no longer with the **CHUM** station... After nine months on the sidelines since he was let go as PD at **JACK FM Toronto**, **Jeff Brown** has returned to **Rogers Radio** as PD/Afternoon Drive Host at **92CITIFM Winnipeg**. Also at **Rogers Winnipeg**, six-year **102.3 CLEAR FM** APD **Craig Pfeifer** has been promoted to Program Director... **Ted Bird**, ex Morningman at **CHOM-FM Montreal** joins **CTV Montreal (CFCF-TV)** March 1 for a weekly sports column. Every Monday, he’ll present a “Bird’s Eye View” on the 6 and 11:30 p.m. news packages... **Jerry Agar** has succeeded **Bill Carroll** in the 9 a.m - 1 p.m slot at **CFRB Toronto**. He began his career at hometown **CKDM Dauphin** doing the overnight show. Agar has worked at **WABC New York**, **KMBZ Kansas City**, **WLS Chicago** and currently hosts weekends at **WGN Chicago**. Carroll is now with **KFI Los Angeles**... **Astral Media Radio’s** new National Marketing Manager based in Toronto is **Emmanuelle Jugg**. She moves uptown from sister Astral property, **Teletoon**... **Dennis Kelly** is the Interim PD/News Consultant at **News1130 Vancouver**. Kelly will continue to run his Seattle-based **News Talk Concepts** consulting firm albeit on a part-time basis... **Daryl Major**, ND/morning show Co-Host at **Rock 97.7 (CFGP-FM) Grande Prairie**, will become ND at **Island Radio Nanaimo**. He leaves Rock 97.7 at the end of next week... **Newcap** Retail Sales Manager **Mike Williams** is no longer with **90.3 amp radio/XL 103 Calgary**.

LOOKING: The Jim Pattison Broadcast Group in Kamloops seeks a Maintenance Technician. See the ad in this edition... **TVO Toronto** is looking for a Manager of Engineering and Maintenance. See the ad in this edition... Other jobs we’ve heard about include: **Newcap Calgary** - Retail Sales Manager; **Astral Television Networks Toronto** – Legal Counsel; **CTV Ottawa** – Director; **CBC Windsor** – Senior Broadcast Technologist; **CBC Whitehorse** – Program Manager; **CBC Saskatoon** – Senior Broadcast Technologist; **CBC Toronto** – Executive in Charge of Production-Comedy; **CBC Sudbury** – Program Manager; **Rock 97.7 CFGP-FM Grande Prairie** – News Director; and **CJOC-FM Lethbridge** – PD/Afternoon Drive.

SUPPLYLINES: Astral Media, employing **Burli Software**, says it plans – over the next two years -- to create a virtual newsroom across Canada. The software allows audio clips recorded at any Astral station to be available to all other 83 stations... **Miranda Technologies’** fourth-quarter and full-year profits both plunged despite a slight growth in revenue. The Montreal-based supplier to the television industry said its net income for the last three months of fiscal 2009 was \$2.1 million or nine cents a share. That was 72% lower than the \$7.4 million or 31 cents a share it made in the same year-earlier period. Revenues for the quarter ended Dec. 31 grew to \$35.7 million from \$32.7 million.