

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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Thursday, January 17, 2013

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**R**ADIO: Seven striking **Maritime Broadcasting System** employees from Saint John have taken their dispute with management to the corporate headquarters in Halifax. Spokesman **Gary Stackhouse** appealed Tuesday to the Halifax audiences of **FX 101.9 Country** and **HAL FM 89.9** to stop listening, and for advertisers to stop advertising until a contract is negotiated. The seven, members of the **Canadian Media Guild** (CMG), walked off the job in Saint John late last June after eight months of unsuccessful efforts to negotiate a first contract. Money is the biggest stumbling block, with some of the workers earning little more than minimum wage. As an example, said CMG, announcer **Nancy Wood** who has six years experience earns \$10.58 an hour while announcer/producer **Rob Weir**, with 22 years experience, earns \$12.93 an hour. The company, owned by Halifax lawyer **Robert L. Pace**, said the latest guild tactics to “bully local and regional businesses” is unproductive... Meantime, in another labour move, **Maritime Broadcasting**, with 24 radio stations in Atlantic Canada and more than 150 employees, was served with notice to begin bargaining on a contract for six newsroom employees at the Halifax corporate headquarters... **Sirius XM Canada** is looking at the used car business to hike its subscriber base. Buyers of used vehicles sold through dealerships will be offered a 90-day trial subscription. CEO **Mark Redmond** notes that the satellite radio-equipped, pre-owned vehicle market is fairly large and has to grow. Meanwhile, the company's name is changing to **Sirius XM Canada Holdings Inc.** The name change was announced a day after it reported a \$3.3 million profit and \$68.9 million of revenue for the first quarter of fiscal 2013, its first ever quarterly profit. In the same period last year, the company lost \$3.4 million with \$63.1 million of revenue... **Astral Radio** will add “Humble” **Howard Glassman** and **Fred Patterson** – the *Humble & Fred Radio Show* – to weekday nights at **Funny 820 Hamilton**, **Funny 1410 London** and **News Talk 1010 Toronto** beginning Jan. 21. In Toronto, the show – a compilation of their podcast content – will air Midnight to 2 a.m. The pair continues with daily podcasts... **CKPM Port Moody**, **Matthew McBride's** latest small market venture, is on the air. The station, in the Vancouver suburbs, also serves Coquitlam, Port Coquitlam, Belcarra and Anmore... **Golden West Broadcasting's** application for a new FM station in Steinbach, originally scheduled to take place during a **CRTC** hearing back in November, will be now heard March 20 in Gatineau. The deadline for interventions/comments is Feb. 15. GW wants 107.7 at 30,000 watts for a Country Favourites music format targeting 18-54s... This year's **Crystal Awards**, celebrating the best in Canadian radio creative, will be staged at a new venue and a new time: 5:30 p.m. March 20 in the Grand Ballroom of the **Toronto Marriott Downtown Eaton Centre Hotel**. Visit [www.crystalawards.ca](http://www.crystalawards.ca) for information or purchase tickets at [www.cmw.net](http://www.cmw.net). The Crystal Awards are presented by **Astral RadioPlus**, **Bell Media Radio Sales**, **Canadian Broadcast Sales** and **Target Broadcast Sales**.



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**G**ENERAL: **Corus Entertainment's** first quarter earnings saw profit come in at \$52-million, up from \$50-million a year ago. Revenues were lower at \$226-million, down from \$236-million a year ago. Revenue for TV, which brings in about 76% of total sales, fell 6% to \$173.8 million from \$185 million, while radio revenue increased to \$52.3 million from about \$51.9 million. TV's advertising decline is being blamed for the loss. CEO

**John Cassaday**, asked about **OWN** and whether or not the **CRTC** will allow the Category A service to keep that status or downgrade it to a B, said his confidence is high that it will remain in the upper tier. He based that remark on discussions Corus had with the Commission... Meanwhile, with **Shaw Communications** having just sold its **Mountain Cablevision** in Hamilton to **Rogers Communications**, the talk now is that Shaw, with the \$700-million it will get for the deal, may buy **Corus Entertainment**. The **Shaw** family owns a controlling stake in Corus and there are some analysts who believe that with the whole enchilada, Shaw could better compete with **BCE** and **Rogers**. Shaw also bought out Rogers' minority interest in specialty service **TVtropolis**. Back in the late 1990s, Shaw – anticipating that the **CRTC** was about to force content providers to separate their media properties from telecommunications assets – created Corus. But the Commission didn't do what was expected, giving **BCE** and **Rogers** added weight. Analysts say that with content costs rising, cable operators are trying to control their expenses by also owning the TV networks that own and resell content, and they point to **BCE's** \$3-billion bid for **Astral Media** as evidence... **Astral Media** says first-quarter profit was \$59.6 million or \$1.05 per share. Revenue for the three-month period rose to \$274.5 million. Astral calls it the “single largest quarter” in the company's history and the 65th consecutive quarter of profitable growth. TV had \$155.8 million of revenue (up from \$153.6 million in last year's quarter); radio had \$88.8 million (up from \$88.3 million); and out-of-home advertising revenue from billboards and street furniture was \$29.8 million (up from \$29.3 million)... Consulting firm **Deloitte Canada**, in its 2013 TMT (technology, media & telecom predictions) report, says the traditional PC will continue as the tool of choice for work and play. Eighty per cent of all Internet traffic, Deloitte says, continues to come from PCs and won't change anytime soon. Another aspect is the advances in password cracking. While there is no easy fix, Deloitte advises never storing unencrypted usernames and passwords, creating less-searchable password resets, making them longer and truly random, and to definitely include brackets, question marks, percentage symbols and so on (more from TMT in the **TELEVISION** section).

CBC  Radio-Canada

### Producer (Online Curator) - Saskatoon

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**TELEVISION:** **Citytv** across the country has been rebranded to the shortened **City**. **Rogers Communications**, noting that it's not just TV anymore, revamped the on-air imagery, advertising and logos... The **CRTC**, **Canada Media Fund** and **Telefilm Canada** have formed a promotional working group focusing on Canadian films and TV programs. The intent, they say, is to raise awareness by demonstrating how much screen-based content is consumed by Canadian audiences. Working group members include **Barbara Williams** of **Shaw Media**, **Michael Hennessy** of the **Canadian Media Production Association**, **Robin Mirsky-Daniels** of **Rogers**, **Serge Sasseville** of **Quebecor** and **Helga Stephenson** of the **Academy of Canadian Cinema and Television**... In related news, French premium programmer **Canal+** and pay TV channel **13eme Rue Universal**, are paying top dollar for Canadian cop drama **Cracked**, and they purchased the series from a German-based distributor (**Beta Film**) handling international sales. The deal is said to be one of the largest broadcast licence fees ever paid by a European broadcaster for an all-Canadian TV production... Working on the premise that sports programming is the one service that can keep cable subscribers from abandoning traditional TV packages, **Rogers** has given subs the green light to watch dozens of games each week, over and above what's available on TV and at no charge. Non-subscribers, though, will find a pay wall if they want to watch cricket, rugby and soccer online. By offering dozens of games each week online, **Rogers** hopes to entice new subs to its lower-cost **Sportsnet World** specialty channel... Consulting firm **Deloitte Canada**, in its 2013 TMT report (technology, media & telecom predictions), says there won't be as many Canadians cutting the cord on their subscription TV services as some people predict. Further, asserts the report, 99+ per cent of North American TV subs will keep their services for the foreseeable future. **Duncan Stewart**, Deloitte Canada's director of research and co-author of TMT Predictions, says viewers of reality shows, sports and news are unlikely to disconnect. But then there are the younger demos, dubbed the “cord-nevers”, who will begin establishing households without ever paying for traditional pay TV subscriptions... **Channel Zero's Quat Media** (pronounced ‘what’) has **Curfew** nominated in the Short Film (Live Action) category of the **85th Academy Awards**. Over 100 films were considered, 11 short-listed, and now just five remain. The Academy Awards will be televised Feb. 24... The Internet has become even more of an online tool for **CTV**. Now, it's previewing selected debut episodes well in advance of their airing. The digital audience, asserts Sr VP **Mike Cosentino**, “... is influential when it comes to creating buzz for shows”... **Rogers**, still awaiting **CRTC**

approval for its purchase of **The Score**, wants changes to the conditions of licence. Right now, the channel has to run a 24/7 sports ticker and break into game coverage every 15 minutes for sports news updates. Rogers wants, at the least, one info break per hour during live games (just one live game allowed per day). Rogers would like to use **The Score** as an overflow channel when **Sportsnet** is already committed to concurrent games.

**REVOLVING DOOR:** **Chuck McCoy's** retirement didn't last long. The former **Rogers Radio VP** has formed **Chuck McCoy International Media Services...** **Al Tompson** will become PD at **XL 103 Calgary** in March. Tompson, the PD/MD/morning show host at **ZED 99 Red Deer**, will need the extra time to wrap-up his responsibilities there... **Dan Wylie**, a 10-year veteran of **Bell Media Radio Brockville** (formerly **CHUM Radio Brockville**) and PD for the past six, begins as PD at **Blackburn Radio's Free-FM London** Feb. 4. His last day at **BOB FM** is Feb. 1. Wylie began at the Brockville stations as a part-timer while going to school. Later, he became the afternoon host/MD for **104.9 JRfm**, then morning host at BOB FM, MD for both stations, then APD and, for the last six years, PD... New PD/morning show host, effective Jan. 28, at **103-9 The Juice Kelowna** is **Steve Thompson**. Thompson has 25 years in the business, including stops in Winnipeg, Edmonton and Kelowna... **Rob White**, the former PD at **105.1 ED-FM (CKEY)/Z101 (CFLZ) Niagara Falls**, has landed with **Astral St. Catharines**. For the time being, he'll be doing weekends at **105.7 EZ-ROCK...** **Justin "Drex" Wilcomes** is no longer employed at **98.9 JetFM Courtenay** after he asked B.C. Premier **Christy Clark** during an on-air interview how it felt to be a MILF. He's now doing weekends and some overnights at **99.3 The Fox Vancouver...** **CTV Montreal** reporter **Camille Ross** has been hired by **Global** to join its new Montreal morning show set to launch this spring... **Frank Coyle** is the new operations manager at **NCI-FM/Streetz 104.7 Winnipeg**. His background includes stints at **Global Television Winnipeg**, **Aboriginal Peoples Television Network Winnipeg**, **The Weather Network Mississauga** and **CBC Yellowknife...** **Mike Luck** has joined the recently-appointed **Craig Venn** as co-host of **94.9 The Rock Oshawa's** morning show. He succeeded **Wendy Bouwma**, who'd been in the slot since this past summer. Venn, who began Jan. 7, was most recently at **95.1 The Rock Windsor...** **Leanne Osmond** has been appointed ND at **100.5 K-Rock Fort McMurray**. She moves up from afternoon anchor... **Lauren Richards**, after a year of working as a communications consultant with the **Canadian Association of Radio Broadcasters**, **The Globe and Mail** and **TC Media**, is moving into the formation of a Toronto-based company dealing with media matters, including media search selection.

**SIGN-OFFS:** **Rae-Anne Morin**, 44, in North Vancouver following a lengthy illness. Morin had been a senior producer-news responsible for creating and launching **Global BC's Morning News** and **News Hour Final** newscasts. Previously, the multiple **RTNDA** and **LEO Award** winner worked at **ITV Edmonton** (now Global), **RDTV (CKRD TV) Red Deer** and **PGTV (CKPG TV) Prince George...** **Greg Haraldson**, two weeks before his 63rd birthday, in Calgary. He began on-air at **CKXL Calgary** in 1970, became PD at **CKLG Vancouver**, moved back to CKXL as PD, was PD at **CHQR Calgary**, PD at **CKRY Calgary** and in sales at **CKMX Calgary**.



Rae-Anne Morin

**LOOKING:** **CBC/Radio Canada Saskatoon** - producer (online curator); **Bell Media Radio Kingston** - news announcer/reporter; **X92.9 FM Calgary** - promotions coordinator; **Bell Media Radio Brockville** - program director; **999 Virgin Radio & Boom 97.3 Toronto** - program director; **Newcap Red Deer** - program director; **Vista Courtenay** - program director/announcer; **Corus Radio Edmonton** - marketing manager; **Classic Hits 102.1 CJCY Medicine Hat** - news director; **EZ Rock Salmon Arm** - morning show host/account executive; **Astral Radio Bathurst** - morning news; **Bell Media Calgary** - manager, finance; **Bell Media Toronto** - new media technical operator; **CBC Toronto** - senior researcher (sports programming); **Newcap Television Lloydminster** - writer/producer/ videographer; and **Corus Television Toronto** - manager, digital advertising ops.

**SUPPLYLINES:** **Julian Fraser** has been promoted by **Ross Video** to director of sales in Canada. He joined the company this past July as the Western Canada Regional Sales Manager. Before moving to Ross Video, Fraser worked at Applied Electronics... **Tim Thorsteinson** has become president/CEO of San Francisco-based **Grass Valley**. His background includes the presidency of the broadcast communications division of **Harris Corp.**, and being president/CEO of **Leitch**. Most recently, he held the chief executive positions at **Enablence Technologies**.



Julian Fraser



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**G**ENERAL: **Newcap** has put its Western Canada broadcast properties up for sale; 32 radio stations, six repeaters and two TV stations. CEO **Rob Steele** says once done, the company might invest in broadcast properties closer to its base in Halifax/Dartmouth... **Emmanuelle Gattuso** and her husband, **Allan Slaight**, have donated \$50 million toward cancer research at Toronto's **Princess Margaret Cancer Centre**. Gattuso, remembered by many for her work with the **Canadian Association of Broadcasters**, and Slaight, the owner of **Standard Broadcasting** before selling to **Astral Media** and who built the company into a country-wide concern, will see their donation go into what's described as a super-fund to attract the world's best scientists in personalized cancer medicine. Gattuso and her sister are survivors of breast cancer. To this point, she, Slaight and the Slaight family have committed \$72 million to the **Princess Margaret Cancer Foundation**... The **Shaw** family and entities owned or controlled by them purchased an additional 750,000 Class B Non-Voting Participating Shares of **Shaw Communications** and, it says, it plans to continue buying more shares regularly. The family holds 53,665,223 Class A Participating Shares and Class B Non-Voting Participating Shares... The **Broadcast Executives Society** luncheon Feb. 25 in Toronto will see **Fred Forster**, the CEO of **Omnicom Media Group - PHD Canada** discuss how the media is affecting behind-the-scenes buyer perspectives. New location for BES is the Park Hyatt Hotel (Avenue Rd. & Bloor). For information, [www.bes.com](http://www.bes.com).

**T**ELEVISION: **Quebecor** wants its **Sun TV** to be carried on the basic tier of cable and satellite at a cost of slightly more than \$2 annually per household. The company says Sun TV had "unacceptable" losses of \$17-million last year and that those losses will continue unless the **CRTC** makes the carriage of Sun TV on basic mandatory. As it stands, Sun TV has distribution agreements that amount to 40% of households which, says Quebecor, is inadequate to support the specialty service. It wants the same status as **CBC Newsworld** and **CTV News Channel**. Meanwhile, there are 14 other channels which are also asking for mandatory distribution plus six others seeking to have that status renewed. The deadline for public submissions is Feb. 20 and the hearing is set for April 23 in Gatineau... B.C. film crews are idle and studio space is near-empty as higher tax rebates lure productions to Ontario and Quebec competitors. **Peter Leitch**, the president of **North Shore Studios**, says more people were without work in B.C.'s film and TV industry during the last six months even as Premier **Christy Clark** touted job creation in the province. Leitch, also the chairman of the **Motion Picture Association**, says thousands of signatures are on an online petition to save the B.C. film industry. "Even a temporary increase in tax credits," he said, "would remedy the devastating situation." B.C. offers the film industry a 33% tax rebate on labour costs while Ontario and Quebec provide 25% in credits on all costs involved. In the end, he said, B.C.'s rebates represent only a 10% savings... **OMNI Television** has relaunched **OMNI.2 Toronto** in favour of all-ethnic programming. The new schedule includes an additional 35 hours of ethnic content, much of it focused on the Asian communities that, says OMNI, "reflects the changing face of Canada"... **Global Montreal** and **Global Maritimes** will each launch morning news shows Jan. 28. Called **Morning News**, the programs will air weekdays from 6-9 a.m. local... **Paul Girouard**, on behalf of a corporation to be incorporated, has won **CRTC** approval for three new Category B English-language, national, specialty channels. **World Sports Network**

THE CANADIAN PRESS 

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Director of Broadcast News Rose Kingdon at [rose.kingdon@thecanadianpress.com](mailto:rose.kingdon@thecanadianpress.com)

will program international amateur and professional sports primarily through live coverage, documentaries, instructional programs and information programming. **Boating Television** will cover all aspects of boating and nautical activities including water sports. And **Flying Television** will be dedicated to all aspects of flight and aviation including airplanes, pilots and stories about air travel... The **Canadian Broadcast Standards Council** has determined that a joke about fat women on **TVA** did not violate any broadcast codes. Details can be found at [www.cbcs.ca](http://www.cbcs.ca)... The **Television Bureau** (TVB), at an event yesterday (Wednesday) morning in Toronto, looked at television truths in 2013. Specifically, research in Canada into three myths related to linear television's so-called demise. They are:

**Myth #1** -- The Internet is killing TV. **Truth** – Everyone is still watching TV, even young adults \* Viewing is substantial, strong and steady \* Canadians watch 28 hours of TV each week \* Online video consumption is adding to time spent with TV content \* 28 hours of viewership rises to 31 or 32 hours with online TV viewing included \* Prime continues to deliver the audience \* 14 million+ viewers during peak weekday prime \* 94% of the population is still connected via cable/satellite and that number is increasing, not decreasing \* 3 key content pillars preventing cord cutting are sports, reality TV and news \* and, Investment in TV airtime and creative is growing as advertisers continue to recognize the value of TV content.

**Myth #2** – PVRs are killing TV/commercial viewership. **Truth** – PVRs commercial avoidance (marginal) Even with PVR incidence at 39.4%, 95% of all TV content is viewed live \* Commercials can only be skipped in playback which represents 5% of viewing \* Even in playback commercials are breaking through \* 59% of 18-34s will stop fast forwarding to watch commercials of interest \* and, 70% of 18-34s are aware of the advertisers in the commercials being fast-forwarded even if they don't stop.

**Myth #3** – TV Ads are no longer effective. **Truth** – Measured biometrically, people are far more emotionally engaged by TV advertising than any other form \* People consistently report that TV advertising outperforms any other advertising to which they are exposed \* People report TV ads are more noticeable \* People are more receptive to TV ads \* People pay more attention to TV ads \* and, People feel that TV ads are more powerful, influential and persuasive.

**RADIO:** Federal Ethics Commissioner **Mary Dawson** ruled that Finance Minister **Jim Flaherty** acted improperly by sending the **CRTC** a letter of support for a business in his riding that was applying for a Toronto radio licence. By doing so, Flaherty breached the Conflict of Interest Act, said Dawson. In responding, Flaherty's office said that the use of the minister's title(s) in the March 30, 2012, letter was a regrettable oversight. Flaherty's correspondence urged the Commission to grant the Toronto licence to **Doug Kirk's Durham Radio**, headquartered in the minister's riding. While the application was unsuccessful, opposition MPs criticized the Conservative government for not following its own standards of acceptable behaviour. The difficulty with the letter was not so much Flaherty's support as an MP but that it was signed with his ministerial status in both finance and as minister responsible for the Greater Toronto Area (GTA). Kirk had letters of support from two other Toronto-area MPs. In September, the Commission awarded the FM licence to **Doug Bingley's** Barrie-based **Rock 95 Broadcasting** for an indie rock music format... **CKUA** Edmonton has eliminated its news department, cutting ND **Ian Gray** and broadcast journalist **Matt Nodge**. Financial challenges were cited. Instead, CKUA Radio will run **BBC World News** broadcasts. CKUA was funded by the Alberta government until 1994.

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Then, with privatization, came commercials, corporate sponsorships and listener donations. Just last October, CKUA moved into the refurbished Alberta Hotel which it purchased for \$12.5 million. The provincial government put \$5-million toward CKUA's expenses and the city of Edmonton matched that amount. The final cost, with interior finishings, was expected to be about \$17.2 million. Two floors of commercial space were to have been leased out plus a main floor bar and restaurant... Radio listeners are surprisingly positive about contests, according to new research from **Mark Kassof & Co.** Contests have a net positive impact for stations despite the majority of listeners who say they're unaffected by them. Respondents to an online survey, by a margin of 40%, said a contest would make a station "more interesting to listen to," while 3% said it would make it "less interesting." Thirty-four per cent said a contest would make them listen more versus 2% who said it would make them "listen to it less." Respondents were all Americans in the 18-64 demo.

**REVOLVING DOOR:** Dave Trafford is **Global Toronto's** new ND, promoted from his position as Managing Editor. He succeeds **Ward Smith** who was promoted to Senior Director, Eastern Region for **Global News**. Trafford moved to Global Sept. 15/11 from his position as ND at **CFRB Toronto**. Before that, he was ND/APD at **Talk 640 Toronto**... **K-Rock 105.7 Kingston's** new morning show, beginning Jan. 28, will see the return of **Kris Big Kris Bawden** and **Wendy Boomer Bouwma** to the **Rogers** station. Her last stop was with **94.9 The Rock Oshawa** where she was morning show co-host. The new local morning show succeeds the **Humble and Fred** experiment of the morning show originating in Toronto... **Krista Erickson** has resigned from **Sun TV's Canada Live** and moved to London. Best known for her 2011 interview of dancer **Margie Gillis** in which she raised the public's ire for mocking the artist for accepting public funding, Erickson moved to Sun News from **CBC** in early 2011... **Deborah Boudreau** is now GM of sales for the Toronto office of Montreal-based **V Network**. Previously, she was senior director of broadcast and marketing at **Quebecor Media Sales**... **Craig Norris** will be the morning show host on the new **CBC Radio One 89.1 Kitchener-Waterloo** when it goes to air March 11. His background at CBC includes being host of the Radio One's **Laugh Out Loud**, Radio 3's the **R3-30** and **The Craig Norris Hour**. He was born and raised in the Waterloo Region and has lived in the area since 1975... **TVO's** new director of innovation and business development is **Alia Lachana**. In Europe, she worked for such companies as **Macromedia**, **Microsoft** and **AOL**. Since moving back to Canada in 2011, Lachana worked with start-up and early stage companies in digital strategy, social media product development, branding and design.

**SIGN-OFF:** **Richard Garneau**, 82, in Montreal. The veteran Quebec journalist and sports commentator is well known for his several decades of sports reporting on **Radio-Canada**, including 23 years as a hockey commentator.

**LOOKING:** **The Canadian Press, Toronto** - part time newscaster; **Sun TV Toronto** - broadcast technician; **Astral Digital Toronto** - senior national account manager; **TSN Radio Toronto** - Sports radio and digital baseball reporter; and, **94.1 The River Athabasca** - morning show host.

**UPCOMING:** Feb 25 – Toronto – **BES Luncheon** - Fred Forster - [www.bes.ca](http://www.bes.ca)  
 March 6-8 - Ottawa - **Prime Time** - [www.cftpa.ca](http://www.cftpa.ca)  
 March 18 - Toronto - **Ontario Association of Broadcasters Career Development Day** - [www.oab.ca](http://www.oab.ca)  
 March 19-24 - Toronto - **Canadian Music Week** - [www.cmw.net](http://www.cmw.net)  
 March 19-20 - Toronto - **Digital Media Summit** - [www.cmw.net](http://www.cmw.net)  
 March 20 - Toronto - **2013 Crystal Awards** - [www.crystalawards.ca](http://www.crystalawards.ca)  
 April 6-11 - Las Vegas - **NAB Show** - [www.nabshow.com](http://www.nabshow.com)

**SUPPLYLINES:** **Nautel** of Hackett's Cover, NS, has orders for 21 additional 100 kW and 200 kW AM transmitters and associated equipment from **All India Radio**. They join earlier orders of six 300 kW DRM transmitters from the same broadcaster.



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**RADIO:** With *Newcap's* stated intention of selling its western stations, speculation is mounting in Calgary on which broadcaster will acquire **90.3 AMP (CKMP-FM)** and **XL 103.1 (CFXL-FM)**. *Harvard Broadcasting* and *Rawlco Radio* are seen as likely candidates, as is *Jim Patterson Broadcast Group* (JPBG). Harvard and Rawlco already have one Calgary station each, and JPBG will launch *The Peak 95.3 Calgary* later this year. *Rogers* and *Corus Entertainment* can be counted out since they are at the single market ownership cap. Newcap also has 30 other radio properties in Western Canada... The **CRTC** has denied a numbered company's application for an AM St. Catharines station at 1220 and 10,000 watts, programming a music mix targeting 18-45s plus 15 hours a week of Filipino, Tamil, Russian, Portuguese and South Asian programming. Interventionists had no objection to such a station serving the Niagara-St. Catharines area but took exception to its directing ethnic programming to the Toronto market... **David Coriat** will succeed **Gary Slight** on the board of directors at *SiriusXM* in Toronto. Coriat is exec VP/CFO and director of *Slight Communications*... **103.5 The Bridge (CHNV-FM) Nelson** has the distinction of being the recipient of the only *Certificate of Exceptional Achievement* given by the *MS Society of Canada* in British Columbia and Yukon. With assistance from sister *Vista* station *Mountain FM (CKQR-FM) Castlegar*, The Bridge acts as a media sponsor and takes part in helping spread the MS Society's mission... **99.3 The Fox Vancouver** and the *BC Chrysler, Jeep, Dodge and RAM Dealers* donated a 2010 RAM 1500 valued at over \$25,000 to the *Central Fraser Valley Search and Rescue Society*. The RAM had been used by the morning show's **Jeff O'Neil**, **Scott Lowrey** and **Karen K**. An on-air campaign called for charities and non-profit organizations to enter online at [cfox.com](http://cfox.com) for the chance to win the truck... **JUNO TV**, an online channel celebrating Canadian music, has launched. It's the brainchild of the *Canadian Academy of Recording Arts and Sciences* (CARAS) funded in part by the Ontario government. Part of its first live offerings were members of *Dragonette* sharing five things they can't live without, rapper **Maestro Fresh Wes** recalling his first JUNO performance in 1990 and *Astral Radio's* **Alan Cross** talking about the origins of *The Ongoing History of New Music*... The repeater of *CFCB Corner Brook*, *CFNW-AM* in *Port au Choix*, will flip to FM at 96.7 with 1,900 watts. The **CRTC** says simulcasting will be allowed for three months after the FM transmitter is operational.

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At that point, the AM will have to stop service... That Australian radio show that got through to **Kate Middleton's** nurses in a London hospital – and which had been suspended – has now been cancelled. Hosts **Mel Greig** and **Michael Christian** convinced staffers by telephone at **King Edward VII Hospital** to divulge confidential information about the Duchess of Cambridge's health. One of the duped nurses committed suicide a few days later... **CBC Radio One Victoria** has completed its move from 1025 Pandora Ave., where it had been since 1998, to the **CHEK TV Victoria** media centre at 780 Kings Rd. CBC, ironically, is renting space above CHEK in a building that was designed and built in the 1980s to house CBC but was never occupied by the corporation. The move's occasion was celebrated with an open house last Friday, running all day from 6 a.m. through 6 p.m. And, irony upon irony, when CBC staffers were moving in they discovered a sculpted CBC logo carved into a wall on the staircase. Talk about making folks feel right at home!... **WBEZ Chicago**, the public radio station – in its 2013 membership drive – is encouraging Chicagoans who listen to public radio to procreate so that intelligent listeners will give birth to intelligent children who will grow up as listeners of WBEZ. One tag line is: *"We Want Listeners Tomorrow. Go Make Babies Today."* Another is: *"Do It. For Chicago."* Still another is: *"Interesting People Make Interesting People."*

**GENERAL:** **Scotiabank** analyst **Jeff Fan** describes as *"inevitable"* a **Shaw-Rogers** merger within the next three years. He points to a number of moves by Shaw and the Shaw family supporting a sale or a merger, including Shaw recently securing its pension plan for senior active and retired executives and that the Shaw family has been buying shares again... Is social media activity by on-air personalities the property of their employers? Even if their **Twitter**, **Facebook**, **LinkedIn**, etc. accounts precede their employment? The dos and don'ts for employers/employees is clouded, to say the least. **Diana Marszalek**, writing in **TVNewsCheck**, says that lacking industry-wide standards employers have to determine how to oversee what (especially) on-air personalities post, whether they should be using station or personal accounts, and who owns such accounts (and, consequently, the lists of their followers much like the station owns a salesperson's Rolodex content). **NBC** TV stations require all newsroom people, from interns on up, to follow company rules on social media use, regardless of the topics, professionally or personal – particularly if such posts could reflect negatively on NBC. **Scripps** says it is the explicit owner of its news talents' professional social media accounts, while the employees own their personal ones. However, says Scripps, any work product posted on a personal account still belongs to the company... **BBM Canada's** annual *Staying Tuned* conference is set for April 17 at downtown Toronto's King Edward Hotel. The event will examine, among other topics, new research methods, multimedia measurement and the impact of social media on TV and radio. Details and registration at [www.bbm.ca](http://www.bbm.ca)... **TheScore** lost \$2.8-million in the quarter ended Nov. 30, up from last year's loss in the same period of nearly \$1.1 million. While revenue was up about \$500,000 to \$1.5 million, operating costs increased to \$4.2 million from \$2.7 million a year earlier... **Statistics Canada** says that while people over 65 use the Internet more than they did a decade ago, there's still a wide generation gap when it comes to videos and music. Statscan says 60% of seniors aged 65-74 and 29% of 75+ had used the Internet in the month prior to the survey in 2010, while Internet use by the 15-25 age group was almost universal. While 87% of young people listened to downloaded music at least once a week in 2010, only 10% of 65-74s did. There was a similar gap when it came to Internet movies or video. Nearly 80% of young people watched, compared with 10% of seniors... A three-year old blind London boy who lost his favourite stuffed animal is about to get it replaced by the American manufacturer. The story went public after his mom, **Ashlee Smith**, posted an ad on **Kijiji** offering \$200 for anyone who could aid in the boy's comfort by finding the stuffed animal. Her request was seen by upwards of 30,000 people, including the folks at **103.1 Fresh FM London**. The station immediately kicked in \$300 to up the reward. Then **Global News Toronto** told the story to the manufacturer of the stuffed animal, a U.S. firm called **Douglas Company**. Its president told Global that the stuffed lamb had been discontinued but that for this one time it would make two more. And Douglas is doing it at no charge. The second lamb will go to the boy's mom as a spare.

**REVOLVING DOOR:** **Jamie Schouela** is no longer VP, marketing at **Shaw Media** in Toronto. He'd been in that position for two years and had been with **Global Television** and Shaw since Sept/2005, first as director of marketing strategy, then promoted in Nov/2007 to VP, marketing strategy (Global). His prior broadcast experience included seven years at **Alliance Atlantis** and **Mix 96 Montreal**... Former **Rogers** Sr. VP and Toronto-Kitchener cluster VP/GM **Chuck McCoy**, who retired from the company at the end of December, has formed **Chuck McCoy International Media Services**, focusing on talent representation for both radio and TV. He and **Robert Eatman Enterprises** of Los Angeles, New York and Chicago, have formed a partnership in the Canadian market. Eatman provides representation of talent in the U.S. to some of the biggest on-air radio and TV professionals... **Marc Michaels** assumes the morning host position at **98.5 Virgin Radio**

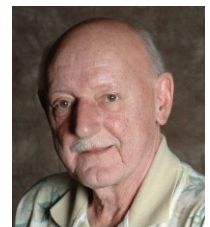


**Calgary** Feb. 19, succeeding **Adam Wylde** who gave notice in November. Michaels, who was the morning host at **91.7 The Bounce Edmonton** until recently, returns to Virgin's morning chair where Wylde succeeded him in 2011. Wylde is about to start a new gig away from Calgary that's still being kept under wraps... **Sam Dynes** has been appointed director of production, in-house productions at **Rogers Media** in Toronto. She moved from **CTV** where she had more than three decades of experience managing projects that included the **2010 Olympic** opening and closing ceremonies, the launch of **MTV Canada** and **The Comedy Network**, and the transformation of Toronto's historic **Masonic Temple** into a production facility... **Bob Babinski** has been hired as executive producer/local content manager at **City Montreal**. He has more than 25 years of TV experience, on- and off-camera. He's also a part-time instructor of broadcast, reporting and feature writing at **Concordia University**... The temporary morning host at **CJOB Winnipeg** is **Jon Ljungberg**, the former **Breakfast Television** host at **City Winnipeg**. **Hal Anderson** is off for health reasons (a bad back)... **Jordan Rycroft** becomes promotions director at **XL 103 (CFXL-FM) Calgary** March 4. Rycroft, with almost six years at **Newcap**, will move from his promotions coordinator position at **KOOL 96.5 Halifax**. Before that he was with **Newcap Winnipeg**... Three appointments at **ROCK 97.9 (CKYX-FM) Fort McMurray**. Interim PD is **Amanda Young**, the PD at sister **Country 93.3**, **Tyler King** is APD, along with his play-by-play duties and **Chris Byrne** is MD... **Chris Cuomo** is leaving **ABC News** to host a new morning show at **CNN**. He's expected to be paired with current evening anchor **Erin Burnett**. CNN says it is looking at other job options for **Soledad O'Brien** who will be ending her second stint as morning show co-host... **Aisha Wickham**, the former Director of Communications at **G98.7 Toronto** and who worked at **FLOW 93.5 FM Toronto** before that, has been appointed as director, communications & operations at **Nia Centre for the Arts** in Toronto. The centre is a non-profit community arts organization focused on holistic development of Afro-diasporic youth... **Bud Goes** retires today (Thursday) from his chief engineer's role at **C-FAX/CHBE Victoria**. Goes – who helped build CHBE and was instrumental in designing and building the new studios on Broad Street in 2007 – was with the operation for 22 years.



Sam Dynes

**SIGN-OFFS:** **Don Chamberlain**, 73, after a 10-year fight to stave off his cancer. The Saint John native began his broadcast career in Atlantic Canada and became a part-owner of **CHYR Leamington** and **CKJD/CJFI-FM Sarnia** and, later, a part-owner of **CJBK/CJBX-FM London**. Earlier, Chamberlain played an integral role in **Jack Schoone's Eastern Broadcasting** chain of stations. Schoone was his majority partner in the Sarnia and London stations. Chamberlain was also the son of **Charlie Chamberlain**, long an entertainer on the old **CBC-TV** show, *Don Messer's Jubilee*... **Susan Douglas Rubes**, 87, in Toronto. A pioneer of children's theatre who founded the **Young People's Theatre** of Toronto, Rubes was an actor, producer and director. In the 1980s, she was head of **CBC Radio** Drama and later president of **Family Channel**... **Francois Conway**, 53, in Chateauguay. He was one of the key players in Canada's early work on DAB while still with the **CBC** and managed their spectrum engineering shop in Montreal. He was also a member of **Industry Canada's Broadcast Technical Advisory Committee (BTAC)**. Conway worked on many cooperative projects over the years with private broadcasters and engineering consultants... **Johnny Z (Zwolak)**, 68, of unknown causes in Victoria. He was the **C-FAX Victoria** production manager for 36 years before retiring in May, 2009... **Geoff Venables**, 95, in Victoria. He was the last surviving founding member of the **Hometowners**, heard weekly on **CJVI Victoria** and coast-to-coast on **CBC Radio** during the 1950s and 1960s... **John "Jack" Thorne**. 91, in Vancouver. He was with **CBC Radio Vancouver** in the 1930s, joined the **Royal Canadian Air Force** for WWII's duration, pursued a liberal arts degree specializing in theatre at **Northwestern University** and returned to Vancouver. Thorne was hired as one of CBC's first TV producers and remained with the Corporation for the rest of his career, a highlight of which was giving the first cue when **CBC-TV Vancouver** joined the national network. In 1970, he moved to **CBC Montreal** and became responsible for children's and music programming.



Johnny Zwolak

**TELEVISION:** In an opinion piece in the **Toronto Star** this past Sunday, **Michael Geist**, who holds the **Canada Research Chair in Internet and E-commerce Law** at the **University of Ottawa, Faculty of Law**, wrote that if the **CRTC** approves 22 applications by niche channels to be part of basic service, monthly cable bills will go up whether or not viewers want those channels. It was only last year that CRTC chair **Jean Pierre Blais** emphasized that putting Canadians at the centre of their communications system was at the top of the list of CRTC priorities. The mandatory distribution rules, wrote Geist, do the opposite. He suggests that the CRTC instead drop mandatory distribution altogether. At the same time, he writes, require BDUs to offer all licenced channels to



their subscribers in a pick-and-pay format so consumers decide what they want to watch and pay for. The hearing is scheduled for late April... Writing in the *Montreal Gazette*, **Pierre-Karl Peladeau**, the president and CEO of **Quebecor**, **Quebecor Media** and **Sun Media** was responding to criticism that it wants **Sun News Network** to become a mandatory-carriage Category A channel. His position, over several paragraphs, can be summed up by his words toward the bottom: "We are not looking for special favours. We don't want to be treated better than others; but we don't want to be treated worse either, which is what we are enduring today"... **Conrad Black** has struck a deal with **Moses Znaimer's ZoomerMedia** to host a weekly television show. He and co-host **Denise Donlon**, the former executive director of **CBC Radio** and president of **Sony Music Canada**, will tape 26 shows before a live audience at ZoomerMedia's Toronto studios, with production beginning this spring. The show is tentatively called *The Zoomer — Television for Boomers With Zip* and will likely air nationally on **Vision TV**... This weekend's airing of the **Super Bowl** game in New Orleans will have seven hours of pre-game coverage. **CTV** says live coverage will begin at 11 a.m. ET Sunday while game coverage won't hit the air until 6:25 p.m. ET. Live streaming of the game on **ctv.ca** will, for the first time, be free... Meanwhile, stateside the average cost for each spot in this year's **Super Bowl** will be between \$3.7 and \$3.8 million... **The Weather Network** and **MeteoMedia** have launched The Weather Network application for **BlackBerry 10**... As tablet ownership grows in Canada so does the signing of new subs by **Netflix**, according to the *Media Technology Monitor*. Its latest report based on a poll from the fall suggested that 28% of anglophone Canadians owned a tablet, up from the 12% who had one in the fall of 2011. Digital viewing habits are growing, including watching full-length TV shows online, watching TV on a smartphone and watching TV on a tablet. However, not many are giving up on conventional TV. In a related context, **Bell** has begun offering unlimited Internet access at \$10 per month for customers who have a three-tier bundle (Fibe TV, phone, Internet or mobile).

**LOOKING:** **News 95.7 Halifax** - news anchor; **The Bear Fort St. John** - afternoon drive announcer; **89X Radio Windsor** - morning show announcer; **CJKR-FM POWER 97 Winnipeg** – morning show co-host; **CJGV-FM - The New 99.1 Fresh FM Winnipeg** - morning show co-host; **Jim Pattison Broadcast Group Red Deer** - creative writer; **Big Country 93.1 FM Grande Prairie** - announcer/producer; **CTV Winnipeg** - technical director/director - operations; **TSN Toronto** - manager of web development; **Bell Media Toronto** - manager of mobile technology; **CBC Vancouver** - producer, English news; **Shaw Media Toronto** - senior manager, digital resources and a manager, digital research and analytics; and, **Television Bureau of Canada Toronto** - supervisor, media insights & research.



## Afternoon News Anchor - News 95.7 Halifax

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**SUPPLYLINES:** **Miranda Technologies**, which is owned by **Belden**, has acquired **Softel**, a provider of captioning, subtitling, audio and video description, interactivity and other video technologies. Softel is headquartered in Pangbourne, UK... **Canon Canada** is about to begin building new corporate headquarters in Brampton, occupying roughly 190,000 square feet on five levels. It will be built on 18-acres of land... **Media Monitors** will capture, title and deliver all network and local **Super Bowl** TV spots (down to 10 seconds). Subscribers will be able to monitor the spots within one hour of broadcast... **Cogeco Diffusion** in Montreal has purchased *The New Client Generator 2.0* from **Comstar Network**, based in Toronto.

**PUBLISHER'S NOTE:** **Broadcast Dialogue** has an incredible treasure-trove of thoughtful, enlightening and entertaining content buried in our archives, material as relevant today as it was when first written. Have a look at our refreshed presentation – **The Book on Creativity** -- by clicking [HERE](#), then share the link with your creative staff(s). *Enjoy, and create something beautiful!*