

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

THIS PUBLICATION MAY ONLY BE DISTRIBUTED WITHIN THE SUBSCRIBER'S LOCATION.  
PLEASE DO NOT FORWARD IT BEYOND YOUR STREET ADDRESS.

Christensen Communications Ltd. \* 18 Turtle Path \* Lagoon City ON \* L0K 1B0  
[www.broadcastdialogue.com](http://www.broadcastdialogue.com) \* [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

April 1, 2010

Volume 17, Number 43

Page One of Three

**G**ENERAL: **Groupe TVA** President/CEO **Pierre Dion** lives up to the premise he discusses in this month's **Broadcast Dialogue** magazine ("My biggest priority is not to be a broadcaster anymore") by launching a new platform today (Thursday) for the "edutainment" of children 2-to-6 and their parents. Called **YOOPER**, it consists of a specialty channel, a website with content for children and parents, and a new magazine. To read Dion's article, go to the MAGAZINE section of [www.broadcastdialogue.com](http://www.broadcastdialogue.com). It's on Page 5... The **Walt Disney Company** is in talks to lease space at **CBC's Toronto** headquarters although a deal has yet to be signed. CBC spokesman **Jeff Keay** says the corporation has been seeking tenants for unused space in the building to gain rental income. If the Disney lease goes through, it would likely be a 10-year lease priced at \$4 million... One quarter of American TV weather-casters do not believe in global warming. A study from **George Mason University** and the **University of Texas** on climate change and local news shows 54% do believe it while 21% aren't so sure. The study surveyed TV members of the **American Meteorological Society** and the U.S. **National Weather Association**. The naysayers amongst the weather-casters are of great concern to climate scientists, 96% of whom are convinced that global warming is real. A suggestion was made in the **New York Times** that the scientists may need to make their case directly to America's weather-casters.

**T**V/FILM: **CBC/Radio-Canada** is taking exception to the rules governing the new **Canada Media Fund**, which takes effect today (Thursday). The Fund is the successor of the now defunct **Canadian Television Fund**. CBC says when the Canada Media Fund was created a year ago, it eliminated the 37% envelope that was formerly dedicated to CBC. This, says the Corporation, was supposed to see a focus on injecting money in the production of original prime-time programming, rewarding those who took risks by making regular and substantial investments in original Canadian programming. Under the rules, says CBC, it appears that less money will be invested in TV production this year and that many independent producers will not have access to funding for their projects. The CMF says it will support projects through two streams of funding— an Experimental Stream, which will invest in the creation of innovative content and software applications for eventual integration into

## **EKOS Media Research** *For your mission critical research needs, come to the experts with the resources, expertise and industry experience to get the job done.*

*EKOS Media Research* combines the 30 year track record of *EKOS Research Associates*, one of Canada's preeminent marketing research companies, with leading edge research tools and resources such as *Probit*, *EKOS'* probability sample based online panel, coupled with deep experience in media research.

### **Our Services Range from:**

- strategic studies
- sales & programming research
- media effectiveness research
- regulatory support
- perceptual & positioning research
- strategic planning
- and much more



For more information about *EKOS Media Research* and how we can help your organization, email or call one of the following representatives:

Owen Charlebois	<a href="mailto:ocharlebois@ekos.com">ocharlebois@ekos.com</a>	416-598-8002 ext 231
Charles Graves	<a href="mailto:cgraves@ekos.com">cgraves@ekos.com</a>	416-598-8002 ext 224
Paul Adams	<a href="mailto:padams@ekos.com">padams@ekos.com</a>	613-878-5553

mainstream Canadian media platforms and a Convergent Stream, which will support the creation of convergent TV and digital media content... The **CRTC** has approved the applications by **ZoomerMedia** to acquire specialty TV service **VisionTV**, the Category 1 specialty television service **ONE: The Body, Mind and Spirit Channel** and **CHNU-TV Fraser Valley** and **CIIT-TV Winnipeg**, as well as for a new broadcasting licence to continue the operation of VisionTV. The purchase price is \$25 million. We do not have the closing date... **Citytv (CKVU) Vancouver** began hi-def broadcasting on Monday for those who get the basic HD service from BDUs **Novus, Shaw** and **Telus TV**... **Telesat** has completed an agreement for a new satellite with **Shaw Direct**, a provider of direct-to-home satellite TV services. Shaw has agreed to "utilize a payload on a new Telesat satellite called **Anik G1**," according to the Telesat news release. Anik G1 is planned to enter commercial service in the second half of 2012... **Canwest Global Communications** says the **Ontario Superior Court of Justice** has extended its creditor protection from bankruptcy until June 15. This latest extension came just days before a March 31 deadline, itself extended from last year. Canwest filed for protection from bankruptcy last fall under the federal Companies' Creditors Arrangement Act after amassing \$4 billion in debts and getting squeezed by the recession-induced slump in ad revenues. The broadcast assets were sold to **Shaw Communications** in February, though an appeal is being made by Wall Street investment firm and business partner **Goldman Sachs**, alongside rival bidder **Catalyst Capital**. The sale still requires both court and regulatory approvals before it's completed... A media analyst says traditional TV broadcasters may have to charge for some of their online programs and broadcast more live events such as sports to make up for weak ad revenues. Among possibilities, says **David Shore** of **Mackie Research Capital** in Toronto, are micropayments for local TV weather forecasts or local sports that could be viewed on demand or paying for online television episodes... A religious program on **Global Manitoba (CKND-TV) Winnipeg** did not contain abusive commentary nor violence. The **Canadian Broadcast Standards Council** says a viewer complained that **Jack Van Impe Presents** promoted hate and fear with predictions about the end of the world and said that the show should carry a viewer advisory alerting parents to the violent and misleading nature of the content. The CBSC reviewed two episodes and found that they did not violate any broadcast codes it administers. Details can be found at [www.cbsc.ca](http://www.cbsc.ca)... The **Television Bureau of Canada's** Board of Directors has committed to supporting the **Canadian Communications Foundation** by providing TVB's history for inclusion at [www.broadcasting-history.ca](http://www.broadcasting-history.ca). Next year will mark TVB's 50th year of operation. Former TVB President/CEO **Jim Patterson** has been commissioned to compile the organization's history. To that end, he asks that current and former members and staff get in touch with him to assist in providing input on TVB milestones. Patterson may be reached at [mediaguy@theduckpond.tv](mailto:mediaguy@theduckpond.tv).

**RADIO: Corus Radio Vancouver** has won an award from the automobile industry. On Monday night, at a VIP function put on by the **Vancouver International Auto Show**, a special presentation was made to Corus Vancouver GM **JJ Johnson**. Said Johnson: "Happy to say that Corus Radio has won an award for support and being a friend of the auto industry during a very tough time in 2009. We've received the inaugural Chairman's Award for the kind of work that Corus Radio has done in the last year with the 'It's a Great Day to Buy a Car campaign'... Listener-supported **LIFE 100.3 Barrie** raised \$410,000 during its annual **Sharathon** March 24-25. Station Manager **Scott Jackson** says the number of people contributing increased to 1,723, about half of them being new donors.



## MANAGING EDITOR

Be a proud part of Canada's public broadcaster. On the air and off, diverse minds and talents bring distinctive, intelligent, entertaining and innovative programming to the people in English, French and eight Aboriginal languages. Join us in keeping Canadians connected.

Reporting to the Regional Director in Yellowknife, you will plan, direct and oversee radio and television journalistic programming, production, operations and business administration across Canada's northern territories and Northern Quebec. You are an innovative, creative leader and decision-maker who focuses on achieving results in a cross-cultural, deadline-driven environment. To this end, you bring expertise in journalism and program production, and knowledge of effective management techniques as well as law related to broadcasting. Fluency in English and strong organizational, multi-tasking, analytical and financial skills round out your profile.

We recognize the importance of a diverse workforce and we therefore encourage applications from Aboriginal peoples, women, members of a visible minority and persons with a disability.

For a full description and to apply, by **April 30, 2010**, please visit [www.cbc.ca/jobs](http://www.cbc.ca/jobs) and search under **job number YEL00079**. We thank you for your interest, but only candidates selected for an interview will be contacted.

**REVOLVING DOOR:** **Ryan Zimmerman**, Ops Manager at **Astral Media Radio Edmonton's** four stations and PD at one of them, **104.9 EZ Rock**, has been promoted to GM at **Big Dog 92.7 (CHBD-FM) Regina**. He begins Monday... **Barbara Budd**, the longtime co-Host of **CBC Radio One's As It Happens**, will leave the show April 30 after 17 years. She's been with the Corporation for 26 years. A formal search for Budd's successor will begin shortly... **Ted Yates**, the morning Host at **CKOC Hamilton**, is now also the interim PD. He's been with the station for five years and, before that, spent 20 years as PD/MD/Midday Announcer at **CHSC St. Catharines**... **Zack Hewitt**, carrying the duties of APD for quite a while but without the title, now has it. He's now – officially - Assistant Program Director at **101.5 ENERGY FM Calgary**. Hewitt continues as MD and an on-air shift... **Steve Shannon**, the morning show co-Host at **CJWW Saskatoon**, hung up his headset after yesterday's (Wednesday's) show. After a 35-year career in broadcasting that began at **CJNB North Battleford** and included **CKOM, CFQC** and **CJWW**, he will become CEO of the **Saskatoon City Hospital Foundation**. His final show with sidekick **Rod Kitter** included appearances by, among others, Saskatoon's mayor... **Annie Hadida** has been promoted from Executive Producer of **Rogers Promotions** to Station Manager at **Rogers TV Toronto**... **Rob Johnson**, PD of **Newcap's KOOL 96.5 Halifax**, left that position last week to join **Evanov's Z103.5 Halifax** as PD. He begins April 5, succeeding **Dan Barton** who's leaving to put more emphasis on his radio consulting business... **Mark Gromoll**, Senior Analyst Alternative Dispute Resolution at the **CRTC** in Ottawa, retires today (Thursday) after 10 years with the CRTC... The new Broadcast Technician at **Astral Media Radio Penticton** is **David Ford**. He will finish up at sister station **KBS Trail** before making the move in May. Ford succeeds **John Boles** who went to another Astral station, **Big Dog 92.7 Regina**, as its Engineer... **Allan Gregg** will become Director, Original Content at **TELETOON Canada** April 19. With a 17-year career in the film and TV industry, Gregg has spent more than 12 years in children's television, starting at **YTV**. Most recently, he has been story editing a new preschool series for **Guru Studio**... The new afternoon drive Host at **1015 The Hawk (CIGO) Port Hawkesbury** is **Cameron MacEachern**. It's his first paying job in broadcasting and, in fact, he's still in the process of earning a diploma from the Radio-Television Arts Program at **Nova Scotia Community College**. MacEachern has been hanging around The Hawk since he was 11 years old, getting his feet wet doing all manner of peripheral work. We're told that he *"brings an understanding of the community, is himself local, is talented, loves the radio station and loves what he does."* Sounds a bit like a chip off the old block. His dad, **Bob MacEachern**, owns the station!

**LOOKING:** **100.3 The Bear Edmonton** – PD; **104.9 EZ Rock Edmonton** – PD and an MD/Afternoon Drive Host; **The Team 1260 Edmonton** – PD; **Lite 92 FM Regina** - PD; **Astral Media Radio Edmonton** – Digital Content Producer; **Astral Media Montreal** – Senior Director, IT Operations and Support; **Astral Media Radio Montreal** - Digital Sales Manager; **Astral Media Radio Calgary** – Digital Content Producer; **CFAX/KOOL 107.3 Victoria** – Sales Executive; **CHAT-TV/CHAT-FM/CFMY-FM Medicine Hat** – Master Control Operator; **Teletoon Toronto** – Creative Director and a bilingual Audience Relations & Communications Assistant; **CBC Ottawa** – Director, Policy and Internal Controls, Corporate Finance & Administration, and a Senior Director Supply Management; **CBC Windsor** – Managing Editor; **CBC Yellowknife** – Managing Editor; and **Corus Interactive Toronto** – Technical Director.

**SIGN-OFFS:** **John Seymour**, 83, of heart failure at his home in Bobcaygeon, ON. He was a long-time VP Sales at **CFTR Toronto**... **Ken (Kenneth Lysle) Cavanagh**, 77, in Toronto of complications from a genetic bleeding disorder. Cavanagh was one of the earliest star reporters in Canadian television news and the first permanent host of **CTV's W5** when it went on the air in 1966... **Peter Desmond Slack**, 61, of cancer in Port Moody. Slack had a long career in broadcasting with **Fraser Valley Broadcasters** and with **TV Facts Magazine**.

**SUPPLYLINES:** The Nova Scotia government will provide a payroll rebate to create 20 new jobs at Hacketts Cove-based **Nautel**. The province, through **Nova Scotia Business Inc.**, is supporting Nautel's growth with a five-year payroll rebate capped at a maximum of \$860,500 as it creates up to 20 new positions and holds on to its current workforce of 155 employees. Nautel will be investing \$1.7 million in its expansion plans beginning this year... **Gordon Tubbs** has joined **Fujinon** in Wayne, N.J. as Director of Sales for the Broadcast Division. He's responsible for all aspects of sales in North and South America, with an emphasis on Network and Group sales.



# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

THIS PUBLICATION MAY ONLY BE DISTRIBUTED WITHIN THE SUBSCRIBER'S LOCATION.  
PLEASE DO NOT FORWARD IT BEYOND YOUR STREET ADDRESS.

Christensen Communications Ltd. \* 18 Turtle Path \* Lagoon City ON \* L0K 1B0  
[www.broadcastdialogue.com](http://www.broadcastdialogue.com) \* [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

April 8, 2010

Volume 17, Number 44

Page One of Three

**G**ENERAL: *Global Television*, in an unprecedented promotional move, will take over all programming on **103.9 Proud FM Toronto** from 6 a.m. to 10 p.m. April 13 – one day before the return of its show *Glee* – to air what it calls a “*Glee-volution*”. For that one day, the station will be re-branded **GLEE-FM 103.9** and will air the show's selection of chart-topping music and highlighting its characters. The radio station will be supported with promotions on Global Television, print ads, street teams, Facebook and Twitter, and online with a micro-site housed at GlobalTV.com... The **Western Association of Broadcasters**, meeting in annual convention at Kananaskis in June, seeks nominations for its awards in Community Service, WAB Broadcaster of the Year, WAB Broadcast Partner of the Year and WAB Honorary Life Membership. Send nominations by April 16 to Awards Committee Chair **Bill Hanson** at [bill.hanson@ctv.ca](mailto:bill.hanson@ctv.ca). See the ad in this edition for access to WAB convention details... Writing in *TVNewsCheck*, **Tom Wolzien**, Chairman of **Wolzien LLC**, says the U.S. – more than eight years after 9/11 and four years after Hurricane Katrina – is no closer to providing reliable emergency information to Americans. He calls them “*a population increasingly fractionalized by diverse electronic communication devices*”. As the United States looks toward a new broadband policy, Wolzien advises one that would balance the strengths and weaknesses of broadband and of broadcast. He argues that while broadband provides precise point-to-point communications, it doesn't work when too many people need something at the same time. Things get clogged up. Broadcast, he says, is the opposite. Its transmissions are intentionally imprecise, blanketing an unlimited number of users with the same information from a central point. No clogs... A U.S. federal appeals court has ruled that the **FCC** has limited power over web traffic. A major result of the decision would give ISPs the right, for example, to charge **YouTube** and sites like it for faster delivery of content. It would also allow ISPs to block or slow down specific sites. The American regulatory body wanted to obligate ISPs to give clients equal access to all content. The court's ruling could prompt efforts in the U.S. congress to change the law so as to give the FCC explicit authority to regulate Internet service... The **Reynolds Journalism Institute** in the U.S. reports that when small newspapers cut news-gathering costs by \$10,000, they see a revenue drop of \$23,000. A comparable cut in the ad-sales budget brings revenue down by about half that. Nevertheless, says the institute, about three-quarters of American newspapers papers have cut

**Radio and Television Broadcasters  
from Across Canada are invited to the**



British Columbia Association of Broadcasters

**63rd Annual Conference**

**May 5 - 7, 2010**

**Delta Victoria Ocean Pointe Resort  
Victoria, British Columbia**

[www.bcab.ca](http://www.bcab.ca)



WAB's 76th Annual Conference

June 4-6, 2010

Kananaskis, Alberta

[www.wab.ca](http://www.wab.ca)

or call

(877) 814-2719

for full details.

their news expenses by 10% or more... Seventeen Canadian newsrooms earned 29 *Regional Edward R. Murrow Awards* from *RTDNA, the Radio Television Digital News Association*. *680News Toronto* won five awards followed by *VOCM St. John's* with four. */A/ Victoria* won three while two regional Murrows each went to *NewsTalk 1010 CFRB Toronto*, *CBC Radio Edmonton*, *Global BC Burnaby* and *CTV Southwestern Ontario*. Single Murrows went to *CTV News*, *CP24 Toronto*, *CTV Toronto*, *CBHT-TV Halifax*, *Global Calgary*, *CTV Calgary*, *CTV Edmonton*, */A/ London* and */A/ Barrie*. The winners go on to compete for national Murrow honours to be announced in mid-June... **Jim Blake**, who worked in radio and TV at stops such as St. Thomas, Hamilton, Toronto, Belleville, Kingston and Galt, and who is now President of *BT MultiMedia* in Toronto, is running for councillor in this fall's Burlington-Halton municipal election.

**REVOLVING DOOR:** **Pat Cardinal** has become Program Manager of *Newcap Alberta's* 31 radio stations. Cardinal, who retains his Ops. Mgr. duties at the Edmonton cluster, will see his added role include being a programming and promotional resource to the Newcap Alberta Hub Managers and PDs. He's been with Newcap Edmonton for two years... **Zev Shalev**, whose last stop in Canada was as VP for Strategic Programming/Sr. Exec Producer of information and entertainment programming at *Global Television*, has been named Exec Producer of *The Nate Berkus Show* (working title), a new

syndicated series from *Harpo Studios* and *Sony Pictures Television*. It's expected to debut this fall... **Michael Melling** has been promoted to ND at *CTV Southwestern Ontario (CKCO-TV Kitchener)*. He's been with the station since 2005. He succeeds **Andy LeBlanc** who returned to his Maritimes roots and is completing the final editing of his book... New Brand Manager for *Canwest's Showcase, Action Diva, Mystery, Dejaview* and *BBC Kids* is **Gary Sappleton**. He moves back to broadcasting from the agency sector.

**IGN-OFF:** **Dan Fish** (on-air name was **Dan Fisher**), 75, in Kitchener. A 49-year Kitchener-Waterloo radio broadcast veteran at *CKKW, CFCA* and *CKWR* and a *Conestoga College* broadcast instructor, Fisher hosted cooking shows, buying and selling shows, morning shows, political talk shows, *Kitchener Rangers* hockey broadcasts, among other things. He was a PD at 'KW as well.

**RADIO:** *BBM Analytics* and *Adease Media Research* have reached an agreement through which Adease will digitally monitor radio commercial advertising activity for BBM Analytics. BBM Analytics is planning to launch it in five markets – Toronto, Montreal, Vancouver, Calgary and Edmonton – beginning with Montreal this month. All activity on the monitored stations will be available to subscribers weekly on a web-based application. Subscribers will be able to analyze competitive information by market, station, class, category, company, brand, creative and daypart. Subscribers will also have the ability to receive daily alerts to new activity, download and listen to new radio creative within hours of airing... In a survey of more than 3,000 adults in Canada, the U.S. and the UK, interactive research and technology firm *Vision Critical* found that while Canadians and those who live in the UK are using applications on their smartphone or iPod Touch to listen to AM/FM radio, US users are more likely to use their apps to listen to web-only radio and music streaming services. Those and other findings come from Vision Critical's "Radio Futures 2010" study. Further survey findings will be presented April 12 in Las Vegas and the full survey report will be available April 13 from the study's director, Jeff Vidler at [jeff.vidler@visioncritical.com](mailto:jeff.vidler@visioncritical.com)... *The Shore104 Vancouver* iPhone App is now live. Technical considerations and approvals took longer than anticipated. Station President/GM **Roy Hennessy** says it downloads in seconds with features that include the last 10 songs played and an alarm clock with relatively good sound quality... *HOT89.9 Ottawa* has dropped the T from its name, temporarily rebranding itself as *HO89.9*. It's part of a contest where listeners are being asked to help find the missing letter. The winner will get \$10,000. As you might imagine, there are those in Canada's capital who are not amused, e.g. the *Children's Aid Society*. It has pulled its advertising because it doesn't want to be associated with the new name.



**T****V/FILM:** Despite warnings that Canada is far from ready for digital TV, Industry Minister **Tony Clement** says he doesn't want delays in the transition from analog. There are about 900,000 households that rely on antennas which don't have TVs equipped to receive new digital signals. Another 44,000 won't have access to TV at all unless they invest in a satellite dish. Up until now, there has been no large-scale move to inform Canadians about what's on the horizon. A link to FAQs at **Industry Canada's** website is dead, and the TV industry does not have a co-ordinated approach for letting viewers know what to expect. The networks have said that they cannot afford the transition of all their towers based on the August, 2011 deadline and have been demanding government help. Last year, the CRTC said the nets would only have to convert towers in markets of 300,000 or more people. **CTV's** VP of Corporate Affairs, **Paul Sparkes**, says there's no chance of CTV recouping the expense of moving to digital. He says "governments are going to make billions off of the [spectrum] auction, and private broadcasters can't be expected to bear the brunt of these costs given that we're being moved off of the spectrum." CTV has digital stations in Vancouver, Calgary and Toronto... **Saskatchewan Communications Network (SCN)**, after nearly 20 years on the air, is being brought to an end next month. The dissolution of the **SCN Corporation** is expected to save the provincial government \$2.4 million in the 2010-11 budget year and an estimated \$5 million annually. The most recent **BBMs** show only 4% of respondents viewed SCN for at least 15 minutes in any given week, numbers that have been consistent over the past six years. The province is looking for potential buyers for the broadcast assets, including the broadcast licence... **CTV**, after 29 years without it, has won back broadcast rights to **The Santa Claus Parade** in Toronto. The parade airs nationally on CTV Nov. 21. The parade has been broadcast nationally on **Global Television** since 1981... **CBC/Radio-Canada** will get \$96.5 million this year from the new **Canadian Media Fund** – \$12.6 million less than they got last year to finance independent TV productions. Funding for English-language programming at CBC is to fall by \$8.9 million in the 2010 broadcast year while funding for Radio-Canada programming is down \$3.7 million... **CHEK-TV Victoria** has entered into a news sharing agreement with **CBC Television**. It gives the Corporation a larger presence on Vancouver Island while providing CHEK-TV with national, international and regional news... A tiny tuner stick, called the **EyeTV Hybrid (Elgato)** is the manufacturer), receives both analog and digital signals and can add a digital video recorder function to PCs and Macs. If you've got the \$150 stick you can watch and record live TV, pausing like on a PVR... **iPad** sales in Canada may have a rougher go than they have so far in the U.S. The problem is content or, in our case, the lack of it. Canadians won't be able to see TV, books and other applications because of American licensing and copyright ownership; the same issue as we have on the Internet.

**S****UPPLYLINES:** **Trevor Joice**, a long-time member of the **Applied Electronics** sales team in Toronto, says he will retire immediately following the **2010 NAB Show** in Las Vegas. He began his 40-year broadcast career as a Technician at **CHUC Cobourg**, then moved to **CHIN Toronto** where - in the course of 18 years with the late **Johnny Lombardi's** operation - he became Chief Engineer. Joice then spent some time at **CJRT Toronto** before moving to Applied...

**L****OOKING:** **Astral Media Radio Edmonton** - Digital Sales Manager; **APTN Edmonton** - Video Journalist; **Dynamic Productions Vancouver** - Copywriter; **APTN Saskatoon** - Video Journalist; **APTN Ottawa** - Administrative Assistant/Programming Coordinator; **CTV (Kitchener) Southwestern Ontario** - Maintenance Technician; **Corus Radio Cornwall** - Chief Engineer; **Astral Media Radio Vancouver** - Digital Sales Manager; **Astral Media Radio Calgary** - Digital Sales Manager; **Astral Media Radio Toronto** - New Business Development Account Manager and AMR Digital Content Producer; **Star 96 Pembroke** - Afternoon Host; **CHUM Radio Kingston** - Morning News Co-Host/Reporter; **CBC Moncton** - Assignment Editor; and **CBC Toronto** - Research Officer.

festival international de télévision de

**BANFF**

world television festival

EVOLVING AT  
THE SPEED OF MEDIA

JUNE 13-16, 2010

[www.banff2010.com](http://www.banff2010.com)

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

THIS PUBLICATION MAY ONLY BE DISTRIBUTED WITHIN THE SUBSCRIBER'S LOCATION.  
PLEASE DO NOT FORWARD IT BEYOND YOUR STREET ADDRESS.

Christensen Communications Ltd. \* 18 Turtle Path \* Lagoon City ON \* L0K 1B0  
www.broadcastdialogue.com \* howard@broadcastdialogue.com

April 15, 2010

Volume 17, Number 45

Page One of Three

**G**ENERAL: **CRTC** Chairman **Konrad von Finckenstein** told a House of Commons committee that allowing foreign control of either telecoms or broadcasting risks turning Canada into a "branch-plant communications industry." In the throne speech last month, the **Harper** government signalled that it wants to open up telecommunications to foreign competition. While the speech didn't specifically mention broadcasters, von Finckenstein said with convergence and new media, it would not be possible to separate the two. von Finckenstein is calling for massive reforms to the country's media and telecom rules. He told the Commons committee that as access to broadband Internet proliferates -- as well as the digital content it carries -- that the CRTC's powers are becoming "outdated." He suggested to MPs that the old framework that split regulation under the Broadcasting and Telecommunications Acts should be merged into a single "comprehensive" piece of legislation. The convergence of broadcasting and telecommunications, he said, is now a "fact of life" and he called for a unified regulatory approach. Canada's big cable and phone firms will appear before the committee today (Thursday)... **BBM Analytics'** *Media Technology Monitor* (MTM), which tracks consumer adoption and use of media technologies, will – in the coming weeks – be releasing their 2009 Media Technology Monitor reports. Highlights include: **The Internet is not replacing traditional TV viewing** – The time Anglophones spend watching video online remains low, just over three hours in a typical week; **Conventional radio still rules** – Despite enormous choice, conventional radio is still the most used audio platform by consumers. However, the average amount of time spent listening to audio on a cell phone doubled in one year, and the growth in smartphones is the driving force behind this trend; and **Personalizing TV viewing** – Almost one in five Anglophones owns a PVR. Expected for many years to be adopted rapidly, the PVR's consumer utility is now competing with Internet TV and cable VOD... The **CBC** signed a deal with **iCopyright**, a U.S. licensing agency that aims to collect a monthly fee from any Canadian business that excerpts CBC media on its blog. As well, CBC now requires that anyone who wants to non-commercially excerpt material – for whatever purpose – must get written permission from the Corporation... **Corus Entertainment's** revenues increased last quarter to nearly \$192.7 million, up 6% from a year earlier and above the consensus estimate by analysts who had expected \$189 million. But the second-quarter net income

**MEDIA MONITORS®**

Audience Re...  
Panels  
AS-FM / Phila  
Normaliz...  
03:04PM  
DAY: 17  
AVG: 12  
April 9, 2008  
Listeners Migration  
Select one of the "migration" tabs and click on a minute to get the migration details.

**Connect your music scheduler directly to your PPM™ listeners.**

Introducing

**AUDIENCE REACTION™**

+

**GSelector**  
music scheduling  
reinvented

**RCS**  
Sound Software

nperchuk@rcsworks.com  
www.mediamonitors.com

604.986.4468  
www.gselector.com

Copyright 2002-2010 Media Monitors. All Rights Reserved. All trademarks are the property of their respective owners.



## EKOS Media Research

*For your mission critical research needs, come to the experts with the resources, expertise and industry experience to get the job done.*

EKOS Media Research combines the 30 year track record of *EKOS Research Associates*, one of Canada's preeminent marketing research companies, with leading edge research tools and resources such as *Probit*, EKOS' probability sample based online panel, coupled with deep experience in media research.

### Our Services Range from:

- strategic studies
- sales & programming research
- media effectiveness research
- regulatory support
- perceptual & positioning research
- strategic planning
- and much more



For more information about EKOS Media Research and how we can help your organization, email or call one of the following representatives:

Owen Charlebois	ocharlebois@ekos.com	416-598-8002 ext 231
Charles Graves	cgraves@ekos.com	416-598-8002 ext 224
Paul Adams	padams@ekos.com	613-878-5553

missed expectations – falling to \$14.6 million, or 18 cents per diluted share – down about 50% from \$29 million or 36 cents per share a year earlier. Most of the improvement came from TV operations, while overall radio sales declined slightly. TV generated nearly \$137 million in revenue, up from \$123.4 million a year earlier, while radio's overall contribution dropped to \$55.7 million from \$57.9 million. Radio revenues increased 4% in Ontario but decreased 12% in the West and 2% in Quebec... **Astral Media's** profits were up 24% in the second quarter, thanks in large part to the car manufacturers who bought advertising on Astral's TV and billboard operations. The Montreal-based company reported net earnings of \$33.6 million or 59 cents per share, improving on last year's second-quarter profits of \$27.1 million or 48 cents a share. A general economic recovery is expected to improve ad spending, Astral says, and TV revenues should increase by high single digits in the coming quarter while radio should rise by mid single digits... There is investor uncertainty with what seems to be the dragging of feet on two of **Shaw Communications'** make-or-break strategic moves: the push into wireless and its desire to cherry pick **Canwest Global's** TV assets. Earlier this year, Shaw confirmed that it plans to take the first steps toward acting on its wireless plans this year, and to have the business being close to deployment early next year. Meanwhile, Shaw and **Goldman Sachs** are battling for control of Canwest Broadcasting. Goldman Sachs, which owns 65% of Canwest's specialty channels, filed court documents earlier this month seeking to thwart the \$95-million Shaw deal. Instead, it supports a \$120-million offer from **Catalyst Capital Group**... Meanwhile, the improvement to **Canwest Global Communications'** revenues will likely have little impact on the sale of its assets. On Tuesday, Canwest reported a \$46.1 million loss for the quarter ended Feb. 28, tightening a loss of \$1.44 billion a year ago when the company recorded an \$895-million charge to goodwill and a \$185-million charge to intangible assets. Revenue totalled \$478.7 million, down from \$493.4 million. **Chris Diceman**, a Sr. VP at **Dominion Bond Rating Service**, was quoted as saying: *You're starting to see that there is some stability in the advertising business, and that could be more encouraging that some improvement in the economy will be reflected in advertising and advertising rates*".

**REVOLVING DOOR:** **Ian Hanomansing** has become a regular West Coast contributor for **CBC's The National**, moving from his co-Host gig at **CBC Vancouver**. Succeeding him is **Tony Parsons**, the long-time **BCTV/Global News** Anchor who retired from that position just a few short months ago. In recent weeks, he's been anchoring **CHEK TV Victoria's** news package and will continue doing the 10 p.m. package. CBC now has a content-sharing deal with CHEK in which the Victoria station will simulcast the 6:00 p.m. CBC Vancouver show... Long-time **RCS Canada** GM **Ross Langbell** leaves the company at month's end. A successor has yet to be determined... Former **CHOM-FM Montreal** morning Host **Ted Bird** begins at **K103 (CKRK) Kahnawake** Monday, April 19. He'll be co-Host of the morning show alongside **James "Java" Jacobs**, who's been on the air there for most of the last 20 years, and **Paul Graif**, who recently re-joined K103 as the morning news and sports Anchor. Graif began his career at K103 before moving to TV sports at **Global** and **CTV**... **Cole Alford**, an 11-year broadcast veteran, joins **Astral Radio Vancouver** May 4 as Business Manager. He moves from **Corus Radio Vancouver**... **Ron Funnell** has been named GM/GSM of **Bayshore Broadcasting's** new **Sunshine 89.1 Orillia**. Funnell's last stop was at **KICX 106 Kitchener-Waterloo** for the launch. Before that, he worked at Central Ontario stations in Orillia, Midland and Bracebridge from 1994-2004... **Beverly Slater**, ex Broadcast Manager at



Radio and Television Broadcasters  
from Across Canada are invited to the



British Columbia Association of Broadcasters

63rd Annual Conference

May 5 - 7, 2010

Delta Victoria Ocean Pointe Resort  
Victoria, British Columbia

[www.bcab.ca](http://www.bcab.ca)

OMD in Toronto, moves to **Astral Media TVPlus** as a National Account Manager... **Leigh Robert** at **CKDK-FM London/Woodstock**, adds APD to duties that include Afternoon Drive and music responsibilities... An unconfirmed report that **Rob Mise**, ex of **CHUM Calgary**, is the new GM/GSM at **MY FM Kincardine**... At the **Saskatoon Media Group**, long-time **CJWW** morning show co-Host **Steve Shannon** has left broadcasting, after 34 years, to become the new Executive Director of the **Saskatoon City Hospital Foundation**. Succeeding him is **Dave Thomas** who adds to this to his morning sports duties on all three SMG stations. **Shannon Nelson** has left **MAGIC 98.3** where she was co-Host of the morning show.

**LOOKING:** **Kool FM** Halifax - Program Director; **K963 Kelowna** - News Person; **Newcap Alberta** - Afternoon drive Announcer (**Mountain [CJPR] Blairmore**), Morning Announcer (**Q91 [CKDQ] Drumheller**), and a Creative Writer (**KG Country [CKGY]/Zed99 [CIZZ] Red Deer**); **Q14**

**Stetler** - Morning Show Host; **Newcap Halifax** - Account Manager; CBC Toronto – Senior Systems Engineer; and CBC Halifax – Senior Communications Officer.

**RADIO:** **Zoomer Media**, based in Toronto, has begun making arrangements for its move to 64 Jefferson Avenue. The company purchased the building that currently houses **Corus Entertainment's** broadcast facilities. Corus is moving to an expanded facility on the city's lakeshore downtown. Zoomer Media, owned by **Moses Znaimer**, will combine its Toronto radio stations (**AM 740** and **Classical 96**), TV stations for which they recently received CRTC approval and its magazine operations.

**TV/FILM:** The majority (53%) of Canadians would like Canadian content rules relaxed. Further, says a new **Ipsos Reid** poll, 64% of respondents believe that the amount of Cancon is fairly balanced, while 28% think there is not enough. Eight percent believe there is too much Cancon available. The poll was conducted on behalf of the **Canadian Journalism Foundation**... It's expected that, by summer, **CTV Calgary** will host master control for most of the Western Canadian CTV stations: Four in Saskatchewan, three in Alberta, **CTV Vancouver** and BC Interior feeds... Layoffs last week at **CTS Burlington** involved 10 people in support positions, mostly on the ministry side... **Corus Entertainment** wants more men watching its **W Network** and is making programming adjustments aimed at luring them. PPM results show W on the decline as compared to other cable channels... **CTV Winnipeg** is the first recipient of the inaugural **St. John Ambulance** Media Award for Manitoba. The award was created to acknowledge exceptional news coverage of health and safety related issues in Manitoba. The Honourable **Philip S. Lee**, Lieutenant Governor of Manitoba and Vice-Prior of the Order of St. John, will present the award at Government House in Winnipeg May 18.

**NAB:** Attendance has rebounded at the **NAB Show** in Las Vegas, with numbers up 6.5% to 88,044 this year compared to last year's 82,650. It's still a far cry, though, from 2007's record year attendance of 108,232. The numbers declined dramatically from that banner year so that any turnaround is seen as great news. Overall, broadcasters here seem to be generally upbeat. Their concerns have moved from recessionary ad loss woes to the U.S. political scene, specifically the proposed performance royalties for radio and a spectrum grab from TV. New NAB President/CEO **Gordon Smith**, a former U.S. senator, noted that the challenges facing American broadcasters [and likely those from other countries] include the attempt by record labels to collect performance royalties from radio stations, the effort to win back some TV spectrum to use for broadband may not be as voluntary as the FCC has tried to spin it, and efforts by BDUs to change the re-transmission consent system. Smith insists that broadcasters deserve to be fairly compensated for their content... Twelve major U.S. broadcast groups say they will form a joint venture to develop a national mobile content service. The 12 – **Belo, Cox, E.W. Scripps, Fox, Gannett, Hearst, ION, Media General, Meredith, NBC, Post-Newsweek Stations** and **Raycom Media** – will utilize existing broadcast spectrum that will allow member companies to provide content to mobile devices, including live and on-demand video, local and national news from print and electronic sources, as well as sports and entertainment **programming**.

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

THIS PUBLICATION MAY ONLY BE DISTRIBUTED WITHIN THE SUBSCRIBER'S LOCATION.  
PLEASE DO NOT FORWARD IT BEYOND YOUR STREET ADDRESS.

Christensen Communications Ltd. \* 18 Turtle Path \* Lagoon City ON \* L0K 1B0  
[www.broadcastdialogue.com](http://www.broadcastdialogue.com) \* [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

April 22, 2010

Volume 17, Number 46

Page One of Three

**R**ADIO: **Corus Quebec** is looking for a quick sale of its **CKRS-FM Saguenay**. The station has been part of Corus for five years since it was part of an exchange of several stations in Quebec with **Astral Media**... **Haliburton Broadcasting Group's Moose FM (CFBK-FM) Huntsville** has become **The New FM 105.5**, with a powerful new signal. Bumped to 44,000 watts, the station can now be heard through roughly a 100-kilometre radius. The AC format stays in place... **Media Monitors** reports that **Tim Hortons** is back on radio big-time in Toronto while **Canadian Tire** made a huge jump in spots aired in Montreal last week. To view the top 10 radio advertisers in Toronto and Montreal, click [HERE](#)... The **Rogers Kitchener Radio Group** – after its fifth annual **Kids Can't Wait Radiothon** – raised over \$225 thousand for **KidsAbility**. The Radiothon was broadcast on **96.7 CHYM FM** and **KIX 106** last Friday, with drop-ins aired on **570 News**. Almost \$1-million has been raised since the radiothon's inception... The **Fourth Annual Corus Caring Hearts Radiothon** in Cornwall has raised \$100,000 in support of the **Cornwall Community Hospital**. The radiothon was broadcast live on all three **Corus Cornwall** stations for 13 hours. All of the money raised goes toward the purchase of medical equipment... **SparkNet Communications**, owner of the **JACK FM** brand, and London-based **United Radio Consultants'** operations in India, will develop partnerships with Indian radio broadcasters seeking to create their own JACK FM-style. **Ken Benson**, the Vancouver-based SparkNet Exec VP of Licensing, said simply exporting the JACK format

to India wouldn't work. Instead, he says, they want to collaborate with Indian broadcasters to create one or more JACK-like brands.

Radio and Television Broadcasters  
from Across Canada are invited to the



British Columbia Association of Broadcasters

63rd Annual Conference

May 5 - 7, 2010

Delta Victoria Ocean Pointe Resort  
Victoria, British Columbia

[www.bcab.ca](http://www.bcab.ca)

**T**V/FILM: In a guest column published this week in **Quebecor**-owned newspapers, including the **SUN** chain, **Groupe TVA** President/CEO **Pierre Dion** (on the cover of the current **Broadcast Dialogue** magazine) wrote that updating the **Canadian Television Fund** to the **Canada Media Fund** hasn't changed things. "Like its predecessor," writes Dion, "the Canada Media Fund is protecting the interests of its beneficiaries instead of funding high-quality productions for all available platforms that have mass-audience appeal and meet Canadians' needs and expectations." (Ed's note: See Dion's guest column in this month's **Broadcast Dialogue** by clicking [HERE](#))... The **Saskatchewan Film and Video Development Corporation** (SaskFilm) has announced production of **InSecurity**, a 13-part



comedy series co-created and co-produced by **Vérité Films** (*Corner Gas*) and **Kevin White** (*Dan For Mayor*) for **CBC Television**. Shot near Regina, with additional production in Ottawa, InSecurity will begin principal photography in July... California's **Pixar Animation Studios** is opening its first Canadian studio in Vancouver. **Pixar Canada** will produce short cartoons by further animating the worlds of the blockbuster hits *Toy Story* and *Cars*. Managers are aiming to staff the Vancouver office with 75 employees by December, 2011... On *John King, USA* – the new early-evening **CNN** news show – every commercial runs with a small window at the bottom of the screen offering a live view of the show's set. Viewers see activity between producers and talent plus a graphic offering news and tidbits from around the U.S. Rather than having spots interrupt programming, the rationale is to keep people riveted to their screens by keeping the show going alongside the ads. **John D'Alba**, the Exec VP/COO of CNN Advertising Sales, says CNN won't be doing this across the board. Instead, he says, the **John King** show is a "test" to see if feedback is positive... The American **TVB** says web sales growth at U.S. TV stations posted an 8.7% share of all local online advertising, outpacing newspapers in 2009. Online ad revenue for the 573 American stations that provided data was \$1.1 billion last year, a 10% increase over 2008. Further, the **Borrell Associates** report forecasts that revenues will grow another 21% this year... *Criminal Minds* isn't for young minds and, as a result, the **Canadian Broadcast Standards Council** (CBSC) has concluded that an episode broadcast on **CTV** at 7 p.m. late last winter should have aired after the 9:00 p.m. watershed hour, and should have had an 18+ rating. In this episode, a killer known as the Boston Reaper was seen hitting a man in the face with a crowbar, slicing a woman's throat, stabbing another man, shooting another woman in the forehead, a shooting rampage on a city bus, as well as the slicing of his own wrists and drinking the blood. For the details on this decision, click [cbcs.ca](http://cbcs.ca).



# A FUTURE IN FOCUS

2010 CONFERENCE

**WAB's 76th Annual Conference**

**June 4-6, 2010**

**Kananaskis, Alberta**

[www.wab.ca](http://www.wab.ca)

or call

**(877) 814-2719**

**for full details.**

**REVOLVING DOOR:** Karen Steele has been promoted to PD at **KiSS-92.5 Toronto**. She succeeds **Julie Adam** at KiSS while Adam retains PD responsibilities for **CHFI-FM Toronto** and VP, National Programming duties for Rogers Broadcasting. Steele joined the Toronto cluster in July of last year as Promotion Director at CHFI and KiSS-92.5. Prior to that, she was PD at **MIX 99.9 Toronto** having moved there in 1999 to become Assistant PD and Marketing Manager... **Mike Brough** has been named Operations Manager for **Bayshore Broadcasting** stations **98 The Beach (CFPS-FM) Port Elgin** and **104.9 The Beach (CHWC-FM) Goderich**. Brough's more recent experience included the launch of **MY FM (CIYN-FM)** in nearby Kincardine. The two Beach stations are stand-alones with distinctive staffs, programs and NDs. Former Port Elgin/Goderich Ops Mgr. **Don Vail** has joined Owen Sound's new station owned by **Larche Communications**. It is not yet on the air... **Rob Williamson**, who joined **Astral Media Radio Terrace** as PD/Radio Operations Manager back in February, is no longer there... **CP24 Toronto's** new Senior Producer of News Programming is **Linda Weber**. She moves from **CTV National News** where

festival international de télévision de

**BANFF**

world television festival

EVOLVING AT  
THE SPEED OF MEDIA

JUNE 13-16, 2010

[www.banff2010.com](http://www.banff2010.com)

she was Manager of DNS (Daily News Service). Weber succeeds **Tony Bitonti** at CP24 and begins May 3... **Natalie Cunningham** moves to **Global Television** in Toronto as Senior Brand Manager. Most recently, she was with **TELETOON**... **Trevor Joice**, the long-time Toronto-based **Applied Electronics** rep who began his career at **CHUC Cobourg**, then was Chief Engineer at **CHIN Toronto**, is retiring this month. He sends along a good-bye note which can be found in the TECHNOLOGY section of the [Broadcast Dialogue website](#).

**GENERAL:** Most Canadians want broadcasting and communications companies to stay in Canadian hands. A **Harris-Decima** survey, commissioned by **ACTRA**, the **Communications Energy and Paperworkers Union** and **Friends of Canadian Broadcasting**, found that 57% opposed foreign ownership of media companies and 55% opposed foreign ownership of telcos. Sixty-eight percent agreed that Canadian broadcasting and communication companies are too important for cultural and national security reasons to be sold into foreign control. The federal government indicated in the March budget it would ease rules against foreign ownership of Canadian telecommunications. Both ACTRA and Friends expressed concern that allowing foreign control of telecommunications will lead to foreign control of broadcasting, as the largest companies have interests in both sectors... **Castanet**, the online news service in Kelowna owned by **Nick Frost** (former owner of **SILK-FM**

**Kelowna**), proved too great a competitor for **Kelowna.com**, another news and information website launched last year. Kelowna.com, while not shutting down completely, has removed its news component and let its 10-person editorial department go as well as the extra sales people. It is reverting to its original premise; a tourist information site.

**LOOKING:** **JRfm/The Peak Vancouver** - Office/Traffic Manager; **Harvard Broadcasting, Regina** - Broadcast Technician; **Astral Media Radio Kelowna** - Account Executive; **Astral Media Radio Toronto** - Digital Content Producer; **Astral Media Radio Winnipeg** - Digital Sales Manager; **Astral Media Radio Terrace** - Program Director/Radio Operations Manager; **Astral Media Radio London** - Digital Content Producer; **Astral Media Radio Montreal** - Digital Content Producer; **91.7 The Bounce Edmonton** - Morning Show Personality; **Big 105/106.7 The Drive Red Deer** - Creative Writer; **93.7 Wayne FM Wainwright** - Morning Show Host/Music Director; **APTN Iqaluit** - Camera/Editor; **Astral Television Networks Toronto** - Bilingual Master Control Operator; **Teletoon Toronto** - Communications Manager; **CTV Toronto** - Executive Producer, Discovery Interactive; **CTV Edmonton** - Human Resources Manager; **CTV Calgary** - Technician; **CBC Vancouver** - Account Manager, Digital Sales; **CBC Toronto** - Account Manager, Digital Sales AND a Host for *The World at Six*; and **CBC Ottawa** - a Manager, Web Production, Information and Sports AND a Technical Producer, Production and Resources.

**SUPPLYLINES:** Toronto-based **YANGAROO Inc.**, a secure digital media distribution company, has signed a multi-year agreement with **MTV Networks** (MTVN), a division of **Viacom**, that will see MTV Networks Music Group begin using YANGAROO's Digital Media Distribution System.



# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

THIS PUBLICATION MAY ONLY BE DISTRIBUTED WITHIN THE SUBSCRIBER'S LOCATION.  
PLEASE DO NOT FORWARD IT BEYOND YOUR STREET ADDRESS.

Christensen Communications Ltd. \* 18 Turtle Path \* Lagoon City ON \* L0K 1B0  
[www.broadcastdialogue.com](http://www.broadcastdialogue.com) \* [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

April 29, 2010

Volume 17, Number 47

Page One of Four

**G**ENERAL: TV is beating up radio in website revenue generation. A *RTDNA/Hofstra University* study has found American TV in general has found the formula for turning their websites into profit centres. TV stations turning a profit increased by 4.3% while radio websites saw a "modest" decline in profitability... *Rogers Communications* says its net profits rose 23% in the latest quarter on higher revenue and cost cutting. Rogers earned \$380 million or 64 cents a share in the three months ended March 31, up from \$309 million or 49 cents a year ago... The latest cross-platform effort by a major broadcaster comes May 11 on **CBS** when the "Live on Letterman" music series returns. Indie Rock band **MGMT** will perform a webcast concert following the taping of the band's performance on the **David Letterman** show. The event will be promoted across and broadcast on several CBS assets; streamed on CBS.com that evening after extensive coverage on-air and online at major markets across the U.S. Access to live and on-demand video will be available on CBS's *Last.fm*, *mp3.com*, *TV.com*, *etonline.com* and *theinsider.com*, as well as CBS TV station sites... The Edmonton chapter of **Canadian Women in Communications** meets next Wednesday (May 5) for a session entitled, *Career Studio: Accelerate & Energize Your Career*. CWC President **Stephanie MacKendrick** will interview **Margot Micallef**, Chair and CEO, *Vista Broadcast* and **Ruth Kelly**, President and

Radio and Television Broadcasters  
from Across Canada are invited to the



British Columbia Association of Broadcasters

63rd Annual Conference

May 5 - 7, 2010

Delta Victoria Ocean Pointe Resort  
Victoria, British Columbia

[www.bcab.ca](http://www.bcab.ca)

**EKOS Media Research** For your mission critical research needs,  
come to the experts with the resources, expertise and industry experience to get the job done.

*EKOS Media Research* combines the 30 year track record of *EKOS Research Associates*, one of Canada's preeminent marketing research companies, with leading edge research tools and resources such as *Probit*, *EKOS'* probability sample based online panel, coupled with deep experience in media research.

**Our Services Range from:**

- strategic studies
- sales & programming research
- media effectiveness research
- regulatory support
- perceptual & positioning research
- strategic planning
- and much more



For more information about *EKOS Media Research* and how we can help your organization, email or call one of the following representatives:

Owen Charlebois	<a href="mailto:ocharlebois@ekos.com">ocharlebois@ekos.com</a>	416-598-8002 ext 231
Charles Graves	<a href="mailto:cgraves@ekos.com">cgraves@ekos.com</a>	416-598-8002 ext 224
Paul Adams	<a href="mailto:padams@ekos.com">padams@ekos.com</a>	613-878-5553

CEO, **Venture Publishing** about their challenges and about how they built their careers. For tickets, click: <http://www.cwc-afc.com/eve-index.cfm?memfn=events&evefa=index...> A good sign of the economic upturn in the U.S. is consumers signing-up for digital cable TV and high-speed Internet services from **Comcast**. That new business led to a 12% increase in first-quarter profits. Comcast also said that advertising on its cable channels rebounded in the quarter. Still, the largest cable TV provider in the U.S. sounded cautious notes as the jobless rate remains high and the housing market is still under duress. Comcast's overall video revenues fell even as the company earned \$866 million, or 31 cents a share, from January through March. Last year, it earned \$772 million, or 27 cents per share in the same quarter. Revenue rose 3.8% to \$9.2 billion from \$8.9 billion 2009's first quarter.

**REVOLVING DOOR:** **Anne Mroczkowski**, the former long-time evening News Anchor at **Citytv Toronto** and who was caught in a news department purge earlier this year, is moving to **Global Toronto**. She joins **Leslie Roberts** June 1 as the supertime co-Ancor... **Dave Somerton**, the Ops Mgr at **CFJC-TV/CIFM-FM/CKBZ-FM Kamloops** – who has been with the operation for 40 years – will retire tomorrow (Friday). **Doug Collins** will take on the responsibilities of TV operations at the **Jim Pattison Broadcast Group** broadcast facility. Collins will continue in news and information at all three stations as Director of News, Information & Television Operations... Also in Kamloops, **Leo Baggio** – PD for both **CIFM** and **CKBZ** and a Host on **CIFM** – will be giving up his on-on gig after being promoted to Director of Radio Programming & Operations at the two stations... **Rick Ringer**, the Ops Mgr at **97-7 (CHGB-FM) The Beach Wasaga Beach**, has been promoted



WAB's 76th Annual Conference

June 4-6, 2010

Kananaskis, Alberta

[www.wab.ca](http://www.wab.ca)

or call

(877) 814-2719

for full details.

### Program Director - CJME Regina



Being live, being local and being relevant. Ask those who've been around a while and they'll tell you those three things are what radio tends to lack these days.

In the News/Talk format, being live, being local and being relevant aren't optional - they are the keys to growing your audience. They also make News/Talk the most exciting format to program.

**Rawlco Radio** is looking for a bright, energetic, experienced and passionate radio professional to join our team to help with the continued growth of Regina's #1 News and Information station -- **News Talk CJME**.

Working with the Program Manager, the successful candidate will be responsible for helping shape and ultimately execute the strategic vision for CJME and the News/Talk format in Regina.

Your people skills need to be impeccable. You will be working with seasoned veterans, new stars in development, a gritty and determined news department, a high-intensity promotions department and an aggressive and motivated sales force. There are a lot of balls to keep in the air -- you need to be good at juggling and getting things moved to completion.

This is an exceptional opportunity for those who are currently in Assistant Program Director roles at other News/Talk stations across the country seeking to spread their wings and move on to the next level. It is also a rare opening for those working in music radio or in radio news management to make the leap to an exciting and challenging format.

Interested applicants should forward their cover letter and resume to:

John Himpe  
Program Manager -- News Talk 980 CJME  
[jhimpe@rawlco.com](mailto:jhimpe@rawlco.com)

Only those applicants selected for an interview will be contacted. No phone calls, please.

Deadline for applications is May 20, 2010.

to Operations Manager for **Bayshore East** (the designation given to some **Bayshore Broadcasting** stations). He'll be working with GM/GSM **Ron Funnell** at **Sunshine 89.1 (CISO-FM) Orillia** on the station's build and launch. Ringer's background includes 18 years on-air at **CHUM-FM Toronto**... **Len Arminio**, after nearly 25 years at Belleville's **Loyalist College**, will retire this Spring from his position as Coordinator of Broadcast Journalism. Before moving to the educational side, Arminio was ND at **CHEX-TV/AM Peterborough**... The new Manager of Engineering and Maintenance at **TVO Toronto** is **Serdar Aikin**. He succeeds **Peter Warth** who retired earlier this year... **Katie Campbell**, originally from Victoria, has moved to New Brunswick a second time, now as Promotions Director/Programming Assistant at **C103 Moncton**. Her stops include **The Juice Kelowna**, **The Fox Vancouver** and **K94.5 MBS Moncton**... **Blair Rhodes**, the PD at **K-Rock (CKQK-FM) Charlottetown** will leave the station May 17 to join **LIVE 88.5 (CILV-FM) Ottawa** as Promotions Director.



**RADIO:** *Astral Media Radio's* newest station, **CJOT-FM Ottawa**, has begun testing at 99.7. The 100,000 watt'er will target women 35-54 ([ottawa997.com](http://ottawa997.com))... **570 News Kitchener** is the recipient of this year's **Registered Nurses' Association of Ontario** radio award for Excellence in Health-Care reporting. 570 News won the best radio news story category for coverage of H1N1 clinics in Waterloo Region... A somewhat mild sexual discussion on **HOT-FM Ottawa's** morning show a year back was not unduly sexually explicit, says the **Canadian Broadcast Standards Council**. During a segment called *The Morning Hot Tub*, **Josie** and her co-hosts talked about **Oprah** and how her show was featuring more sexual topics. The ad libbing moved on to the "O" now standing for orgasm and mentioning vibrators. Click [cbcs.ca](http://cbcs.ca) for more... **GX94 (CJGX)/94.1 FOX FM (CFGW-FM)** Yorkton raised \$20,000 this week during a 36-hour radiothon. The funds are headed to the **Yorkton Regional Health Centre's** maternity ward, aimed at upgrades... More than 50 English-language **Astral Media Radio** stations are broadcasting the company's second annual *National Day of Caring for Kids* radiothon today (Thursday) from from 6 a.m. to 6 p.m. local. The event is in support of 20 major hospitals and healthcare facilities across Canada. Last year, the national event raised about \$7.1 million... What are the odds of this happening? A power failure knocked **CBC Radio One 990 Winnipeg** off the air and, wouldn't you know it, the failure came precisely at the time of a planned generator upgrade. The backup generator's fuel tank lines were disconnected. The station was down an hour and seven minutes. CBC Winnipeg took the weather into consideration but predicting a hydro failure has yet to become an exact science.

**TV/FILM:** A group in Regina called **SCN Matters** has filed a complaint with the **CRTC** in hopes of preventing Saskatchewan's educational broadcaster from fading to black at the end of this week. The complaint argues that when SCN's independent board of directors was dismissed without cause by the provincial government and replaced by a board of two government ministers, SCN was thrown into noncompliance with its broadcast licence. SCN was created in 1990 and dubbed itself "*Saskatchewan's storyteller*". It developed and aired family-friendly programs about the province's history and culture for nearly 20 years... In a series of hearings that began Monday, the **CRTC** has begun to review whether or not the goals of creating diverse, local community programming are being met and/or if those objectives are still appropriate. Activists under the **CACTUS** banner (**Canadian Association of Community Television Users and Stations**) have argued that control of community TV should be in different hands, e.g. that communities should take over.

**Catherine Edwards** of **CACTUS** says two-thirds of Canada's community TV stations have been closed since 1997 or sit unused, despite cablecos having added \$133 million to consumer bills in 2008 to support community programming. **CACTUS** wants control of that cash... Meanwhile, the **CRTC** isn't interpreting **BBM** stats on Community TV viewership numbers correctly, according to a **Canadian Media Research Inc.** (CMRI) study. Commissioned by **Rogers TV**, the study takes exception to a CRTC document that says the 2009-09 broadcast year saw just a 0.2% share of market going to community TV stations. The figure is misleading, CMRI concludes,



## CBC • Radio-Canada

Share our passion. Live our values. Unlock your potential. As Canada's national public broadcaster and one of its largest cultural institutions, CBC/Radio-Canada brings diverse regional and cultural perspectives into the daily lives of Canadians in English, French and eight Aboriginal languages.

The flagship television program in Calgary is part of an integrated news service across all media platforms – television, radio and the web. We want to provide our audiences with a distinct service that is timely, in-depth, accessible and relevant.

**CBC**

### Producer, Television News

This opportunity will appeal to a highly motivated, enthusiastic team player and critical thinker who is audience-focused, proactive, curious and incisive, and can contribute to the diversity of perspectives on the team. In this **1-year temporary** (maternity leave) backfill position, your primary objectives will be to plan, design, organize and develop the program, and take it to air. Showcasing your initiative, independent judgment and creativity, you will work with the Executive Producer to determine the style, pace, tone, lineup and format of the program, ensuring compliance with CBC/Radio-Canada's journalistic and programming policies.

#### Based in Calgary, you will:

- \* develop program content, including assigning tasks, performing research, gathering information, writing, and editing and preparing scripts and video
- \* act as a supervisor and coordinate the work of staff contributing to the program, including those in the control room during program preparation, production and post-production, exercise budget authority.

#### To succeed within a People and Culture Strategy focused on maximizing workforce potential while continuing to increase efficiency, you must bring to the role:

- \* a university degree or equivalent
- \* 5 years' directly related experience, 3 of which involve work in broadcasting or similar industry proven journalistic depth and skills
- \* excellent knowledge of political, social, economic and national issues that pertain to Alberta
- \* ability to work in a high-pressure, tight-deadline environment
- \* excellent communication and writing skills
- \* ability to work proactively and provide leadership by example in a journalistic unit composed of highly talented professionals
- \* proven ability to respond to breaking news
- \* ability to develop a vision for the show, which is innovative with programming and ideas
- \* proven ability to direct, and work with talent
- \* strong organizational skills
- \* commitment to serving and growing audiences in a public broadcasting context.

We recognize the importance of a diverse workforce and we therefore encourage applications from Aboriginal peoples, women, members of a visible minority and persons with a disability. For a full description and to apply, by May 7, 2010, please visit [cbc.ca/jobs](http://cbc.ca/jobs) and search under **job number CAL00205**.

*CBC/Radio-Canada is committed to equity in employment and programming.*



— A HILL COMPANY —

## All Positions Available

### Red Deer, Alberta

Harvard Broadcasting one of Western Canada's fastest growing broadcasters is now accepting resumes and demos for all positions for its newest station launching in Red Deer, Alberta.

Nothing is more exciting and rewarding than being a part of launching a new station.

Come join the team, make your mark and have some fun.

For more details & a complete list of all jobs available with Harvard Broadcasting visit [www.harvardbroadcasting.com](http://www.harvardbroadcasting.com)

Harvard Broadcasting values diversity in its work force and is committed to Employment Equity



festival international de télévision de

# BANFF

world television festival  
JUNE 13-16, 2010

[www.banff2010.com](http://www.banff2010.com)

because BBM share numbers measure viewership on a Canada-wide basis even though no community TV services are broadcast to national audiences. Rogers TV VP **Colette Watson** says that according to BBM data, "audience reach for Rogers' community channels was approximately two-million viewers through most of the broadcast year"... The **Michener Awards Foundation** broadcast finalists for the 2009 Michener Award for meritorious public service journalism are **CBC/Société Radio-Canada** and **CTV Television**. The winner of the *Michener-Deacon Fellowship* is **Julie Ireton**, the business and technology Reporter at the CBC Parliamentary Bureau. Governor General, Her Excellency The **Right Honourable Michaëlle Jean**, will host the ceremony at Rideau Hall May 27... **GlassBox Television** says it plans to ask the **CRTC** a second time for a licence to operate a national French-language indie music station after being denied on competition grounds. The Commission turned down GlassBox's pitch for the French version of **Aux TV**, a Category 2 specialty. **Astral Media's** Category 1 channel, **MusiquePlus** – under existing rules – should not have direct competition from a Category 2 station... Meanwhile, **Astral Media** has won approval for two new English Category 2s – **TV Time** and **Superstar**... **Canwest Media** is expanding its specialty television portfolio with the launch of **Global Reality Channel** – all reality, all the time – with reality shows and franchises from around the world. The new channel launches July 1... **CBWFT Winnipeg**, Manitoba's only local French TV station, is marking its 50th anniversary. The **Radio-Canada** station, on the air April 24, 1960, was the first French-language TV station in Western Canada... Sometimes things just don't add up, and that was the gist of a **Canadian Broadcast Standards Council** decision that went against **Global Ontario**. Answers to mathematical questions posed in puzzles and problems on **Play TV**, a contest in which viewers phoned-in to win cash, were, said complainants, illogical. The CBSC agreed and found that the program violated a clause that requires contests be conducted fairly and legitimately. Click [cbsc.ca](http://cbsc.ca) for details.

**LOOKING:** **CJME Regina** - Program Director (see the display ad in this edition)... **Harvard Broadcasting, Red Deer** (see the display ad in this edition)... **CBC-TV Calgary** (see the display ad in this edition)... Other jobs we've heard about include: **Newcap Red Deer** - Creative Writer; **Astral Media Radio Kelowna** – Digital Sales Manager; **Astral Media Fredericton** – Digital Sales Manager and a Digital Content Producer; **Astral Media St. Catharines** – Digital Sales Manager; **Astral Media Hamilton** – Digital Content Producer; **Astral Television Networks Toronto** – Manager, Research; **CTV Toronto** – Manager, Brand Partnerships; **CTV Vancouver** – Assignment Editor; **Canwest Broadcasting** – Publicity Manager, Dramatic Specialty Channels; **CBC Toronto** – Director, CBC Centres, English Services, a Communications Officer, a Manager of Technical Crafts and a Post Production Supervisor; **CBC Edmonton** – National Reporter; and **CBC Yellowknife** – Broadcast Technician.