

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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Thursday, September 9, 2010

Volume 18, Number 17

Page One of Three

**T**ELEVISION: Tomorrow night (Friday), *Citytv*, *CTV* and *Global* will donate one hour of simultaneous commercial-free, primetime coverage for the *Stand Up To Cancer* (SU2C) television event. The broadcast marks another collaboration as all three networks donate one hour of commercial-free prime time to simulcast the fundraising special to raise funds for cancer research. SU2C will also stream live online at Citytv.com, CTV.ca, and GlobalTV.com... While the **CRTC** granted the application by *Thunder Bay Electronics* to disaffiliate its *CKPR-TV Thunder Bay* from **CBC** on Aug. 31 of this year, the disconnect has yet to happen. As of this week, **CBC** programming was still being aired... *Quebecor* (the parent company of *Sun News TV*) has asked the **CRTC** for a Category 2 specialty licence, but with a special consideration: that the government force BDUs to put "Fox News North" on their mandatory access menu for three years. Subscribers wouldn't be forced to watch it, Quebecor says. It just doesn't want to be locked out of any market the way many Category 2s are. **Kory Teneycke**, VP in charge of developing Sun TV News, wants viewers to be given a no-obligation choice of adding it to their TV package or not. The Commission will review the application at a Nov. 19 hearing... Meanwhile, in a *Letter to the Editor* at the *Globe & Mail*, published yesterday (Wednesday), **CRTC** Chair **Konrad von**

**Finckenstein** wrote that no one at any level of government has approached him about the Sun TV application. The letter was in response to a Aug. 19 column by Lawrence Martin that questioned the **CRTC's** independence... With the deadline for the switch from analogue to digital TV now one year away, many Canadians are still unsure how this will affect their TV access. For what you need to know, click [HERE](#). New Democrat Digital Issues Critic **Charlie Angus** says "... the Conservative Government has dropped the ball preparing Canadians for this transition that has been in works since 2007"... A multi-faceted campaign, designed in-house, has been launched for the arrival of *Global National's* new Anchor and Executive Editor. **Dawn Friesen** steps into those roles Sept. 20. The campaign includes TV spots, radio, outdoor, transit and print. Friesen will also be traveling across Canada on a publicity tour... Beginning Sept. 20, almost all of **CTV's** prime-time schedule will be available on [CTV.ca](http://CTV.ca). Each of the series will play in an enhanced 16:9 video player with



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## Connection 2010

Thursday Oct. 21, 2010

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improved video quality. Every episode is available the morning following televised broadcast, with episodes of weekly dramas and comedies generally being available for three weeks and daily programs for one week... Meanwhile, **Crackle**, **Sony Pictures Entertainment's** premium video entertainment network, is now available in Canada at [www.crackle.com](http://www.crackle.com) as well as via distribution partners including **RogersOnDemand**, **YouTube**, **Boxee**, **Dailymotion** and **Metacafe**. Advertiser-supported, Crackle features original short-form series, full-length and short-form TV shows and motion pictures from the Sony Pictures library. **Rogers Digital Media** will be the ad sales agent in Canada and will sell the site's Canadian inventory across its online distribution channels... **Bell Canada** is opposing a **CRTC** decision to allow smaller ISPs more room on its network. Forced to provide matching download speeds, Bell risks losing out on all-important TV customers to the likes of Internet content-streaming **Netflix**, expected to be bringing services to Canada this fall. Bell, **Telus** and other major providers such as **Rogers** and **Shaw** – by providing the small providers speeds equal to their own – means that smaller ISPs can stream high-quality video in huge volumes, thus creating an alternative to TV products from Bell. Rogers lowered its download caps this summer on the same day Netflix announced it was headed to Canada. Bell wants the federal cabinet to overrule the speed-matching decision and has threatened to scale back investment in next-generation technology if that doesn't happen... **CHEK-TV Victoria** celebrated its first year of being employee-owned on Sept. 6. It was a year ago that an employee-led bid bought the station from **Canwest Global**, which had planned to shut it down. The station has grown from fewer than 30 full-timers a year ago to 43 full-time and 21 part-time staffers. They all remain under the original employee ownership plan, which requires full-time staff to invest \$15,000 and half as much from part-timers... All of the **CTV** and the **/A\** stations in Canada will be holding open houses on Saturday, Sept. 25. It's become an annual event... **CBC-TV** will be airing Sept. 20 the first Canadian 3D TV show to be Canadian-shot, produced and transmitted nationally. Free 3D glasses for *Queen Elizabeth in 3D* are available at more than 3,100 Canada Post outlets but you're encouraged to snap them up; only two million pairs of free 3D glasses will be distributed on a first-come, first-served basis.

**REVOLVING DOOR:** Tom Clark, the Host of **CTV News Channel's POWER PLAY WITH TOM CLARK** and a former **CTV News** Washington Bureau Chief, has resigned. He'd been with CTV for almost 40 years. His departure follows the appointment of **Lisa LaFlamme** as **Lloyd Robertson's** successor at **CTV National News**. Clark had been considered a top contender for the job... **Barry Stewart**, the APD/MD at **CHUM-FM Toronto**, after 33 years, is no longer with the station... After one year on the air, there are some changes at **Shore FM (CHHR-FM) Vancouver**. President/GM **Roy Hennessy** has become the Chairman while VP Sales **Sherri Pierce** has been promoted to President/GM. **Bob Mackowycz's** programming consulting services concluded at fiscal year-end... Outgoing (and outgoing!) **Rogers Media** President/CEO **Tony Viner**, 63, leaves his post on Monday after 11 years as boss. His successor is **Keith Pelley**, ex of **CTV**... New **CTV Ottawa** ND is **Peter Angione**, ex ND at sister station **/A\ Ottawa**. He'd held that position since Oct/05, promoted upward from Senior News Producer. Angione had worked in broadcast newsrooms at Halifax, Barrie and Edmonton before moving to Ottawa in May 2004. **Joanne Woo**, who had been Supervising Producer at **/A\ Ottawa**, succeeds Angione there as ND... **Andy Barrie**, the former Host of **CBC Radio's** flagship *Metro Morning* program in Toronto, has joined **Ryerson University** in Toronto as Distinguished Scholar in Residence in the Faculty of Communication & Design for the 2010-11 academic year. His background includes **CJAD Montreal**, **CFRB Toronto** and **Global Television**... **Larry Updike**, the 33-year radio veteran who left **CJOB Winnipeg's** morning show exactly one year ago, has returned to the medium – this time as **CBC Manitoba's** new afternoon Host. He'd worked the past year as the spokesperson for **Siloam Mission**, a charity that helps Winnipeg's poor and homeless... **Phil Ceccacci**, GSM at **Blackburn Radio Chatham**, retired after 23 years with the company. But he hasn't retired, as such. He and his wife bought a coffee shop... Toronto-based **Portfolio Entertainment** has appointed **Louis Fournier** as VP Sales and Acquisitions. Most recently, he was VP Business Development at **Tribal Nova**. Before that, he was President of **Galakids**, a division of **Galafilm Inc.**... **David Westin**, the President of **ABC News**, has resigned and will leave his 13-year job by year's end. Westin presided over anchor changes at three of ABC's top news programs. He also oversaw a staff cut of 25% at ABC News... **Shelly Datseris**, Manager, Communications at **Teletoon Toronto** will leave Sept. 16 and return to **Rogers'** head office as Communications Manager HR and Corporate Communications... **Brian Anthony**, National Executive Director/CEO of the **Directors Guild of Canada** has resigned, effective March 1, 2011.

**RADIO:** **95.7 The Sound (CKEA-FM) Edmonton** has launched. The **Harvard**-owned FM'er is '90s Gold-based Triple A-formatted, aimed at 25-44s and favouring women. **Tamara Konrad** is GM while **Sara Parker** is PD. This is the last FM frequency available in Edmonton, where there are more radio stations per capita than in any other Canadian city... **The Edge**, **AM 640** and **Q107 Toronto** all move from their Eaton Centre



address to new digs on the city's waterfront this weekend. The **Corus Quay** (pron: key) is a new facility that will house all of the Corus properties in Toronto, including television... **CBC** has a qualified purchaser for its transmission site in Brossard, QC, though the sale has yet to close. All of the new Mount Royal tower work has to be complete by Sept. 16 due to the pending sale. The Brossard site currently houses backup transmission facilities for CBC's four radio services... The new **1035 The Bridge Nelson** has succeeded **VISTA Radio's** former station, **Mountain FM** (and formerly **BKR**), with an AAA/Indie Rock format... Radio in two Alberta communities has reverted to highlighting their historic call letters in stations IDs. **Clear Sky Radio's 94.1 CJOC Lethbridge** and **102.1 CJCY Medicine Hat** have new looks prominently featured as station brands... **Astral Radio** has invited agencies, advertisers and media to join it live on the web tomorrow (Friday) at 2:15 p.m. ET for details on the first full currency year of PPM results for Vancouver, Calgary, Edmonton and Toronto. The broadcast is expected to be 25 minutes and will analyze seasonal results for the PPM markets. For access, click [www.survey.astralradio.ca](http://www.survey.astralradio.ca).



Al &amp; Georgette Pippin

**SIGN-OFFS:** **Georgette Pippin**, 57, of cancer in Saskatoon. Mrs. Pippin, well-known to Canadian broadcasters as an integral part of **Pippin Technical Services** and as **Al Pippin's** wife, had been struggling with cancer for quite some time. The Vigil for her will be held tomorrow (Friday) and the Mass of Christian Burial will be celebrated on Saturday... **Craig Smith**, 54, in Newmarket hospital's palliative care wing, after his condition was deemed to be too fragile to undergo a liver transplant operation. Smith had been the moderator of the **Southern Ontario/Western New York (SOWNY) Radio-TV Forum**, more commonly known as the "big yellow board", over the past 10 years.

**GENERAL:** **Telesat** has been recognized by **Euroconsult**, an analyst and research group in satellite communications, as **Global Satellite Operator of the Year**. The award, which evaluates both mobile and fixed satellite service (FSS) providers, was announced at the **World Satellite Business Week** conference in Paris. Telesat is the world's fourth largest FSS operator... The **Broadcast Executives Society** (BES) in Toronto has resumed its luncheon series. On Sept. 21 at Noon, BES and **TVB** present "**The Power of Television**" at the Four Seasons Hotel. Contact **John Tucker**, the BES Administrator, at [admin@bes.ca](mailto:admin@bes.ca) for details... The Edmonton chapter of **Canadian Women in Communications** kicks off the 2010-2011 season Wed., Sept. 29 at CTV Edmonton. For information, click [www.cwc-afc.com](http://www.cwc-afc.com).

**LOOKING:** **BNN Toronto** – Web Producer and a Chase Producer; **Sparknet Communications** – Radio Consultant; **BBM Canada Toronto** – Broadcast Engineer, Manager of Technical Operations; **Teletoon Toronto** – Communications Manager; **CP24 Toronto** – News producer; **CBC Ottawa** – Associate Director, English Services; **Global Regina** – Reporter/Anchor; **100.3 The Bear Edmonton** – Evening Announcer; **CJAD 800 Montreal** - Newscaster; **Astral Radio Ottawa** - Technician Junior and Promotion Support; **Q92 Timmins** – Broadcast Technician; **CKRW The Rush Whitehorse** - General Manager; **CFVR-FM Mix 103.7 Fort McMurray** – Program Director; **106.1 The Goat Lloydminster** – News Director; and **96.7 The RIG, Whitecourt** - Morning News Anchor/Reporter.

**SUPPLYLINES:** **Mijo**, the Toronto-based digital TV and radio commercial distribution company, has acquired **Adbeast**, a firm that specializes in web-based digital asset management for the advertising industry... **Panasonic Canada** says its new professional full HD 3D camcorder is now being delivered to clients ahead of schedule. The AG-3DA1 is a fully integrated full HD 3D camcorder offering SD media card recording. It is equipped with dual lenses.

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Thursday, September 16, 2010

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**REVOLVING DOOR:** Kory Teneycke, who set an adversarial tone at the outset of *Quebecor Media's* application for a new specialty news channel with criticism of other broadcast news organizations, has resigned as the company's VP of Development and head of the *Sun* newspaper group's Ottawa bureau. The former *Harper* spokesman cited his immediate move from the PMO into journalism as part of the problem. His political baggage came to haunt him. Teneycke still believes in the *Sun TV* project – dubbed Fox News North – as a way of offering Canadians new outlooks. His successor is **Luc Lavoie**, a former spokesman for Prime Minister **Brian Mulroney**... Still with *Sun TV*, *Corus Radio Winnipeg* talker **Charles Adler** has been signed to anchor an evening show, if the Category 2 specialty channel gets approval and launches. Adler would continue his daytime broadcasts at Corus... *CTVglobemedia* President/CEO **Ivan Fecan** will retire once the regulatory process for *BCE's* proposed acquisition of the network concludes, probably by mid-2011. Fecan has been with CTV 17

years during which he worked with a team that bought out CTV's old partners, turned the stations into a 24/7 network and added specialty channels such as *TSN*, *The Comedy Network* and *Sportsnet*... Ex *Rock 101 Vancouver* PD **Steve Parsons** is now a Program Consultant at *SHORE 104 Vancouver*. The new SHORE GSM is **Mel Kartush**, promoted from within. He succeeds **Sherri Pierce** who was promoted last week to President/GM... **Dean Sinclair**, ex GM at *Corus London*, is the new GM at *Humber College Radio* in Toronto... **Tim Parent**, ex of *CJAD Montreal*, moves within Astral to become ND/Ass't Brand Director at *Newstalk 610 CKTB St. Catharines*. Parent, who succeeded **Bonnie Hislop**, began this past Monday. Hislop, who's now off on maternity leave, will return to CKTB in a new role... **Wendy Gray**, based at *Moose-FM (CFBG) Bracebridge*, has been promoted to VP, News and Digital Content, at the *Haliburton Broadcast Group*. She had been the central and northern Ontario radio chain's ND/Ops Mgr.

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**FALL CONFERENCE  
& COMMUNITY  
SERVICE AWARDS**  
Thursday, October 21, 2010

**T**V: The **BCE/CTV** deal was driven by **Ontario Teachers' Pension Plan**, reports the **Globe and Mail**. Quoting "sources with knowledge of the \$3.2-billion deal," the newspaper says the Teachers hadn't liked the CTV/Globe combo for quite some time, believing it to be a bad fit. In the end, Teachers found an exit when BCE CEO **George Cope** got more comfortable with the idea of adding broadcasting assets to **Bell**. An insider said the partnership (**The Woodbridge Company** [the Toronto-based holding company of the **Thomson** family], Ontario Teachers Pension Plan and **Torstar Corporation**) didn't like seeing CTV lose ground as a ratings and revenue leader... The facts of the deal include: (a) **BCE**, which holds 15% of **CTV**, has bought the remaining 85% of the private network. (b) The purchase gets BCE 27 CTV TV stations, 30 English and French specialty channels (including **TSN**, **RDS**, **MTV Canada**, **Space**, and **Bravo!**). (c) Rights to streaming online video for TV network programs. (d) 34 **CHUM Radio** stations and (e) a 15% stake in **The Globe and Mail**. The targeted sale completion is

mid-2011. CTV has more than 5,000 employees. BCE President/CEO **George Cope** says video and TV are important to **Bell Canada's** future as is the adoption of mobile TV. **CTVglobemedia** President/CEO **Ivan Fecan** described CTV's future in an independent broadcaster role as difficult to imagine. Instead, he says, it's incredibly important to be part of a large vertically integrated company... **Bell Canada** quietly began rolling out a new TV service this summer that runs over its fibre optic network. Door-to-door sales people started pitching **Fibe TV** in selected Toronto and Montreal neighbourhoods. While the network reaches 50,000 households in those areas, Bell won't say how many signed up for the service... **Telus** says it has no plans to match competitors **Bell** and **Shaw** by buying up media assets for TV, online and wireless content. Telus doesn't need to own content to provide it, says Chief Commercial Officer **Joe Natale**. He says the company will keep on providing and aggregating content that's already out there. While Bell is scooping up **CTV** and **Shaw** is doing the same with **Global**, Telus is working on the belief that the **CRTC** will ensure that content is made available to all providers... **Google** says it will launch its free TV service this fall, full Internet browsing via a TV set. The search engine is hunting for new revenue opportunities as growth in its core Internet business slows... **CKSA TV Lloydminster** will celebrate 50 years of service on Sept. 23, the only small market TV station on the Prairies to hit a gold anniversary. The current owner, **Newcap**, says the focus will be on recognizing founder **Art Shortell's** vision five decades ago and his legacy... **Twist TV**, the former **Discovery Health Channel Canada**, will launch Nov. 1. The **Canwest** specialty digital channel captures everyday people in extraordinary situations, the tagline being: "Life throws curves"... **Astral** and **Rogers Communications** have an agreement to bring Rogers customers more **TMN**, **HBO Canada**, **Mpix**, **Family Channel** and **Playhouse Disney** across virtually any screen. It's free to channel subscribers as part of their Digital Cable package.

**R**ADIO: A radio tuning myth may have been debunked during last Friday's web presentation by **Astral** on the first full currency year of PPM results. Summer, it seems, isn't the write-off we all thought it was. With **PPM** comes a new measure over one full year of radio tuning across the four seasons – in Vancouver, Edmonton, Calgary, Toronto and Montreal. In Toronto, consistency for 18-54s across all seasons; Edmonton tuning dropped in winter, then picked up in spring and increases were found in summer; Vancouver

had consistency in fall, winter and spring with a 9% tuning hours drop in summer; Calgary saw highest tuning in fall while winter and spring were flat and summer was up 6%; and, in Montreal, spring and summer were up slightly compared to fall and winter... The **Canadian Country Music Association Awards**, held in Edmonton Sunday, include these station winners: Radio Station of the Year (Major Market) **CISN Country 103.9 Edmonton**; Radio Station of the Year (Secondary Market) - **100.7 The Island (CFRM-FM) Little Current**, On Air Personality of the Year (Major Market) - CISN Country Morning Crew with Sean Burke & Bruce Bowie, **CISN-FM Edmonton**; On-Air Personality of the Year (Secondary Market) - **KG Mornings with Greg, Tera Lee & Al, CKGY-FM Red Deer**; Music Director of the Year (Major Market) - **Mark Patric, New Country 93.7 JRfm (CJJR-FM) Vancouver**, and Music Director of the Year (Secondary Market) - **Tim Day, CKGY-FM Red Deer**... From **Radio InSights, Trading Broadcast Dollars for Digital Dimes**. The article says each dollar lost to on-air advertising can find only 15-cents on Internet sites. In 2009, when U.S. newspapers saw nearly \$10 billion of print dollars disappear, it managed to replace only \$2.7 billion with digital... **EZ Rock London** has moved to a half Pop, half Rock format and dropped the target demo from Women 35-54 to Women 25-44. Brand Director **Barry Smith** says the new sound has “a stronger and more relevant identity on and off air” and is more upbeat and energetic. **Mark LaPointe**, a **Broadcast Dialogue** editorial contributor, moves to mornings. **Rich Greven**, a 42-year veteran, was laid off... The French-language equivalent of the **Radio Marketing Bureau** – the **Bureau de commercialisation de la radio du Québec** (BCRQ) – also ceased operations Aug. 31 citing the changing radio industry landscape. Founded in 1992, BCRQ’s mission was to promote the effectiveness of radio advertising to advertisers and agencies... Three out of four American cell phone owners say they would pay extra – a one-time fee of 30-cents – for a radio-capable device; a built-in radio chip on their mobile phone. In a study commissioned by the **National Association of Broadcasters** and conducted by **Harris Interactive**, two-thirds of adults indicated they would listen to local radio on their cell phones. Seventy-one percent of 18-34s say they would use a built-in radio to listen to local radio stations on their cell phone. The online survey also revealed that most Americans (61%) are unaware that they can buy a cell phone with a built-in radio... **Bayshore Broadcasting’s** new **Sunshine 89.1 Orillia** has found a studio location: 490 West Street. **Ron Funnell** is GM while **Rick Ringer** is Ops Mgr... **Classic Rock 101 Vancouver** is celebrating its 40th anniversary this year... **SparkNetworks** says it has an exclusive to distribute **Westwood One** products in Canada, including *David Letterman Top 10*, *Jay Leno’s* nightly monologues and *Daily Dose with Dr. Oz*.

**SIGN-OFF:** **Edwin Newman**, 91, of pneumonia in Oxford, England. Newman, at **NBC** from 1952 until retirement in 1984, did political reporting, foreign reporting, anchoring of news specials, *Meet the Press*, *Today*, *Nightly News*, midday news and a variety of radio spots. He announced the death of President **John F. Kennedy** on radio, and anchored on TV when President **Ronald Reagan** was shot.

**LOOKING:** **Q99 Grande Prairie** - Reporter/Anchor; **The Canadian Press, Toronto** - Sports Reporter/Editor; **CBC Toronto** – Senior Manager, Media Innovation; **Alberta Motion Picture Industries Association, Edmonton** - Executive Director; **Nielsen Toronto** - Sales Account Executive; **EZ Rock North Bay** - Morning Show Co-Host and a Morning Show Co -Host/News Anchor; **Zed 99 Red Deer** - Accounting/Traffic Clerk; **Astral Radio St. Catharines** – News Announcer; **102.1 The Edge Toronto** – Morning Show Producer and a News/Sports Reader; **Country 95.5/B93 Lethbridge** – Account Executive; **APTN Winnipeg** - Video Journalist/Investigative; **CTV Toronto** – Senior Producer and a Segment Producer (both for Marilyn Denis show); **Astral Television Networks Toronto** - Senior Maintenance Technician; **CBC Transmission Toronto** - Senior Remote Area Transmitter Technologist; **CBC Moncton** – Maintenance Technician; **CBC Thompson** – Senior Remote Area Transmitter Technologist; **CBC Saskatoon** - Senior Remote Area Transmitter Technologist; **CBC Regina** – Senior Broadcast Technologist, Production and Resources; and **MBS Moncton** - Broadcast Technician.

**GENERAL:** The **CBC** is considering a new web policy that would have people who comment on news stories use their real names (as with letters to the editor in print publications)... **Rogers Broadcasting - Radio** CEO **Paul Ski** addresses the **Broadcast Executives Society** luncheon in Toronto Oct. 7. For tickets, [www.eplyevents.com/BES-OCT7-LUNCH](http://www.eplyevents.com/BES-OCT7-LUNCH).

**SUPPLYLINES:** **Miranda Technologies** has acquired **OmniBus Systems**. OmniBus provides technology and services to TV and Internet broadcasters. Price tag was \$48.7 million.



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Thursday, September 23, 2010

Volume 18, Number 19

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**T**V: At the **CRTC** hearing in Calgary in the acquisition by **Shaw Communications** of **Canwest Global's** broadcast properties, Shaw told the Commission that it will give rival carriers equal access to Canwest Global programming. That took some of the heat off concerns that the large telecom firms were moving toward a content-exclusivity model that threatened to limit diversity and program options for viewers. Shaw's Chief of Regulatory Affairs, **Ken Stein**, said Shaw would use its Canwest content to negotiate and trade for programming rights owned by others, not hoard it: "We would offer it to **Bell, Telus** and **Rogers**, just as we hope they would offer their content to us." But skepticism persists. A source close to the **CRTC** says Shaw may back off the pledge after it wins approval of its Global purchase given the industry's current direction. The hearing was scheduled for two and a-half days, with a decision expected within 35 days... The **Canadian Media Production Association** says urgent safeguards must be put in place to protect its members from the market power of a deal such as **Shaw's** takeover bid of **Canwest Global**. If this and the **BCE/CTV** deals go through, says **CMPA**, the two companies would control 69% of all English-language analog specialty and pay services. Association President/CEO **Norm Bolen**, speaking as an intervenor, told the **CRTC** of the need for checks and balances that would protect independent producers... In the first of a renewed series of luncheons (after a two-year hiatus), the **Broadcast Executives Society** in Toronto made the case for TV by making a case for broccoli. You may recall a campaign of three TV spots from earlier this year in which stunning events were made light of when stacked up against the "miracle" of broccoli. But the campaign – which spiked sales of broccoli in Ontario and B.C., the markets where the campaign aired – and which was commissioned by the **Television Bureau** (TVB) – was instead proving TV's ability to sell product. Click <http://www.tvb.ca/pages/BroccoliCase.htm> for study results... **Bell Canada** has made **Business News Network** (BNN) available on its wireless network, the first such launch since Bell's parent, **BCE Inc.**, said it would buy **CTV**, the owner of the specialty channel. As of Tuesday, BNN has a redesigned website at [BNN.ca](http://BNN.ca) that features enhanced user tools and an extended base of business and programming information... **Bell** has launched **Bell TV On Demand**, the first national on-demand video service available to Canadian satellite TV subs. It also offers select titles in 1080p HD... **Wells Fargo Securities** analyst **Marci Ryvicker** says the predictions that consumers will drop cable and satellite TV in favour of over-the-top video services



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such as **Apple TV** and **Google TV** are misguided speculation. Such over-the-top services, she says, will complement rather than replace pay TV... Montreal-based **Stingray Digital** is now selling its **Galaxie Digital Music** service to the US market. Galaxie is 50 uninterrupted and commercial-free digital music channels delivered by cable, satellite or IPTV to consumers' homes... **Netflix** launched in Canada yesterday (Wednesday) but CEO **Reed Hastings** downplayed expectations. Many Canadians were hoping that Netflix, which offers unlimited movie and TV episodes over the Internet for \$7.99 a month, would allow them to ditch their cable and satellite connections. But the service, said Hastings, is not an effective competitor to traditional TV. At the company's Toronto news conference, Hastings said: "We're like a bicycle compared to their car. We're a supplement." There was some embarrassment for Netflix, though. It had hired actors who were told to look "really excited, particularly if asked by media to do any interviews about the prospect of Netflix in Canada." After word of the ruse spread on Twitter, Netflix apologized and said that the extras should not have been talking to reporters.

**RADIO:** Christopher Grossman's **Haliburton Broadcasting Group** has bought three Ontario radio stations, two in Stratford and the

other in Sturgeon Falls. The purchases of **CJCS 1240/107.7 Mix FM (CHGK-FM) Stratford** from **Steve Rae's** company, **Raedio**, and of **Joe Cormier's Joco Communications**-owned **Joco 99.3 (CFSF-FM) Sturgeon Falls** brings the number of Haliburton stations to 17... **101.5 The Hawk (CIGO) Port Hawkesbury** got the **CRTC** nod to bump power from 19,000 watts to 40,000. Owner **Bob MacEachern** says that by more than doubling signal strength, The Hawk will provide a clearer signal to its entire coverage area. Along with a new transmitter, already in place, will be new digital consoles... On Monday (Sept. 27), **1290 CFRW Winnipeg** will drop its Oldies format in favour of becoming **SPORTS RADIO 1290**. In the early days of the new format, the station will rely heavily on syndicated programming... **AM900 CHML Hamilton** has tweaked programming, moving the morning show to a news wheel lead by Senior News Anchor **Paul Tipple**. Traffic and weather updates are broadcast every 10 minutes on the 9s. **Scott Thompson** saw his morning show moved to middays, followed by afternoon drive led by news Anchor **Ted Michaels** from 3 to 6 p.m. **Charles Adler's** syndicated show has been moved to evenings... **Quinte Broadcasting** in Belleville has begun this year's Adopt-a-Child program for families in need of children's winter clothing. Quinte began the annual event in 1987 and now runs it as a registered charity in partnership with local police. Radio adoptions will air Oct. 4 to Oct. 29 on **CJBQ 800 AM/Rock 107.1 FM/Mix 97.1 FM Belleville** with clothes being distributed in November... **Sunny 94 Lacombe**, upon learning that this year's **Terry Fox Run** might have been cancelled due to the lack of a local organizer, took over the reins itself. The **Rotary Club** of Lacombe, disappointed in low turnout for the run over the past few years, decided to step away. There were just 15 participants last year. But after Sunny 94 took over administration/operation for this, the 30th anniversary of Fox's run, it attracted close to 70 participants and raised \$4,100.



**SIGN-OFF:** Douglas Johnston, 60, in Toronto of a heart attack. Johnston was the Afternoon Drive Host at **88.5 The Jewel Toronto**. Before joining the **Evanov Radio Group**, he had a long career at such stops as **Silk FM Kelowna** and **CKPC Brantford**. Johnston had been with ERG for about a decade.

**GENERAL:** **Astral Media** wants the country to know about its contributions to Canadian culture. A campaign that got underway last week depicts what the film, TV and music industries would look like without financing from Astral... The late **Terry Kielty** and **Norm Marshall** will receive posthumous honours at the **Sports Media Canada Achievement Awards** next month. Kielty helped launch **CFRA Ottawa** in 1947 and was an on-air personality. He also served as President of the **Ottawa Rough Riders** in the 1980s. Kielty died May 5 at the age of 86. Marshall was the voice of the **CFL's Hamilton Tiger-Cats** and also worked as a sports Anchor on **CHML Hamilton** and **CHCH-TV Hamilton**. Marshall and **Larry O'Brien** served as commentators on the first TV telecast of the **Grey Cup** in 1952 where the **Toronto Argonauts** defeated the **Edmonton Eskimos** 22-11 at Toronto's **Varsity Stadium**. Marshall died in November 2008 at the age of 89. The awards, which recognize Canadian sports media, will be presented Oct. 13... **CBC** will sell its landmark building on Sackville Street in downtown Halifax and house all of its radio and TV operations under one roof on Bell Road. The building on Bell Road will be upgraded and expanded to include an extra 35,000 square feet. The work is expected to be done by December 2013.

**OPS:** Received a note from **CHAT TV Medicine Hat** GM **Dave Sherwood** about an error in last week's **Broadcast Dialogue Briefing**. **CKSA TV Lloydminster**, says Sherwood, is not the only Prairies small market TV station to celebrate 50 years of service. "*Here at CHAT TV, we celebrated our 50th anniversary Sept. 14/07 – and we're still going strong! We congratulate our younger sister station*".

**REVOLVING DOOR:** At **CBC NEWS Toronto**, two new News Anchors will take over delivery of the local TV supper hour newscasts beginning Oct. 12. **Anne-Marie Mediwake** moves from the morning anchor desk at **CBC News Network** and **Dwight Drummond** moves, after 20 years, from **Citytv Toronto**... **Costas Halavrezos**, after 23 years as Host of **Maritime Noon**, has taken early retirement. The 62-year-old began working at **CBC** as a freelancer in the mid '70s and later served as a Producer before becoming an on-air Host in 1982... **Andrew Krystal** is the new morning Host at **THE FAN 590 Toronto**. He's now working with new morning sports Anchor and longtime FAN 590 veteran **Dan Dunleavy**... **Daniel Prousalidis** of **CFRB Toronto's** news department has been promoted to Ottawa Bureau Chief... **Michele Rocha** has been promoted to Senior Research Manager at **CTV**, specializing in digital media. Also at **CTV**, **Noel Jago** is the new Research Manager for the **MuchMTV** group and **The Comedy Network**. Jago's background includes seven years in audience research and as Research Supervisor at **CFPL-TV London**... **CBC Sports** has hired former **NHL** enforcer **Brad May** as **American Hockey League** analyst. May will also co-host **Hockey Night in Canada** radio and online... **Mike English**, most recently the Exec Producer for studio production at **Sportsnet**, has become the Senior Assignment Editor at **TSN**... **Michele McEnery** has moved into the new position of Director, **CBC/Radio-Canada Multicultural Business Development**. Previously, she was Managing Director of **QMI Sales**, responsible for national sales for **Sun Media**, **Canoe**, the **TVA Network** and **TVA Publications**.

**LOOKING:** **CTV Toronto** – Project Manager, Digital, TSN, a Development Manager TSN.ca, a Creative Designer TSN.ca, an Information Architect, CTV Digital Media, a Producer – Business News Network, a Segment Producer-e-Talk and a Segment Producer-Fashion Television; **Astral TVPlus Toronto** - Account Executive - Media Creativity; **APTN Edmonton** - Camera/Editor; **CBC Ottawa** - Manager, Special Events and Projects; **CBC Toronto** - Administrative Officer, Radio Production Centre, a Network Control Centre Technician and a Manager of the Toronto Design Office; **MBS Moncton** – Technician; **890 CJDC Dawson Creek** – Morning Show Announcer; **Astral Radio London** - Commercial Producer; **Sports Radio 1290 Winnipeg** - Morning Announcer/Operator; and **Evanov Radio Group Toronto** - Traffic Coordinator.

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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**T**V: An article in the *Harvard Business Review* makes the point that commercials actually increase viewers' TV enjoyment rather than detract from it – flying in the face of what one might expect. **Leif Nelson**, an Associate Professor at the *Haas School of Business* at the *University of California*, Berkeley, says something called 'adaption' kicks in. Like a massage chair, the longer you feel it, the more you get used to it (adapt). But if it stops for a few moments, then starts again, it re-triggers the initial enjoyment. Click [HERE](#) to see the entire article... **Corus Entertainment** says it has finalized a deal to bring the *Oprah Winfrey Network* (OWN) to Canada. The channel, expected to launch Jan. 1, will target women 25-54 with health and relationship programming... **Shaw Communications** has extended the deadline for its purchase of **Canwest's** TV assets until the end of the year. This, it says, will provide time for regulatory approval. Shaw's deadline for completing the deal had been Sept. 30... In a non-appearing hearing in Gatineau Nov. 26, the **CRTC** will consider **Rogers Broadcasting's** applications for 10 Category 2 specialty channels... Halifax-based **DHX Media**, a TV and online content producer, reports a net loss of \$800,000 for its year ended June 30. Revenues down 35% (to \$40.5-million from \$62-million) were affected, it says, by broadcasters' tighter spending... Thirty-three thousand people visited 22 **CTV** and **/A1** stations across Canada last Saturday during the second annual open house celebration. They were treated to studio and newsroom tours, of course, plus prize giveaways, photo opps with local TV celebrities, interactive activities and BBQs... **Citytv.com** is launching what it says is the first **iPad** video application by a Canadian TV broadcaster. Primetime shows can be seen on the ad supported app... A note of caution is being sounded in the U.S. about **Apple's** 99-cent digital-rental service for TV shows. There's a division in the industry on whether to participate in that **ABC** and **Fox** have agreed to make their shows available for the service, while **NBC** and **CBS**, plus major cable nets, have chosen not to participate... **TVO** kicked off its 40th anniversary by announcing a free, online public archive that will launch later this fall. It includes educational content from the last 40 years such as rare interviews, Ontario stories and kids content... **Hockey Night in Canada** is going 3D, the first game being Dec. 11 when the **Toronto Maple Leafs** host the **Montreal Canadiens**. The second 3D broadcast is scheduled for Feb. 20 at Calgary's McMahon Stadium when the **Flames** host the **Canadiens** in the Heritage Classic.

**R**ADIO: At the Montreal hearing into **Cogeco's** application to purchase the **Corus Quebec** stations, Cogeco argued that the number of AM and FM stations one company can own in a large market doesn't reflect the Quebec reality where there are now few AMs. If the deal is approved, Cogeco would own three FM'ers in the Montreal market: **CKOI-FM**, **CHMP-FM** and **RYTHME-FM**, which it already holds. But that would go against the **CRTC's** rule of one owner having no more than two stations per band per language in any market. Montreal-based **Tietolman & Tetrault**, opposed to the purchase by Cogeco and which wants to buy the stations, said it is "a viable and worthy alternative". But the Commission said it was there to hear Cogeco's application and not to evaluate a competing offer... **CBC Radio** won big at the **2010 New York Festivals International Radio Awards**, and topped it off with also being named *Broadcaster of the Year*. Seventeen CBC programs were awarded medals, including the *Grand Award* gold medal which went to *The Current*. Another six CBC programs won finalist honours. Other Canadian winners were Astral Radio Vancouver (one Bronze and two Finalist Certificates)... In a non-appearing hearing in Gatineau Nov. 26, the **CRTC** will consider an application by **CTV** for authority to acquire the assets of **The New Flow 03.5 (CFXJ-FM) Toronto**, owned by **Milestone Radio**. The Commission will also hear an application by **Rogers Broadcasting** to acquire **The Bounce (CHBN-FM) Edmonton** from CTV and Milestone Media... **Corus Entertainment** has teamed with **Supernova Interactive** to launch the first integrated social network with a mandate to recommend new independent music for play on **Corus**





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**Radio's** new music stations. The pairing of social media and radio – engaging with band profiles and music online – allows listeners to directly influence which independent artists are potentially featured on radio. The initiative has launched at **Power 97 Winnipeg** and **99.3 The FOX Vancouver** and will expand to other Corus stations over the next few months... The U.S. **National Association of Broadcasters** has begun a campaign to pressure cell phone makers to include radio-enabled phones. It has a new website called **Radio Rocks My Phone** where listeners are encouraged to question radio's exclusion: [www.radiorocksmyphone.com](http://www.radiorocksmyphone.com). The **Consumer Electronics Association** says "most" consumers aren't interested in the tuner and that 75% believe manufacturers should decide what goes into the devices they make... **Coleman Insights** has found that streaming audio is a highly underdeveloped brand category. In its study – *Successful Audio Streaming Strategies* – Coleman asserts that consumers who use streaming audio are unaware of the options available to them and, in those of which they are aware, have relatively shallow perceptions of what they can do. Of interest to broadcasters: Streaming audio consumers are more than twice as likely to be aware of an Internet-only streaming brand as the streaming services offered by terrestrial AM/FM stations; 77% of these consumers can name an Internet-only brand while just 33% can name an AM/FM station. A full report is available at [www.ColemanInsights.com](http://www.ColemanInsights.com)... The owners of **CHSC AM 1220 St. Catharines**, denied a renewal of their licence by the **CRTC**, took its case to the **Federal Court of Appeal**. An interim injunction is allowing the **Pellpropco Inc.** station to stay on the air while the court decides whether or not it will allow an appeal. It was on July 30 that the Commission, in pulling Pellpropco's ticket, said that it repeatedly showed noncompliance and disregard for regulatory obligations. CHSC's history of late has included changed programming to serve Toronto's Italian-speaking community rather than the Niagara area... As **CFRW Winnipeg** (now **Sports Radio 1290**) gets its sports programming off the ground, perennial market ratings winner **CJOB Winnipeg** – just three days before CFRW's switch – sent out a news release discussing increased **CFL** coverage on "Manitoba's Sports Information Superstation". **CJOB**, which airs **Winnipeg Blue Bombers** games, has added games from across the league... Coming up this Saturday, the **Children's Aid Society of Ottawa** – in partnership with **Hot 89.9FM Ottawa** and **Place D'Orleans** – will attempt to set a **Guinness World Record**. It's hoped that 250 people will sing "Lean on Me" live (from a single venue) on the **Newcap** station. Hot 89.9FM, Place D'Orleans and the CAS aim to bring awareness to the community's responsibility in ensuring the well-being of the city's children and youth... **Variety 104.5 Cornwall** and the local **Dairy Queen**, along with

supporting sponsors, raised \$700.00 towards the 2011 Night of Caring in support of the **Children's Treatment Centre** (CTC). Every Wednesday through the summer, listeners were invited to stop by the Dairy Queen and buy a medium cone for \$2.00, with all proceeds going to the CTC.

**GENERAL:** **Corus Entertainment**, which this week officially declared its new Corus Quay head office facilities on Toronto's waterfront open, is projecting profit of between \$285 million and \$295 million in 2011. For the nine months ended May 30, Corus earned a profit of \$119.9 million or \$1.48 per share. The new Corus HQ consolidates 11 different facilities throughout Toronto under one roof, bringing together 24 TV services, three radio stations and more than 1,100 employees... **Astral Media** says it will rejoin the **Quebec Press Council**. The decision, said Astral is based on the concept that the public, companies and journalists all have equal weight, which gives the Council balance and discipline. Astral Radio News Manager **Éric Latour** says "... the Quebec Press Council offers an important protection to ensure the public's access to quality reporting"... Sticking with the deal between **Vivendi** and **GE** covering Vivendi's exit from **NBC Universal**, Vivendi has concluded the sale of 7.66% of NBC Universal to GE for \$2 billion. The rest of Vivendi's stake (12.34%) will be sold for \$3.8 billion to GE once the GE-Comcast transaction is completed.

**REVOLVING DOOR:** **Scott Armstrong**, ex GM at **Corus Radio Cornwall**, will become the new GM at Rogers-owned **92 CITI-FM/102.3 Clear FM Winnipeg** beginning Oct. 6. Further, he will become PD at CITI-FM when **Jeff Brown** leaves that position at the end of October. Armstrong will succeed **Tom Scott** who moves back to **Citytv Winnipeg** as GM... **Glenn O'Farrell**, the former President/CEO of the **Canadian Association of Broadcasters**, has been appointed Chairman/CEO of **OTÉLFO**, the owner of **TFO**, the Franco-Ontarian channel. TFO, once under the provincial government's control, moved to full autonomy in April, 2007. O'Farrell succeeds **Claudette Paquin** who had every intention of retiring. Instead, **Cogeco** enticed her to become VP of Programming and Community Relations for Ontario and Quebec and is based at Cogeco's Burlington. O'Farrell joined the CAB in January, 2002, from the **Global Television Network**, where he had been Sr VP, Specialty Services. Before that, he was VP of Legal Affairs for **Le Réseau Pathonic**, a regional network of **TVA** affiliates outside Montreal... **Val Meyer**, VP Sales at **Astral Outdoor** in Toronto, will succeed **Sherry O'Neil** as VP/GM of **Astral Radio Toronto (CFRB/boomfm/Virgin)**, effective Dec. 6. O'Neil will become Astral's corporate VP, Planning and Transformation... **Mike Patterson**, who's been RSM at **FM96 (CFPL)/1039FM (CKDK Woodstock)** since March 3/08, has become GSM at the sister **Corus Radio Barrie** cluster. He begins Oct. 12. Patterson is no stranger to the Barrie market. He was with **CKVR-TV (/A) Barrie** before being recruited by **Rogers TV Barrie**... **Rob Johnson**, after five months as PD of **Evanov Radio Group's (ERG) Z103.5 Halifax**, has moved on. Johnson had arrived from being PD at **Newcap's KOOL 96.5 Halifax**. In the interim, **Jason (JD) Desrosiers**, the Promotions and Marketing Director/APD, will fill in as PD. ERG is scheduled to launch its second Halifax station, **LIVE 105**, next Monday, with a countdown starting tomorrow (Friday)... **Ted Townsend**, the Director of Engineering at **Corus Radio Hamilton**, has retired. Townsend began with **CHML Hamilton** almost 40 years ago (39 years, 11 months) and had been with it and the acquired stations throughout his career... **Jon Klein**, the President of **CNN** in the U.S. the past six years, is leaving the news channel. His successor, moving over from CNN-owned **Headline News (HLN)**, is **Ken Jautz**. Jautz, however, will hold the new title of Executive VP of CNN/US, reporting to Jim Walton, President of **CNN Worldwide**... Another senior U.S. broadcaster is moving on. **NBC Universal** CEO **Jeff Zucker** says he'll be leaving the company once **Comcast** closes its deal to take over control. NBCU is currently owned by **General Electric**... **Peter Diemer** has joined **Momentum Media Marketing** in Vancouver as Exec VP Strategy & Development. Most recently, he was EVP, Strategy and Development with **Hip Digital Media**. Before that, he was VP, Sales & Marketing with **Musicrypt**... After 21 years with **Rogers Media Toronto**, **Maggie Sims**, Director IT, will retire at the end of October.

**LOOKING:** **CKSA-TV Lloyminster** - TV Master Control Operator; **KIX/YL (CKKX/CKYL) Peace River** - Engineer; **Rogers TV London** - Station Manager; **Astral Montreal (HQ)** - Manager, Maintenance and Technical Services; **CPAC Ottawa** - Director of Human Resources; **TVO Toronto** - Senior Information Officer; **Rogers Sportsnet** - Manager, Engineering; **Global Maritimes Halifax/Dartmouth** - Senior Producer and an ENG Camera Operator; **APTN Montreal** - Camera/Editor; **FM 96 and Greatest Hits 1039 FM London** - Retail Sales Manager; **Harvard Broadcasting Regina** - Afternoon Drive Host/Music Director; **Newstalk 1010 Toronto** - Newscaster/Reporter; **Virgin Radio Calgary** - Swing Announcer; **CBC Ottawa** - National Reporter, Parliamentary Bureau; **CBC Toronto** - Manager, Brand Development Sports; **Corus Entertainment Toronto** - Sr. Network Engineer; **JRFM/The PEAK Vancouver** - Account Executive; and **Big Country 93.1 FM Grande Prairie** - On-Air/Production.