

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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Thursday, May 3, 2012

Volume 20, Number 2

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TELEVISION: The *Competition Bureau* says it will not challenge *BCE* nor *Rogers* on their proposed takeover of *Maple Leaf Sports and Entertainment (MLSE)*. However, it has heard several serious concerns about the effect of increasing concentration and vertical integration on the broadcasting industry. The Commissioner of Competition is reviewing those concerns and will take action if she determines the Competition Act has been violated. The legislation provides a one-year period following the deal's closure to bring a challenge to the Competition Tribunal... Digital TV subscription households in Canada topped the 10-million mark by the end of 2011. Further, according to Ottawa-based research and consulting firm *Boon Dog Professional Services*, the overall traditional TV subscription market in Canada (analog and digital) continues to grow despite increasing alternatives, e.g. *Netflix*. There were about 11.8 million households subscribing to a traditional BDU at the end of 2011, up from about 11.5 million in 2010. Growth is predicted for IPTV at the expense of cable and satellite, up to about 17% by the end of 2014... *Pink Sky Entertainment* and *Avamar Entertainment* have chosen to end *FLASHPOINT*, their award-winning hit series, at the end of its upcoming fifth season. Production on the final 13 new episodes, for airing in 2012-2013 on CTV, is underway in Toronto... The *CRTC*, in releasing statistical and financial summaries for specialty, pay, pay-per-view (PPV) and video-on-demand (VOD) services, reports that during the past five years the sector increased revenues by 36.7%. Profits before interest and taxes hovered between 22% and 25%. In 2011, the sector generated revenues of \$3.7 billion, up 7.9% from the \$3.5 billion earned the year before. There was a 10.9% growth in ad revenues totaling \$1.2 billion and a 7% hike in subscriber revenues that exceeded \$2.4 billion. Expenses grew from \$2.5 billion in 2010 to \$2.7 billion in 2011. Profits improved to \$930.5 million, up from \$873.9 million in 2010. There were 5,495 people employed in 2011 in specialty, pay, PPV and VOD services who were paid \$461 million in salaries... *TVO* will begin decommissioning its analog system this summer in 14 Ontario markets: Bancroft, Hawkesbury, Huntsville, Kenora, Kingston, North Bay, Owen Sound, Parry Sound, Pembroke, Penetanguishene, Peterborough, Sault Ste. Marie, Sudbury and Timmins. The 18-month project will see OTA service discontinued to roughly 1% of Ontario households. *TVO* says that given the small number of analog OTA viewers, the fiscal reality and *TVO*'s need to reduce its reliance on government grants, it does not have the means to convert analog transmitters to digital nor to spend limited resources on maintaining aging equipment... The *CRTC* has renewed the Quebec TV licences of *TVA Group* and *Astral Media*, and has maintained the existing conditions of licence for *V* (previously *TQS*)... *Shaw Communications* has *CRTC* approval to buy the half of specialty channels *Mystery* and *The Cave* that it doesn't already own. Both English category A channels are jointly controlled by Shaw and *TVA Group*. The Commission valued

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Mystery at approximately \$36 million and The Cave (previously *Men TV*) at just over \$4 million... **CBC-TV** has dumped *Wheel of Fortune* and *Jeopardy!* effective next fall. Their cancellation is being attributed to hefty licence fees. The network is working around cuts to federal funding.

GENERAL: There were three examples made public in recent days of inter-media co-operation and marketing. **CBC/Radio-Canada, Rogers Media** and **Shaw Media** will, come May 16, launch a new service called the **Canadian Premium Audience Exchange (CPAX)**; a private real-time bidding exchange for online advertising inventory from the three. Offered will be the inventory from some 100 English and French domains which reach roughly 15 million people in Canada. CBC, Rogers and Shaw – while maintaining their individual sales operations – will offer a portion of their ad inventories to the exchange for bidding. In another example of sharing, **CBC Radio Victoria** will be moving into the **CHEK-TV Victoria** building, expected to happen before September. The property, owned by CHEK-TV, is also home to the **Victoria Times Colonist** daily newspaper. CBC will move into 4,000 square feet of space on the second floor. The deal is being characterized as a win for both groups, in cost savings and in working relationships. CHEK shares newscasts as well as Anchor **Tony Parsons** with the CBC. And the third is on the publishing side where **Rogers Magazine Service** is offering deals on subscriptions to its titles as well as U.S. mags, e.g. **Cosmopolitan** and **Sports Illustrated**... **CBC** says its **CBC.ca** is still the number-one-rated broadcast media website in the country, based on monthly unique visitors. **comScore Media Metrix** reports an average 6.15 million unique visitors a month during the 2011-2012 season, up 6% from last year's measurement period (Sept. 2011 to March 2012). Growth at CBC.ca Video saw visitors increase by 74% and the site averaging 22.7 million views a month. That's up 184%. On the mobile services side there were 2.8 million new downloads of CBC Mobile Apps... Broadcast winners at this year's **Canadian Association of Journalists** awards ceremony, held in Toronto, are:

Open Television (less than 5 minutes) – **Jorge Barrera** and **Kenneth Jackson, APTN National News**

Open Television (greater than 5 minutes) – **Timothy Sawa, Diana Swain, CBC - the fifth estate**

Regional Television – **Charles Rusnell, Grant Gelinas – CBC Edmonton**

Open Radio News/current Affairs – **Charles Rusnell, Grant Gelinas, CBC Edmonton**

Scoop – **Natalie Clancy and Manjula Dufresne, CBC Vancouver**

Human Rights Reporting – **Alison Crawford, CBC Radio One...**

James Peters of **CKBZ/CIFM/CFJC-AM/TV Kamloops** has been chosen for the **2012 RTDNA Canada President's Fellowship**. Valued at \$3,000, the fellowship is offered to a working electronic journalist annually to attend a seminar at the **Poynter Institute** in St. Petersburg, Florida.

REVOLVING DOOR: **Martine Vallee**, the Director of Social Policy at the **CRTC**, retired April 25. Taking the position on an interim basis is **Nanao Kachi**... **Roy McKenzie** is the new Retail Sales Manager at **C-FAX/KOOL FM Victoria**. McKenzie, after 20 years experience at **Silk FM Kelowna** and **Astral Media Kelowna**, will begin his new endeavours May 22... **CTV Ottawa** late night Anchor **Leigh Chapple** will end her 36-year career with the station tomorrow (Friday). The Ottawa-born broadcaster began her career at **CJOH-TV** (now ID'ed as CTV Ottawa) as News Anchor **Max Keeping's** personal assistant, then became a Reporter... **JR Ello**, Senior Promotions Specialist at **Bell Media Radio Ottawa**, has taken on the added responsibilities of managing promotions at **CTV Ottawa** and **CTV Two Ottawa**... Long-time PD at **The Jim Pattison Broadcast Group Red Deer Jim Hall** is taking voluntary early retirement, moving home to B.C. Succeeding him involves two promotions: **Peter Michaels** is now PD at **106.7 The Drive** while **Jamie Rankin** is PD at **BIG 105**... **Sarah Cummings**, Operations Manager at **Astral Media Radio Ottawa**, will return to Southern Ontario May 7 as Brand Director at **105.7 EZ Rock St. Catharines** and **102.9K-LiteFM Hamilton**. Cummings moved to Ottawa from St. Catharines in 2009 to launch the new **boom 99.7 (CJOT-FM)**. Succeeding Cummings in Ottawa is **Morgan Prue**. She began in the boom 99.7 Brand Manager's position in April... **Pietra Turpin**, Senior Sales Rep at **Kool 101.5 Calgary**, has been promoted to Retail Sales Manager... **Don Head** has joined **BBM** as Sr VP and Chief Information Officer. Most recently, he was Senior Director, Innovation and Emerging Technologies with **Maple Leaf Foods**... **John Barrack**, the National Executive/VP and Counsel at the Toronto office of the **Canadian Media Production Association**, left the organization this week.

RADIO: The hearings into 22 applications for a Toronto FM frequency are set to begin Monday in Toronto. While we listed the applicants' formats and what they sought back in March, here's a refresher – excluding numbered companies: **Dufferin Communications; Trust Communications Ministries; MZ Media; Newcap; Tosan Lee; CBC; Larche Communications; Frank Torres; Michael Wekerle; Intercity**

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Broadcasting Network; Durham Radio; Family FM; Radio Ryerson; Rock 95 Broadcasting; Radio 1540; MTSD Broadcast; La Cooperative Radiophonique de Toronto; Stanislaus Antony; S. Sivakkumaran; and WorldBand Media... Among other applicants for radio licences in Ontario are: **Sarabjeet S. Arora** (Brampton); **Bhupinder Bola** (Markham); and **My Broadcasting** (Orangeville and Alliston)... **Giant FM Penticton**, now **Newcap**-owned, has a new name - **100.7 Country** - but four fewer on-air people. **Dennis Walker, Kevin Berar, Stu Robinson** and **Scott Robinson** were dismissed last Friday. PD **David Larsen** said research showed that listeners wanted a change. 100.7 Country, the new format, began with uninterrupted play of 5,000 country songs... **Astral Radio** stations in the B.C. Interior were all busy late last week, helping to raise funds in their annual campaigns for local hospitals. In Kelowna, their

goal in the ninth annual *Have-a-Heart Radiothon* was \$100,000. They beat that by \$18,000 for the benefit of the specialized pediatrics unit of the new ER at **Kelowna General Hospital**. At **Astral Dawson Creek**, money was being raised for new pediatric equipment while at Fort St. John campaign funds were being sought for a wireless fetal heart monitor. Interim totals for Astral fund-raisers are: **EZ Rock Salmon Arm**, \$22,344; **SUN FM Vernon**, \$56,247; **AM 1150/101-5 EZ Rock/99.9 SUN FM Kelowna**, \$118,000, **SUN 97.1 Penticton**, \$115,726; **EZ Rock Trail & Nelson**, \$70,350; **BC Peace**, \$73,570; and **BC North**, \$5,339. The total to date is \$461,576... **Astral** stations again partnered with **Breakfast Clubs of Canada** this year to create awareness for school breakfast programs throughout Canada by supporting their annual fund-raising initiative in February and March. Under the "Help Them Shine Campaign" theme, Astral stations were able to raise \$2.9 million. Breakfast Clubs serve approximately 18 million breakfasts across Canada, feeding over 118,000 children in nearly 1,170 schools... **Astral Radio Niagara's** 9th annual *Have A Heart Niagara Kids Radiothon* raised \$154,100 for the **Niagara Peninsula Children's Centre**. Listener donations were taken during a special day of programming at Astral's three St. Catharines stations – **105.7 EZ Rock, 97.7 HTZ-FM** and **NewsTalk 610 CKTB**.

SUPPLYLINES: **Harris Corp.** will sell the company's broadcast communications division. New Harris CEO **William Brown** said, "The decision to divest Broadcast Communications resulted from a thorough review of our business portfolio, which determined that the business is no longer aligned with the company's long-term strategy." Until a purchaser, or purchasers are found, Brown says it will be business as usual... **CBC**, to expand newsgathering capabilities, has chosen Waterloo-based **Dejero** as their Cellular Newsgathering provider. The product allows broadcasters to increase their live and recorded video content easily and cost-effectively. **CBC** joins **Rogers** and **Bell Media** which earlier made this selection... Wildlife authorities in the U.S. and Canada say communications towers are killing close to seven million birds a year. They say changing the lighting could cut the death toll in half. Many birds don't make it because they "fall under the spell" of the lights meant to keep planes at a safe distance. During bad weather, clouds obscure migrating birds' navigation cues such as stars, and they're attracted to the red lights on towers. Then they begin circling round and round the structures, getting caught in the supporting cables and guy wires. Some run into each other or die from exhaustion. Studies have shown that solid red lights are the biggest problem while towers with blinking lights see fewer casualties.

LOOKING: **British Columbia Institute of Technology (BCIT)**, Broadcast and Media Communications Department - Instructor, Television and Video Production Program; **Newcap Television Lloydminster** - Weekend News Anchor/Reporter; **Rogers Sportsnet, Toronto** - Manager, Media Operations; **CTV Kitchener** - News Director; **Astral Television Networks Toronto** - Web/Mobile Application Developer and a Developer, Digital; **Bell Media Television Toronto** - Publicist; **Bell Media Scarborough** - Segment Producer for Exploration Production; **Global News Regina** - Reporter/Anchor; **Global Saskatoon** - Reporter; **Global Calgary** - Maintenance Technician; **Big Dog 92.7 Regina** - Weekend Host/Marketing Assistant; **Astral Radio Terrace** - Creative Writer; **90.3 AMP Radio Calgary** - Morning Show Host; **Corus Radio Vancouver** - National Account Manager; **105.3 KOOL FM/99.5 KFUN Kitchener** - Account Executive; **CBC Toronto** - Research Officer; **CBC Yellowknife** - Managing Editor; and **CBC Kamloops** - Associate Producer and a Reporter/Editor.

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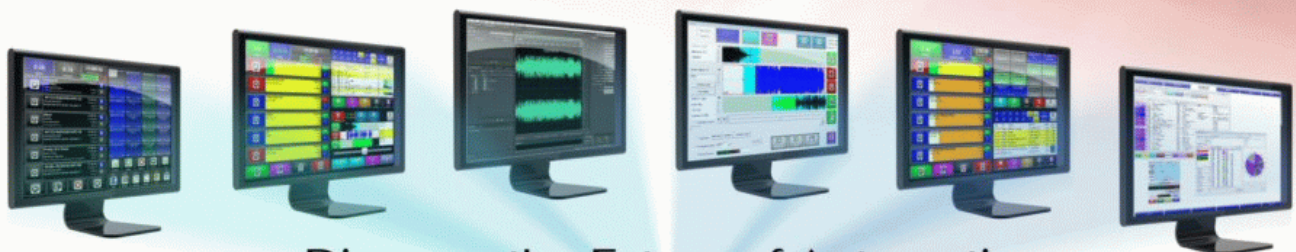
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Thursday, May 10, 2012

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REVOLVING DOOR: Rick Arnish, after 14 years as President of the *Jim Pattison Broadcast Group*, will be promoted to Chairman of the company effective July 1. Succeeding him as President involves another promotion: Rod Schween, the GM/GSM of the *Pattison Lethbridge/Cranbrook* division, will move to the Kamloops head office where he will also be GM of *CFJC-TV/CIFM-FM/CKBZ-FM... 92.3 JACK FM Smith Falls/Y101 Ottawa* Stn Mgr/PD Doug Anderson is retiring July 31. He's been in radio since 1971 and has worked with *Rogers Radio Ottawa* for the past 38 years... Chris Watson has been promoted to GSM at *KiSS 92.5 Toronto*. He's been an Account Manager at the *Rogers* station for over 10 years... CBC Senior Legal Counsel Daniel Henry has seen his position eliminated. Henry is retiring to "pursue other opportunities" after more than 34 years with the Corp. CBC said Henry's position was discontinued as a result of the Deficit Reduction Action Plan. Henry will remain in place until the end of June. His fame, in terms of national exposure to the broadcast community, was his advocacy for cameras in the courtrooms... Fin Paterson, RSM at *Corus Radio Winnipeg*, has resigned effective tomorrow (May 11). Paterson, who joined the cluster in June 2007 from *CHUM Winnipeg*, has accepted the position of VP, Director of Sales at the Winnipeg Football Club... The new *Country 100.7 (CIGV-FM) Penticton* has hired Troy Scott and Roo Phelps as Hosts of the new morning show, *Okanagan Mornings with Troy and Roo*. Scott, known for his work on *CMT*, has lived in the Okanagan Valley for many years. Phelps' background includes *JR FM Vancouver*. They begin on-air May 14... Tarzan Dan Freeman is no longer morning Host at *JACK FM Victoria*. He began there in September 2011, doing the show from the *Rogers Vancouver* studios. Freeman lost his job at *CFUN Chilliwack-Vancouver-Abbotsford* last year after a change in format, but Rogers kept him on for the Victoria gig... Ted Bird, who moved to *K103 (CKRK) Kahnawake* as Morning Host two years ago, is leaving. He told listeners the decision was mutual between him and station management. Bird joined K103 a few months after his sudden departure from *CHOM Montreal*... Darren Stokes has been promoted to VP/GM at *MIJO Canada* in Toronto. The 16-year company veteran served most recently as Sr. VP, Client Relations and Development.



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TELEVISION: The **CRTC** has given broadcasters until Sept. 1 to ensure their programming and commercials are transmitted at the same levels. It says 2009's international standard for measuring and controlling TV signals will apply to minimize fluctuations in loudness between programming and commercials. Other countries, including the U.S., are moving in the same direction. The U.S. passed a law requiring broadcasters and distributors to comply with the **Advanced Television Systems Committee** standards by the end of last year... **Rogers Broadcasting's** dreams of a national network are gradually falling into place. Two separate deals over the past few days will see Rogers acquire **Metro 14 (CJNT-TV) Montreal** from **Channel Zero** and, beginning Sept. 1, 90% of **Citytv** programming will air on the **Jim Pattison Broadcast Group's** TV stations: **CFJC Kamloops**; **CKPG TV Prince George**; and **CHAT TV Medicine Hat**. The three have been programming Citytv offerings since 2009, moving from the **Canwest E!** network. Pattison will continue to produce its own newscasts, retaining the current management team and employees. Add to these the purchase earlier this year of **SCN Saskatchewan**, still to be approved by the **CRTC**, and the numbers of Canadians being reached by Rogers programming will significantly increase. Though the deals give Citytv good coverage west of Montreal, there is nothing to the east. Rogers says while there are no specific plans for expansion into Atlantic Canada that it will "work on that" in the next six to 12 months. A possible fly in the ointment is SCN. At hearings in Toronto this week, Rogers said it was prepared to walk away from the deal if it inherits the conditions Bluepoint, the current owner, made in its licence application. And Bluepoint's president told the Commission that if the Rogers application were to be denied, he would have to let the station go dark... **Global Maritimes** has unveiled its \$3-million plan to transform a gym in Halifax into its regional broadcasting headquarters. Effective in October, Global's 50+ staffers will move into the new facility, once a community theatre and concert venue. Further, **Shaw Media** has committed to investing \$10 million in its Halifax-based operations over the next five years. Building features include street-level windows giving passersby a look inside and the incorporation of local art in its interior design. And, a daily morning show will create 12 new jobs... BDUs in the U.S., now in 90% of TV homes, will continue to grow in total revenue in the coming years but not by adding more subscribers. Instead, says Cambridge, Mass. market researcher **Pyramid Research**, BDUs continue to gain revenues with new digital equipment/services and higher-priced add-on pay TV movie and sports networks. Pay-TV revenue in North America, it said, is expected to grow by 25% in five years to \$125 billion. The pay TV market was \$99 billion at the end of 2011. In a recent Nielsen study, there were 103.5 million



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cable, satellite, and telco subs in the U.S. at the end of 2011 compared to 105 million at the end of 2010. The decline was mostly attributable to a decrease in cable subscribers – down 5% to 60.5 million. Satellite subscriptions were flat while telco subs were up... **TVA Group**, a subsidiary of **Quebecor**, posted a quarterly net loss of \$39.3 million due to a multimillion dollar impairment charge related to Quebec government fees for waste recovery services, which TVA could contest. The company had a loss of \$1.66 per share in its first quarter, compared with a net income of \$300,000 or a penny a share in the same quarter of 2011. The TV division reported a loss of more than \$3.7 million, due mainly to an operating loss from its **TVA Sports** specialty channel and a higher loss for its **Sun News** channel... **Quebecor** itself saw net profits more than double in the

first quarter as it saw a big gain on financial instruments and higher operating income. Net income attributable to shareholders rose to \$72.9 million or \$1.15 per share, compared with \$34.3 million or \$0.53 per share in the year-earlier quarter. Revenue rose 7.4% to \$1.06 billion from \$990.5 million, while operating revenue was almost \$28 million higher at \$322.2 million compared with \$294.3 million in the 2011 period. Adjusted income was \$39.3 million or 62 cents per basic share, up over last year.

RADIO: **Hector Broadcasting**, the operator of **94.1 East Coast FM (CKEC-FM) New Glasgow**, has won approval for another FM station there. The new FM will operate at 97.9 MHz with power of 46,720 watts and offer a blend of Classic Rock and Classic Hits with some Contemporary Rock... Eight in 10 consumers in the U.S. are willing to pay a 30-cent one-time fee to have a FM chip installed in their cellphone according to a survey conducted by **Harris Interactive** for the **NAB**. Access to local weather reports and music were the prime motivations. Radio-enabled cellphones are a standard feature in much of Europe and Asia... **Rogers Radio Kitchener – 570 News, CHYM 96.7** and **KIX106** – together raised \$221,280 during their **Kids Can't Wait Radiothon for KidsAbility**. KidsAbility provides rehab services in the Kitchener-Waterloo-Cambridge area as well as Guelph-Wellington for children with special needs, including developmental and physical disabilities as well as those with communication difficulties... **Jay McNeil**, the ND at **103.5 The Eagle (CKCH) Sydney**, has dropped 80 pounds over the past two months and hopes his battle with the bulge will strike a chord with others. He weighed 460 pounds when he began, starting with lap-band weight loss surgery. More than 1,000 people have since made contact with him to share their stories. McNeil said he sees sharing the experience as a way to have an open conversation about obesity with the community... **Astral Ottawa – 106.9 The BEAR, boom 99.7, STAR 96, NRJ 104.1** and **94.9 ROUGE FM** – joined forces to raise \$185,000 funds for the **Children's Hospital of Eastern Ontario (CHEO)**. It was the first year that all five Astral stations in the Ottawa/Gatineau market participated... **Corus Entertainment** has launched **Corus Feeds Kids**, a national initiative that will focus on nourishing children's bodies and minds. The goal is to raise \$3 million and contribute 3,000 employee-hours in three years. The initiative kicked off with a two-week awareness campaign that culminates May 17 with **Corus Feeds Kids Day**, dedicated to raising funds for local food banks to help alleviate childhood hunger... **CHAB Moose Jaw's sixth Family First Radiothon** has raised \$287,015 for **Moose Jaw Union Hospital**, the money aimed at the purchase of new cardiac and stroke equipment. This year's theme was "Give in a Heartbeat"... The sixth annual **Corus Caring Hearts Radiothon** in Cornwall raised \$135,124.03 for the **Cornwall Community Hospital Foundation's To Your Health** campaign. The focus this year was to raise enough money to buy a MRI machine and a new digital urology table... **Country 100.7 Penticton** has moved from its long-time location at 125 Nanaimo Ave. W. to 201 1301 Main St. Penticton V2A 5E9. The phone number remains the same... A vintage QSL card from **CJAT Trail** sold on eBay last month for \$104.50 U.S. The front showed photos of the CJAT-AM studio and transmitter while the back, postmarked Feb. 12, 1936, was addressed to F.E. Simpson of Montclair, NJ. Stations issued QSL cards to listeners, usually in far-away locations, to confirm or deny that they had received the signal. Today, CJAT has been transformed to FM and IDs itself as **EZ Rock Trail**. QSL is one of the Q codes used in radio-communication and radio broadcasting. A Q code message can stand for a statement or a question (when the code is followed by a question mark). In this case, QSL? means "do you confirm receipt of my transmission?" while QSL means "I confirm receipt of your transmission". Some also take it to mean "Query Station Location".

GENERAL: **Terry Scott**, the Director of Broadcasting at **The Canadian Press**, is this year's recipient of the **RTDNA** President's Award, the broadcast journalism association's highest honour. The award is presented annually to individuals or groups who have brought distinction to, or made major contributions to, broadcast journalism. Scott will accept the honour at the President's Awards Gala June 22 during RTDNA Canada's 50th anniversary national conference in Toronto... **Citytv's Breakfast Television** in Halifax, Toronto, Winnipeg, Edmonton, Calgary and Vancouver and **Lite 92.9 Halifax, 98.1 CHFI Toronto, 102.3 Clear FM Winnipeg, 91.7 The Bounce Edmonton, Lite 95.9 Calgary** and **News 1130 & 96.9 JACK FM Vancouver** teamed yesterday (Wednesday) to present **Morning for Change**, a fundraiser for the **Canadian Women's Foundation**. The charity aims to end violence against women while helping women and girls to reach their full economic and social potential... With **CBC's** recent budget cuts putting renewed pressure on trimming expenses and finding alternate sources of revenue, the Corp. is looking for tenants beyond the public sector and has applied to the city of Toronto to rezone its Toronto HQ to allow for commercial tenants. Premium office space has sat empty in the downtown Toronto building for years. Commercial real estate brokers estimate the surplus space in the Canadian Broadcasting Centre could be leased for approximately \$12-million a year... **BCE** had \$574 million in profit in the first quarter before adjustments – a 14.1% increase from the same time last year. Its media operations and wireless networks powered the growth. Adjusted profit was \$580 million, or 75 cents a common share.

Postmedia Network cut 25 jobs after deciding to shut down its Ottawa-based wire services and instead sign a contract with **The Canadian Press**. Postmedia's Ottawa bureau staffing was at 58 before lay-off notices to take effect over the next few weeks were issued to the 25. CP will feed Postmedia's 10 daily newspapers and **Canada.com** with international and breaking news content from its own wires and the **Associated Press**. The company, then owned by CanWest, cut ties with CP five years ago so as to create its own national and international wire services... **Shaw Media** in Toronto has expanded its deal with **CBS Interactive** on Canadian digital advertising sales. CBS properties that will now be represented by Shaw include **CBSNews.com**, **CBSSports.com** and **CNET**... **CBC** will launch its digital service in Hamilton today (Thursday). Kirstine Stewart, the Exec VP for CBC English Services, in Hamilton for a preview event earlier this week, said the service will provide a forum for the community to exchange and upload their own happenings, giving Hamiltonians the opportunity to talk about what's going on in their neighbourhoods.... **Bell Mobility**, **Rogers Communications** and **TELUS** are cooperating in using common development tools that will reduce the time and effort needed to create mobile content and network applications which they can all use. A new gateway has been launched which offers application developers a standard set of application programming interfaces... Broadcast journalism winners at the Fredericton **Atlantic Canadian Awards** celebration of excellence, held on the weekend, were:

Best Radio Newscast – News95.7 Halifax

Best Television News Broadcast – Global Maritimes Dartmouth

Breaking News/Spot News: Television – Phonse Jessome/David Laughlin - CBC News Halifax

Enterprise Reporting: Radio – Maggie Rahr /Christina Harnett - CBC Radio Halifax

Enterprise Reporting: Television – David Cochrane/Darryl Murphy - CBC News St. John's

Feature Writing: Radio – Bethany Horne/Christina Harnett - CBC Maritime Magazine, Halifax

Feature Writing: Television – Natalie Kalata - CBC News St. John's

Video Journalist: Television – Peter Cowan - CBC News St. John's

Best Multimedia Feature – CBC New Brunswick

Best Information News Radio Program – The St. John's Morning Show - CBC News St. John's.

LOOKING: **CJOB/CJKR-FM Winnipeg** - Retail Sales Manager; **99.9 Virgin Radio Toronto** - Swing Announcer; **106.1 FM EZ Rock Revelstoke** - Morning Show Host/Account Executive; **Bell Media Scarborough** - Digital Media Analyst; **Bell Media Toronto** - Sales Manager, News and Entertainment, an Account Manager, Digital Media, an Account Executive - National Sales and a Segment Producer, eTalk; **CTV Vancouver Island, Victoria** - Creative Producer/Editor; **CTV Two Edmonton** - Reporter/Producer; **Newcap Radio Sudbury** - Creative Writer; **Rogers Media Television Edmonton** - Creative Services Manager; **Rogers Media Television Toronto** - National Network Specialist and **Global Edmonton** - News Producer.

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SIGN-OFFS: **Bill Hanson**, 58, in a Winnipeg hospital after suffering a heart attack a little over a week ago. The VP/GM of **CTV Winnipeg** was in a coma up until his passing. Hanson was being treated for cancer a while ago. He began his career at **Ogilvy and Mather** in Toronto as a Buyer, then returned home to Winnipeg and worked at **CKY-TV** (now CTV Winnipeg) in sales (1983), eventually rising to Retail Sales Manager, GSM (1990), GM (2000) and VP/GM (2002). He also served as President of the **Western Association of Broadcasters** in 2009 and is credited for revitalizing WAB's Board and the association's initiatives...

Neil McKenty, 87, who took ill during a recent cruise and slipped into a coma upon returning to Montreal. McKenty, an Editorialist and talk show Host at **CJAD Montreal** during the 1970s and '80s, saw his midday numbers become top-rated. McKenty's signature line, "*the lines are blazing*", became part of Montreal radio lore. He left CJAD to write a book in 1985 but returned to broadcasting in 1987, this time at

CFCF-TV Montreal (now **CTV Montreal**) where his popular phone-in program ran until 1990.

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GENERAL: **General Motors** will stop advertising on **Facebook**, deciding that ads on the social media site have little impact on consumers. GM's decision is the first public underscoring of such doubts. But the big auto company says it will still have Facebook pages, which cost nothing, to market its vehicles. In a release, GM said: "... while we do not plan to continue with advertising, we remain committed to an aggressive content strategy through all of our products and brands, as it (Facebook) continues to be a very effective tool for engaging with our customers". **Ford**, on the other hand, said it was committed to advertising on Facebook and is boosting its spending, including ad buys... **Rogers Communications** and **CIBC** have partnered in the development of what's described as a "mobile wallet" that puts credit card credentials onto smartphones. They'll be available later this year. Rogers is paying the bank a flat fee per credential

added to its SIM cards. The global value of mobile payment transactions is difficult to quantify, given that research firms have defined the market in different ways, but they all agree that the sector is set to boom... Winners at last week's annual **British Columbia Association of Broadcasters** convention, this year held in Vancouver, are:

Best Creative (Radio) Large Market – TEAM 1040, Bell Media Radio Vancouver

Best Creative (Radio) Small/Medium Market – 100.3 The Q/The Zone @ 99-3 Victoria

Best Creative (TV) Large Market – Global BC (Vancouver)

Best Creative (TV) Small/Medium Market – CFJC-TV Kamloops

Best Station IDs (Radio) Large Market – The Beat 94.5, Bell Media Radio Vancouver

Best Station IDs (Radio) Small/Medium Market – 99.3 The Drive Prince George

Best Station IDs (TV) Large Market – CTV British Columbia (Vancouver)

Best Station IDs (TV) Small/Medium Market – Global Okanagan (CHBC TV) Kelowna

Community Service Award (Radio) Large Market – The Beat 94.5, Bell Media Radio Vancouver

Community Service Award (Radio) Small/Medium Market – CFX 1070 Victoria

Community Service Award (TV) Small/Medium Market – CKPG-TV Prince George

Excellence in News Reporting (Radio) Large Market – News1130 Radio Vancouver

Excellence in News Reporting (Radio) Small/Medium Market – 98.9 Jet FM Courtenay

Excellence in News Reporting (TV) Large Market – CTV British Columbia (Vancouver)

Excellence in News Reporting (TV) Small/Medium Market – Global Okanagan Kelowna

Individual Awards

Broadcast Performer of Tomorrow – Matt Sekeres - TEAM 1040, Bell Media Radio Vancouver

Performer of the Year – Kiah (Tucker) and Tara Jean (Stevens) Show - Virgin 95.3 Vancouver

Broadcaster of the Year – Terry David Mulligan (CKUA)

Friend of the Industry – Bonnie Brooks (The Bay)

The **Rogers/Citytv/Radio** initiative last week – called *Morning for Change* – raised \$439,000 as part of the more than \$2.1 million in donations the month-long **Canadian Women's Foundation** campaign received to end violence against women... The **Radio Television News Directors Foundation of Canada** has awarded nine scholarships

for 2012. Winners, their schools and the individual scholarship sponsors are:

Fanny Karlinsky & Alyssa Bauer -

British Columbia Institute of Technology, Vancouver (660 News);

Charlotte Elise Copps-Smith -

Fanshawe College, London (BNN/Jim O'Connell); Jeff Hamilton - Fanshawe

College, London (RTNDF); Mary Cranston - Fanshawe College, London

(COLD-FX); Pauline Leger - Carleton University, Ottawa (Broadcasters of

Atlantic Canada); Angela Jung & Francesca Fionda - British Columbia

Institute of Technology, Vancouver (The Canadian Press/Eric Murray);

Taylor Simmons - Fanshawe College, London (CBC/Barbara Frum); and

Carleigh Bodrug - Fanshawe College, London (Marketwire).

TELEVISION: The **CRTC** has approved **The Miracle Channel (CJIL-TV) Lethbridge's** application to be recognized as a small-market, independently owned TV station eligible for support from the **Small Market Local Production Fund** despite opposition from the **Coalition of**



General Manager - Cranbrook, BC

The Jim Pattison Broadcast Group has an incredible management opportunity for a highly motivated and talented broadcaster looking to advance their career. In this position, you will have a chance to lead our very dynamic Cranbrook, BC radio stations.

The successful candidate will be responsible for the day to day management of two radio stations in Cranbrook as well as 2 stations serving Fernie and Sparwood, BC.

Responsibilities include:

- * Manage, recruit, mentor and motivate a large team of broadcast professionals
- * Oversee and monitor implementation of all station budgets
- * Recommend and monitor capital projects as required
- * Lead the development of both programming and revenue opportunities
- * Keep up to date with government regulatory policies to ensure conformance to regulations
- * Establish objectives and support company policies and programs
- * Coaching, training and development of the management team
- * Represent the stations corporately as well as in the local communities.

Qualifications:

- * Minimum 5 years management experience in broadcasting, preferably in radio
- * Post secondary education in broadcasting or media, business admin., finance, programming or other related discipline
- * Excellent communication and interpersonal skills
- * Knowledge of Microsoft Word, Excel and Powerpoint
- * Competitive mindset with strong analytical and organizational skills.

Send your resume by June 1, 2012 in confidence to:

Rod Schween
401 Mayor Magrath Drive S.
Lethbridge AB T1H 6T1
Or by email to rschween@jpbq.com

As Part of The Jim Pattison Broadcast Group's Employment Equity Policy we welcome applications from people with disabilities and people of all cultural and ethnic backgrounds.

Small Market Independent Television Stations (SMITS). It opined that The Miracle Channel did not qualify because it's a religious station, thus not subject to the same kinds of market impact. Among reasons for approval, the Commission noted CJIL's independence, that it is an OTA station unaffiliated with any larger ownership groups and that it serves a market with a total population of fewer than 300,000... **DISH Network's** ad-skipping service for delayed playback has drawn barbs from **NBC** Chairman **Ted Harbert**. *Auto Hop*, as it's called, is – according to Harbert – “an attack on our ecosystem”. *Auto Hop* is part of DISH's *PrimeTime Anytime* feature for its carriage of **ABC**, **CBS**, **Fox** and **NBC** programming and will automatically black out all commercials if the shows are viewed the following day or later. Dish CEO **Joseph Clayton** says his satellite TV service - the second largest in the U.S. – has “respect for the networks and for the advertising model”. But Dish President of Product Management **Vivek Khemka** says broadcaster pushback isn't a primary concern: “I was thinking about getting a good response from consumers”... **Ian Hanomansing** will begin anchoring three daily hour-long shows on **CBC News Network** beginning next fall... **Rogers Sportsnet's** campaign to catch up to, and pass, **TSN's** ratings and ad revenues has so far been costly and ineffective. Sportsnet continues to post lower profits. **BCE's** TSN, on the other hand, saw combined revenue from advertising and subscriber fees climb 8% for the broadcast year ended Aug. 31, 2011, while earnings before taxes surged 38% to \$58.3-million. The numbers at Sportsnet show faster-rising programming expenditures resulted in a 33% decline in pre-tax profit to \$31.3-million. For those interested in individual pay television, pay-per-view, video-on-demand and specialty services' statistical and financial summaries, as released by the **CRTC**, click [HERE](#)... Among online consumers, watching video content on computers has become just as common as watching video content on television, according to **Nielsen's** global survey of multi-screen media usage. More than 80% of Internet respondents in 56 countries reported watching video content at home on a computer (84%) or on TV (83%) at least once a month. By contrast, in 2010, more online consumers reported watching video content on TV (90%) than on a computer (86%) in a month-long period. Further, Nielsen reports, while the in-home TV and computer are still the most popular devices to watch video content, usage and growth in online and mobile technologies is making a sustained impact... **NBCUniversal International** has acquired a 51% controlling interest in international children's channel, **KidsCo**, in partnership with **Corus Entertainment**, also an existing shareholder and content supplier. Corus bumped up its equity to 43.8%. **Cookie Jar** will exit the joint venture after five years to expand and develop their business outside the KidsCo partnership.

RADIO: **Newcap** has won **CRTC** approval for a new FM station in Fredericton, sistering with its **FRED-FM (CFRK)** which programs *Greatest Hits*. The addition will be 50,000 watts at 93.1 and programming *Contemporary Hits*... The **New York Festivals 2012 Radio Program & Promotion Awards** has announced the finalists for what it describes as the *World's Best Radio Programs*. Finalists include worldwide entries from stations, networks and independent producers. Taking the lead in the preliminary judging round was **RTE Ireland** with 22 finalists. Second is the **CBC** with 12 finalists. Other Canadian finalists, which will go on to the medal round of judging to determine Gold, Silver, and Bronze award winners, are **O'Reilly Television** and **MBM Digital**.

REVOLVING DOOR: **Ted Bird**, who left **K103 Kahnawake** last week, has made a quick landing at **TSN Radio 990 Montreal**

**COUNTRY
95.5
FM**



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BROADCAST GROUP



General Manager/General Sales Manager, Lethbridge, AB

The Jim Pattison Broadcast Group has an incredible management opportunity for a highly motivated and talented broadcaster looking to advance their career. In this position, you will have a chance to lead our two very dynamic Lethbridge, AB radio stations.

Responsibilities include:

- * Manage, recruit and motivate team of broadcast professionals.
- * Lead the development of both programming and revenue opportunities.
- * Establish objectives and support company policies and programs.
- * Co-ordinate the work of divisions and departments.
- * Build and maintain a strong working relationship with department managers.
- * Coaching, training and development of the management team and the sales and programming departments.
- * Build and maintain a strong working relationship with programming staff and station Program Director.
- * Oversee and monitor implementation of all station budgets.
- * Forecast and achieve station fiscal sales budgets for retail and national sales.
- * Manage inventory, set rates and develop sales strategies.
- * Prospect and develop new business.
- * Grow revenues from existing client list.
- * Liaise with traffic, creative, production, promotions and financial departments.
- * Provide marketing ideas to grow client business through both radio and online sales.
- * Keep up to date with government regulatory policies to ensure conformance to regulations.
- * Recommend and monitor capital projects as required.
- * Represent the stations corporately as well as in the local community.

Qualifications:

- * Minimum 5 - 8 years management experience within the broadcast industry, preferably in radio.
- * Minimum 5 years sales management experience, preferably in broadcast.
- * Excellent communication and interpersonal skills.
- * Strong understanding of BBM ratings and ability to effectively utilize results to profile stations in the market.
- * Knowledge of Microsoft Word, Excel and Powerpoint.
- * Competitive mindset with strong analytical and organizational skills.
- * Highly creative, innovative, enthusiastic and strategic.
- * Proven ability to manage a team of high performers.
- * Excellent prospecting and presentation skills.

Send your resume by June 1, 2012 in confidence to:

Rod Schween
401 Mayor Magrath Drive S.
Lethbridge, Ab T1H 6T1

Or by email to rschween@jpbgroup.com.

As Part of The Jim Pattison Broadcast Group's Employment Equity Policy we welcome applications from people with disabilities and people of all cultural and ethnic backgrounds.

where he'll team with Morning Hosts **Elliott Price** and **Shaun Starr**. There'd been an opening since **Denis Casavant** left in November. Bird starts on-air tomorrow (Friday)... **Reynolds Mastin** has been promoted to Chief Negotiator and Chief Legal Officer of the **Canadian Media Production Association**. He will also manage the operations of CMPA's Toronto office. Prior to joining the association, Mastin served as Legal Counsel for the **Canadian Association of Broadcasters** and articulated at the **CRTC**. Leaving a leadership post at CMPA last month was **John Barrack**, the National Executive/VP and Counsel. Also at the CMPA, **Marla Boltman** has been appointed General Counsel, effective June 8... **Newcap Television Lloydminster** Production Manager **Wally Preuss** has resigned.

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LOOKING: With **Rod Schween's** promotion to President of the **Jim Pattison Broadcast Group**, the company is seeking two individuals to succeed him in Cranbrook and in Lethbridge (Schween was responsible for both). See the two **Jim Pattison** ads in this edition... Other jobs we've heard about include: **The Wolf Prince George** - Operations Manager/General Manager; **The Wolf Williams Lake** - Operations Manager/General Manager; **103.9 The Juice Kelowna** - GM/GSM; **Astral Kelowna** - News Anchor/Reporter and a Promotions Coordinator; **92.5 JOE FM Edmonton** - Music Director/Announcer; **Corus Edmonton** - Interactive Account Manager; **Blackburn Radio Chatham** - Producer; **CTV News Toronto** - Associate Assignment Editor; **Bell Media Toronto** - Revenue Management Reporting Analyst; **CBC Toronto** - Senior Broadcast Technologist, a Talent and Labour Contracting Consultant and a Network Account Manager; **CBC Vancouver** - News Producer; **CBC Montreal** - Director of Programming (RDI) and a Manager, Information Operations (Productions); **Global Winnipeg** - Reporter/Anchor; and **Newcap Television Lloydminster** - Production Manager.

SUPPLYLINES: **Golden West Broadcasting** has purchased **Harris** HPX tube transmitters for five of its FM radio stations; two new ones in Estevan and Weyburn, **CFEQ Winnipeg**, **CFIT Airdrie** and **CKUV Okotoks**. Three sites will go live by the end of this month, with Airdrie and Weyburn to follow next spring.

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Thursday, May 24, 2012

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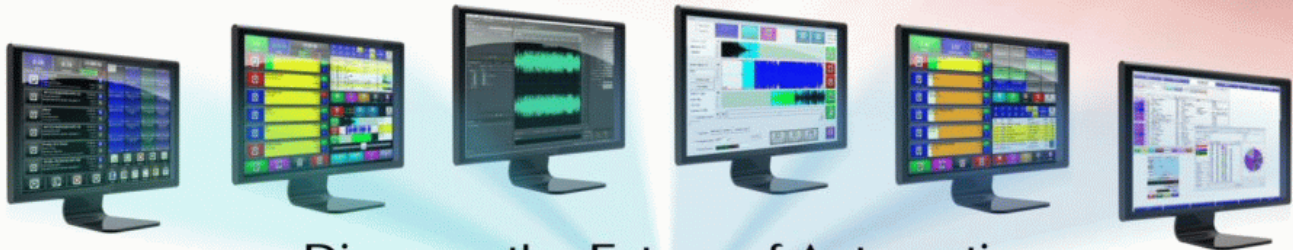


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RADIO: *Newcap* has won a FM licence in Miramichi, NB – the former Newcastle. It will be at 95.9 with power of 11,000 and will program Country... *Canadian Media Guild* members at the three *Maritime Broadcasting System* Saint John stations could be on strike as soon as June 1. They voted unanimously for the strike mandate... *MacEachern Broadcasting*, operator of *The Hawk 101.5 Port Hawkesbury*, was given the *Town of Port Hawkesbury's* and *Strait Area Chamber of Commerce's* inaugural *Cultural Award of Merit* for its 37 years of broadcasting. The citation applauds *CIGO-FM* for dedication to the local community, including its live evening show, local news and events promotion and for its focus on the promotion of local artists and musicians. Owner **Bob MacEachern** accepted the

award... **Mark Kassof**, of *Mark Kassof & Co.*, says radio's availability in vehicles is its biggest edge over new audio technology such as *Pandora*. But where traditional radio is killing itself is in letting slip those very qualities that makes it so superior: localism, information and personality. In a recent interview with *Radio Ink*, Kassof said



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the U.S. radio industry (presumably Canada's, too) has a lot to worry about. The very aspects of radio that give it an edge, he said, are those that have been watered down and taken away. While cost-cutting by major groups may be satisfying the short-term bottom line, they aren't helping the product. Many stations, he said, don't provide the information and community connection they used to, and they've dumped personalities. At the very time radio is most challenged by alternatives, argues Kassof, many stations are relinquishing the things that its challengers can't duplicate. Saving his strongest assertion to last, Kassof said: "Face it, if all this just comes down to who plays the most music, that's a losing battle for radio, long-term"... **CFRC 101.9 FM Kingston**, the city's campus and community radio station, is 90 years old this week and is the longest-running campus-based broadcaster in the world. The station, 15 years older than **CBC**, continues to deliver vibrant local programming... **Humber Radio**, the college's Toronto station, just celebrated its 40th anniversary, honouring such alumni as **Newstalk 1010 (CFRB)** **Toronto** PD **Mike Bendixen**, **680 News Toronto** Entertainment Reporter **Rudy Blair**, **Corus Hamilton** VP/GM **Corus Radio** - Eastern Ontario **Suzanne Carpenter** and **Corey Fuchs**, owner of **Media Job Search Canada**, all of whom were inducted into the *Humber Radio Hall of Fame*. **Mildred Stone**, widow of Humber Radio program founder **Phil Stone**, accepted the inaugural *Builders Award*.



Rudy Blair, Suzanne Carpenter, Mildred Stone, Mike Bendixen, Corey Fuchs, Jay Stone, Scott Guest.

TELEVISION: *Telecaster Services*

of TVB, the voluntary, self-governing, commercial, infomercial and public service announcement (PSA) clearance committee, will add **CBC/Radio-Canada** to its roster beginning June 1. It's a cost-saving move by the public broadcaster in eliminating duplicated clearances performed by the two organizations... A Whistler-based media company has sold a franchise to former **Global TV** National Sales Manager **Brett Manlove** and syndicated radio Host **Mike Falcon** to operate in Vancouver. **RTOWN Communications**, which provides local content for tourists primarily through TVs in resorts and hotels, says the franchise will begin with 25 hotels, including the Pan Pacific and Four Seasons sometime next month.

GENERAL: **CRTC** Secretary General **John Traversy** set a hearing date of Nov. 19 into **CBC's** applications to amend the licences of **Radio 2**, **Espace musique** and their affiliated stations to permit national advertising. At that same hearing, the Commission will also look into the **CBC** applications to renew licences for radio, television and specialty television. The **CRTC** postponed **CBC's** licence renewal hearing, set for June 1, back at the beginning of February so as to allow the Corporation to set its operating budget following the expected federal cuts... **Phil Lind**, the Vice Chairman at **Rogers Communications**, was one of six people inducted to the *Cable Hall of Fame* during a gala dinner in Boston during the annual **National Cable and Telecommunications Association** convention. Lind is a 42-year **Rogers** veteran. When he signed on, **Rogers** was a start-up with two Toronto radio stations and 15,000 cable subscribers.

REVOLVING DOOR: **Kiah Tucker**, originally from Australia, has been signed as the new morning show Host at **100.5 The Peak Vancouver**, moving from **Virgin Radio Vancouver**. It was at the **British Columbia Association of Broadcasters' President's Dinner** earlier this month that he and **Tara Jean Stevens** won *Performer of the Year* accolades for their **Virgin** morning show... **CKNW Vancouver** **GSM John Saboe**, who joined the station in early 2008 from his GM position at **Spence Diamonds** in Vancouver, is no longer with the **Corus** station. He is also former on-air personality who worked at **CKLG Vancouver** and **CKNW**... **Rob Seguin**, PD/MD at **Variety 104.5 Cornwall** and Promotions and Marketing Manager at **CJSS 101.9 Cornwall**, will leave the **Corus** station cluster after 15 years, moving to sister stations **100.5 KRUZ FM/The Wolf Peterborough** as PD. He begins June 4... **Ryder** has joined **Harvard Broadcasting**-owned **HOT 107 Edmonton** as that station's first morning show Host. Most recently, he was with **SONiC 107.5 Chilliwack (92.5**



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Abbotsford/104.9 Vancouver). Before that, a bit more than a year ago, he was morning Host at Harvard's **WIRED 96.3 Saskatoon**... **Chris Wilson**, who was promoted from his Account Exec role to Local Sales Manager at **Country 103 Kamloops** in June of last year, has left the station. The sales team is now reporting to GSM **Gerry Pigeon**... **Jason Ropell**, a former legal counsel for **Corus Entertainment**, a VP, Business Development at **NBCUniversal** and a graduate of **Osgoode Hall Law School** and **The University of Toronto**, is now VP of Content Acquisition at **Netflix**, overseeing television content licensing for the U.S. market. He joined Beverly Hills-based Netflix in March, 2011.

SIGN-OFFS: **Marc Strange**, 70, in a Toronto palliative care facility of esophageal cancer. He was a Writer and an Actor, best known as co-Creator of **The Beachcombers**, a show that would run from October, 1972 to December, 1990 – the longest-running dramatic series ever made for English **CBC**... **Blair Nelson**, 94, a long-time manager of **CFQC-TV Saskatoon** and a former city councillor. A member of the **Canadian Association of Broadcasters Hall of Fame**, Nelson had worked at CFQC-TV for several decades, beginning in 1954 (after working in the Sales department at **CFQC-AM**). He served as GM until the TV station was sold in 1986.... **Dave Glover**, who began his radio career in 1949 as an Engineer at **CJAT Trail**, has passed away. He spent 44 years with the station in an on-air capacity that most remember him by. Glover retired in 1993... **Eugene J. Polley**, 96, in Chicago. He was best known as the inventor of the first wireless TV remote control.

LOOKING: **Astral Radio Calgary** - Imaging Producer; **Astral Radio Hamilton** - Digital Content Producer; **Astral Radio Vancouver** - Virgin Radio Afternoon Drive Announcer; **AVR 97.7 Kentville** - Morning Show Host; **CBC Edmonton** - Business Manager; **CBC Vancouver** – a Producer and a Senior Writer; **103.9 FM KIXX Country Carbonear, NL** - Morning Show Host; **CFAX 1070 Victoria** - News Reporter/Announcer; and **Mix 103.7 FM Fort McMurray** - Morning Host.

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Thursday, May 31, 2012

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RADIO: The *Jim Pattison Broadcast Group* has won an FM licence for Calgary. It will be known as *The PEAK* and will air Adult Alternative at 95.3 with 36,000 watts... The second winner in Calgary is *Multicultural Broadcasting Corporation*, which operates *RED-FM Surrey*. The ethnic station will be at 106.7 with 1,100 watts... The *CRTC* denied a new FM transmitter for *CHQR-AM Calgary* that would, said the applicant, have boosted signal availability in the city's south end. The Commission said approval "... would undermine the Common Ownership Policy by adversely affecting competitive balance and diversity" in the market... The *Montreal Children's Hospital Foundation* is the recipient of \$1,450,000 raised by *Virgin Radio 96/CHOM 97.7/CJAD 800 Montreal's Caring for Kids Radiothon*. The money will go towards medical and surgical equipment and funding for innovative projects... In Newfoundland, *Steele Communications* – a *Newcap* division -- won *The Salvation Army's Friend of the Army* award for its *Help For Home Radiothon* that raised \$1.35-million

to assist victims of Hurricane Igor... *FUNNY 1410 (CKSL) London* is bragging that its All-Comedy programming showed an 850% increase in Cume in the 18-34 demo over its previous Oldies format. CKSL made the format change this past January... Just over \$185,000 was donated to the *Quebec Breast Cancer Foundation* thanks to the fifth annual solidarity operation of *107.3 Rouge fm Montreal*... At *102.3 The Wave (CKWV) Nanaimo*, \$26,977 was raised in the fifth annual *Variety Children's Radiothon*, with funds aimed at benefitting local Vancouver Island children who have special needs... Two out of three *Canadian Broadcast Standards Council* decisions have gone against *102.1 The Edge (CFNY) Toronto* and its *Dean Blundell* morning show. In the first, comments about a woman having skinned a cat so she could make a costume glamourized violence. The second, which looked at multiple segments related to the sex life of Jesus Christ and portrayal of women as sluts, were in breach of the *CAB Equitable Portrayal Code* and the *CAB Code of Ethics*. The third complaint, about a woman being hit by a truck and the Host's laughter, did not promote, sanction or glamourize the act. Details on all three decisions can be found at www.cbsc.ca.

The June Edition of Broadcast Dialogue is Jam-Packed (AGAIN) with Outstanding Content. Watch for it on June 1!



"Where the hell is radio going?"

"What has happened to radio?"

"Why are all the veterans on the beach?"

You are NOT the star — the radio station's BRAND is the star

By Bruce Marshall

And those are just some of the incredulous questions being asked about radio, mostly from people of my age (late baby boom) or older.

I don't pretend to have the answers but I do think there are signs and signposts guiding the way. Or maybe more to the point, the ways.

Radio is not an industry in isolation. What is happening to radio is happening to media across the board and right across entire industries. Indeed, CBS recently reported that jobs such as these are in decline and may disappear: Fashion designer; economist; travel agent; and insurance underwriter. Also making the list were newspaper reporters and broadcast announcers.

How can they be disappearing when there seems to be a massive growth in the need for content for all media platforms?

Part of the answer is that media outlets are looking more and more to consumers for creation of product. On a recent episode of the CBC Radio program, *Spark*, Don Tapscott, co-author of the Wikinomics series of books and host of the CBC Radio program, *ReCognition*, talked about speaking with a senior executive at the New York Times about how the paper is encouraging readers to actually write the New York Times. He asked why the NYT would be doing this when it has the best and brightest journalists in the world.

The executive responded that the paper also had the best and brightest readers in the world and that was a resource NYT intended to mine for content.

Another signpost is the music business.

To get a record deal, there was one model: An act used to go hand-in-hand to a record company begging, hoping they'd be taken onto the roster. In many respects, the relationship was even more one-sided than being a low-level employee in any company. The record company held all the cards unless this was one of the acts that made them money. Indeed, the talent could be successful, get unsuccessful, and be back to never getting calls returned from record executives regarded as friends.

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TELEVISION: **Rogers Media** has had some difficulties finding national sponsors for shows such as *Canada's Got Talent* because it falls short of reaching viewers all across the country. To begin the process of remedying that, Rogers bought **Metro 14 (CJNT) Montreal**, signed new affiliate agreements with three **Pattison Broadcast Group** stations in Alberta and B.C., and bought **SCN Regina**. And now, in an effort to reach Atlantic Canadian viewers, it struck a deal with Halifax-based **Eastlink** to have 250,000 digital subscribers get the **Citytv** programming there. Before the deals, Citytv reached about seven in 10 homes while **Global** and **CTV** reach more than nine... The annual "upfronts" are upon the ad agencies. **Global Television** promises "captivating new dramas and biting new comedies" in the fall. Citytv says "comedies continue to reign supreme", with nine new comedies and four new dramas. **Rogers Media** President **Keith Pelley** said he intends to take primetime eyeballs away from **Global** and **CTV**. CTV's new season program schedule will be announced this

morning (Thursday) at 9 ET in Toronto... **CBS** was the most-viewed U.S. network for the ninth year out of the past 10. It averaged 12 million viewers a week, topping **Fox**, in second place, by 3-million. **NBC** had the single most-watched program with *NBC Sunday Night Football*... In separate U.S. lawsuits, **CBS**, **Fox** and **NBC** have sued **Dish Network** in California, asking the court to forbid Dish's *Auto Hop* service because it violates their copyrights and contractual agreements to retransmit programming. They argue that by providing an easy way to erase all spots when playing back automatically-recorded primetime shows, Dish threatens the economic ecosystem that makes commercial TV work. For its part, Dish has countersued the networks claiming that they want to stifle their innovation which, it claims, is nothing more than an improvement on the VCR... **Shaw Media** and **A+E Networks** have expanded their partnership to include **Lifetime** and **H2** in Canada. As well, Shaw's **History Television** will transition to **HISTORY**. The new channels are slated to launch in the fall... **Entertainment One** is looking to take over **Alliance Films**, thus giving Eone the Canadian distribution rights to an additional 11,000 titles. If successful, **Patrice Theroux**, fired by **Alliance Atlantis Communications** six years ago, would be reunited with his former mentor, Alliance CEO **Victor Loewy**. Theroux is President of EOne's filmed entertainment division... Almost \$361,000 was raised by **Shaw Communications**, **BC Children's Hospital Foundation** and members of British Columbia's South Asian community during the *A World of Smiles* telethon. Funds will go toward research, equipment and clinical care needs.

GENERAL: Shareholders killed **Astral Media's** plan to give outgoing CEO **Ian Greenberg** a \$25-million thank-you payment as part of Astral's merger with **BCE**. But even without the extra payout, Greenberg and his family will receive more than \$100 million for their Astral shares. Shareholders did, however, approve the \$3-billion deal that still faces regulatory scrutiny... **CBC** is about to sell its Halifax properties and will likely consolidate its radio and TV operations in leased space which was once the city's **The Bay** department store. All that's necessary is official approval from head office and the Harper government. The Bay building was constructed in the 1980s but was closed in April of last year. CBC would recover a significant amount of money for its Halifax radio and television buildings, both of which are in an area with escalating real estate values.

REVOLVING DOOR: Adam McLaren has been named PD at **XL96 (CJXL) Moncton**. It's a promotion for the former Imaging Producer/APD at a **C103/XL96 Moncton** and **Newcap's** other property, **FredFM Fredericton**... Robin Neinstein has moved from Production Head at **CBC** to **Shaw Media** as a Production Executive for Original Drama Content. His position won't be filled at **CBC**... Michelle Kosoy is the new head of development at **Castlewood Productions** in Toronto, an indie producer. She had been Acting Director, Programming and Scheduling at **Shaw Media**. Lisa Godfrey, promoted from Director of Original Factual Content, succeeds Kosoy... Cousin Vinny has begun doing afternoon drive at **92.5 The Beat Montreal**. The 10-year Montreal radio veteran left the local **Virgin** station back in February...

OPS: In last week's **REVOLVING DOOR**, BD reported that Kiah Tucker, who begins as morning Host at **100.5 The PEAK Vancouver** in mid-July, was moving from mornings at **Virgin Vancouver**. In fact, Tucker was doing Afternoon Drive at **Virgin**.

SIGN-OFF: Harold Steele, 65, of lung cancer. Steele, no relation to the station's owners, worked for **VOCM St. John's** for more than 30 years, 10 in which he was Chief Engineer.

SUPPLYLINES: **Rogers Communications** has signed an exclusive deal with **Cellint Traffic Solutions**, a provider of real-time road traffic information technology based on cellular data, to launch a country-wide traffic information service later this year. The service aims at being delivered to auto manufacturers, navigation vendors, mobile apps, mapping portals and government agencies, among others. It analyzes the anonymous signaling data of mobile phones operating on Rogers 2G and 3G networks and is based on generating a unique cell signature for each road. Active phones provide travel time samples by matching their signaling data with the road signature database.

LOOKING: **Corus Cornwall** - Program Director; **SUN FM Duncan** - GM/GSM; **CIXM Whitecourt** - PD/Morning Show Host; **1650 AM CINA Radio Mississauga** - Station Manager; **Astral Radio Calgary** - Commercial Producer; **Astral Media Montreal** - Senior Production Executive; **The Bear Fort St. John** - Afternoon Drive Announcer; **Astral Radio Dawson Creek** - Producer/Swing Announcer; **Bell Media Radio Ottawa** - Radio News Anchor; **FM96 CFPL FM London** - Morning Show Co-Host; **AM640 Toronto** - Afternoon News Anchor; **Jim Pattison Broadcast Group Red Deer** - Creative Writer; **Steele Communications St. John's** - Creative Copy Writer; **MBS Moncton** - Broadcast Technician; **Discovery Channel Scarborough** - Associate Marketing Manager; **CBC Toronto** - Technical Producer (Media Operations and Technology), a Web Developer, Digital Programming and a Video Journalist; **CKWS-TV Kingston** - Videographer; **CBC Vancouver** - Senior Writer and a Producer; and **Newcap Television Lloydminster** - Sales Representative.



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