

# BROADCAST Dialogue

## Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • LOK 1B0 • [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

Thursday, March 3, 2016

Volume 23, Number 39

**R**ADIO: Jeff Vidler, the president of Toronto-based *Audience Insights*, in his company's latest *Radio on the Move* study of in-car audio consumption, says "broadcast radio continues to own the dash, even as options grow and the dash becomes more and more complex. We see absolutely no change in radio's share of in-car tuning over the past five years." Among highlights of the report: Growth of in-car audio alternatives such as satellite radio, podcasts and streaming audio appear to be coming at the expense of personal music, not broadcast radio; AM/FM radio is still dominant in-car, with a 66.2% share of in-car listening, essentially unchanged since December 2010; In-car streaming is growing but represents only a tiny 1.4% share of in-car listening; and, podcasts captured their highest share since tracking began with a 2.5% share. For more, click <http://www.slideshare.net/JeffVidler/radio-on-the-move-trend-update-58967247> ..

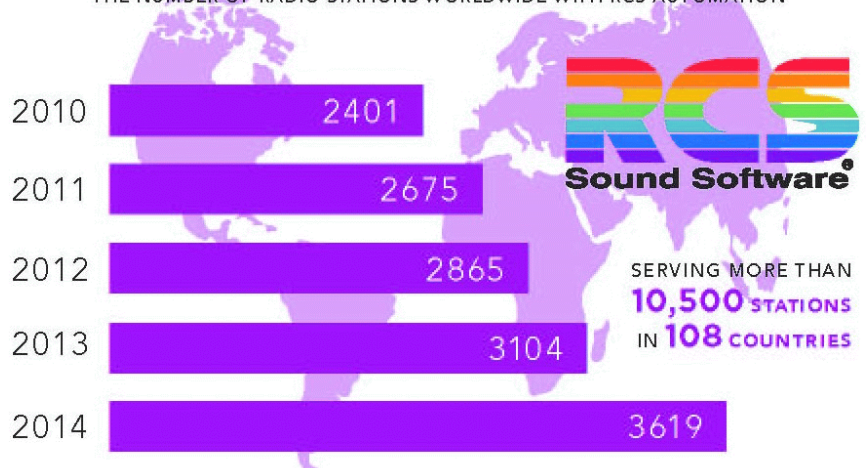
*Corus Radio* is delivering *HERE Radio HD Traffic* from its stations in Toronto, Hamilton, Calgary and Vancouver. The in-vehicle service allows drivers and passengers with enabled devices and automobiles to receive local traffic and road updates on their car's navigation display screen when tuned into Corus's HD Radio channels. For the moment, only certain 2015 and 2016 Honda models offer the service. Additional manufacturers are expected to roll out the feature later this year...

*Radio 96.5 (CKUL) Halifax* has been rebranded. The *Newcap* station is now *Mix 96-5*, a variety of music from the 90s to now...

A new ID and a new format for *95.3 The Peak (CHPK-FM) Calgary*. The AAA formatted *Jim Pattison Broadcast Group* station has become *WILD 95.3* and playing New Country. *WILD 95.3* launched with 10,000 uninterrupted songs...

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*The New Flow 93.5 (CFXJ-FM) Toronto* has been rebranded as *93-5 The Move*. Since its launch 15 years ago, Flow aired urban and rhythmic music. Last year began a migration to a more retro-music format, playing "throwbacks" from the 1990s and 2000s. The last song played was *Over* by Drake. The first on the new brand was *The Way You Move* by *Outcast*...

*CHHU-FM Halifax*, a repeater of *CHOU-AM Montreal*, is testing its 99.1 signal now with hopes of launching early next month. CHHU plans on broadcasting programming in ten languages, though its main target audience will be Halifax's Arabic-speaking community. The station is owned by *Radio Moyen-Orient* and licensed to *Antoine Karam*... In a related item, the *CRTC* has approved the addition of a low-power FM rebroadcasting transmitter for *1450 AM (CHOU) Montreal* in the borough of Saint-Leonard. It will operate at 104.5 with power of 50 watts...

*CBC* has begun transmitting in Cape Breton at 92.1, twinning its AM programming at 1140. The "nested FM" signal is intended to improve reception for listeners whose AM reception is often disrupted by terrain and weather...

The *CRTC* has denied the *Dufferin Communications/Evanov Radio Group* application to boost power and to move the *Z105.3 (CIDC) Orangeville/Toronto* transmitter closer to the city. The Commission could find no compelling technical need to improve its signal in its licensed market (Orangeville). Further, said the Commission, considering the revenues and profitability of CIDC-FM since 2010, the applicant did not demonstrate a financial need...

Two student council members at the *University of Western Ontario* in London lost their bid to have the campus radio station's mandatory \$13 annual student fee put to a referendum. *CHRW*, now 36 years old, was, said the students, of far less importance than at its birth. Cited was this being the age of music streaming and downloading which, they said, has drastically reduced the importance of radio in the daily lives of students. *CHRW* has 300 volunteers, 170 of whom are students.



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## REVOLVING DOOR:

**R** Gord Martineau, the 39-year veteran news anchor of *CityNews Toronto*, stepped down from that position after concluding this past Monday evening's news package. Details of who will succeed him have yet to be announced. Martineau moved from *CFCF-TV Montreal* to become an anchor at *CFTO-TV Toronto*. In 1977, he moved to the upstart City TV. In the years since, Martineau has been feted and lauded with a number of awards, including the *RTNDA Canada Lifetime Achievement Award* in 2007, the *Best News Anchor* at the *2007 Gemini Awards*, the *Gemini Humanitarian Award* in 2008, a *Queen Elizabeth II Diamond Jubilee* medal in 2012, and for his team participation in the *2014 Canadian Screen Award for Best Local Newscast (CityNews at 6)*. Martineau's broadcast journalism career, however, may not yet be over. He dropped that hint on his *Facebook* page, writing: "Goodbye Toronto and City TV. Thank you for letting me into your living rooms and your lives. I will continue to work in broadcasting - stay tuned"...



Gord Martineau Darren B. Lamb and Erin Davis

Mike Cooper's successor as co-host of *98.1 CHFI Toronto's* morning show is Darren B. Lamb, most recently a co-host of the *Roger, Darren & Marilyn* morning show on *CHUM-FM Toronto*. He and Erin Davis began their new show — *Erin and Darren in the Morning* — this past Monday...

The new president of *Acadia Broadcasting* in Saint John, effective April 1, is Chris Pearson. He will succeed Jim MacMullin who's held the position for 15 years and is retiring in August. Pearson is a veteran of Acadia, having joined the company at *CKBW Bridgewater* in 1987 as a marketing consultant. Later, he became station manager/sales manager of CKBW and *Country 100.7 FM Bridgewater*. This past July, Pearson was promoted to the company's VP of sales. Acadia Broadcasting has 13 stations in New Brunswick, Nova Scotia and Ontario...



Chris Pearson

*Bell Media* has integrated the national and local sales teams (not including sports). With the change, Perry MacDonald expands his role from SVP, CTV Sales to SVP, English Television and Local Sales, responsible for CTV and English Entertainment/News Specialty Sales and local radio and television sales across the country. Darryl Coburn, previously VP, Sales, Specialty is now VP, National Television Sales, reporting to MacDonald. Coburn leads a team of five national TV sales directors responsible for CTV and Entertainment/News Specialty. They are Sean Calarco, Mario Filice, Doug Kidd, Chris Nurmi and Heidi Vlahantones. Local television and radio sales teams also report to MacDonald. The new regional directors are: JP Wright, Hilary Whyte and Louis Douville. JP Wright is director of local sales, Western Canada and based in Vancouver. Hilary Whyte, formerly GSM at *Bell Media Calgary*, has transferred to Toronto to assume the position of director, local sales, Ontario and Atlantic Canada. Louis Douville is director local sales Quebec and based in Montreal. All three are responsible for local radio and TV sales. In Vancouver, Liesel Unger is director, national sales Western Canada, responsible for all Bell Media national television and radio sales across Western Canada, reporting to John Voiles, VP Bell Media Sales, Western Canada...



Imaging producer Ron Tarrant of *KiSS 92.5 Toronto*, who also does national imaging for *Rogers Media*, is moving to New York City to become the imaging and sound designer for Howard Stern on *SiriusXM*, effective April 4. Tarrant has been in radio for 10 years, the last three with Rogers in Toronto...

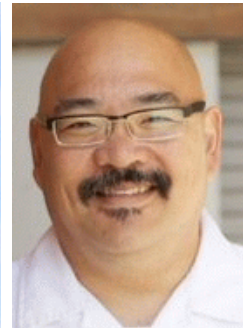
Jason Manning is no longer PD at *Z95.3 Vancouver*. Prior to his appointment Nov. 2, he was senior PD at *Corus Winnipeg*. Before that, Manning was PD at *Rogers Victoria (98.5 The OCEAN (CIOC)/Jack FM (CHTT))* and, before that, was MD at *Sonic Edmonton*...

Dan Barton is the new PD at *CKUL/Mix 96-5 Halifax*, succeeding interim PD Trevor Wallworth of sister *Newcap* station, *Q104 Halifax*. Most recently, Barton was with *Metro News*. Before that, he worked in programming at *Evanov Radio Halifax, Maritime Broadcasting* and *Telemidia Radio Atlantic*...

At *Clear Sky Radio's Lethbridge* stations (*Classic Hits CJOC* and *Modern Rock 98.1 The Bridge*), General Manager Peter Deys adds GSM to his title while eight-year Senior Marketing Consultant Trent Fujita has been promoted to retail sales supervisor. Former Sales Manager Michelle Steele has resigned to move outside of media...



Peter Deys



Trent Fujita

Azzo Rezori, after 29 years with *CBC Newfoundland and Labrador*, has retired. Most recently he filed reports for the *Here & Now* program while also writing a regular Sunday column for *cbc.ca/nl*...

Chris Vandembreekel has been promoted to news director at *Harvard Broadcasting Fort McMurray*...

Jim McTighe is the new manager of engineering at *Bell Media Radio Calgary*. McTighe was with *Rogers Radio Calgary* for the last six years and with the *Jim Pattison Broadcast Group Kamloops* before that.

	<p><b>Retail Sales Manager - Red Deer</b> For Details or To Apply, Click <a href="#">HERE</a>.</p>
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**GENERAL:**  
Heritage Minister Mélanie Joly says the *Liberal* government's March 22 budget will restore some *CBC* funding but that in its first year, the Liberals won't fully undo the cuts made by the Conservatives. *CBC/Radio-Canada* will receive only \$75 million in new funding in the 2016-2017 budget, to be followed by \$150 million beginning in 2017-2018...

Jim MacLeod, the longtime president of *BBM* and *Numeris*, was celebrated last week at a Toronto gathering to give him a rousing send-off into retirement. His successor, Neil McEaney, and *Golden West's* Elmer Hildebrand were among those offering toasts...

In announcing the closing of *Shaw Communications'* purchase of *WIND Mobile* for \$1.6 billion, CEO Brad Shaw said that “with the transformative power of this transaction, Shaw will become a leading pure-play connectivity provider”...

The back and forth in the *Corus Entertainment-The Catalyst Capital Group* dispute continues, each accusing the other of misleading shareholders over the Corus purchase of *Shaw Media*.

### **S**IGN-OFFS:

**S** Charlie Tuna in Tarzana, CA. He worked in morning drive at more stations and formats than anyone in Los Angeles radio history: Top 40, AC, Hot AC, Oldies, Talk, Sports Talk and Country. In 1997, *Los Angeles Radio People* readers voted Tuna one of the *Top 10 L.A. Radio Personalities of All Time*. Charlie Tuna is perhaps best remembered as part of the legendary *KHJ* boss jock line-up...

Brad Cauthard, 59, in his sleep at home. The bulk of his career was in lighting at *CHCH-TV Hamilton*, eventually becoming lighting director. Cauthard left full-time employment at CHCH in 2002 to become a freelancer which included CHCH as a client...

Richard George Gale at St. Joseph's Hospital in Hamilton. Gale was best known for his *CKDS-FM Hamilton* program, *An Evening with Richard Gale*, which ran for more than 28 years...

Thomas Harrison Spaulding, 88, after a brief illness at the Lennox and Addington County General Hospital in Napanee, Ont. His broadcast career included being a set designer and art director for *CBC Toronto* when it launched in 1952, *Granada TV Manchester* and *CJOH-TV Ottawa*. Spaulding left television and design to become a filmmaker.

### **T**ELEVISION:

**T** Bell Media's Pay TV services, The Movie Network (TMN) and TMN Encore, are now available across the country. Previous subscribers to Movie Central and Encore Avenue in Western Canada can now access TMN and TMN Encore...

*Bell Media* and *Shaw Communications* are making available the video streaming *CraveTV* to Shaw Cable and Shaw Direct customers in Western Canada...

*CBC* News Chief Anchor Peter Mansbridge got himself a gig doing a voice characterization in the new *Disney* animated picture, *Zootopia*. His character is that of newscaster *Peter Moosebridge*. *Zootopia* co-director *Byron Howard* says *Disney* colleague *Chris Williams*, who was raised in Waterloo, Ont., recommended Mansbridge, calling him “the Canadian Walter Cronkite.”

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Thursday, March 10, 2016

Volume 23, Number 40

**R**ADIO: *Edison Research* in the U.S. reports that Americans are taking to podcasting in increasing numbers. The percentage of those 12+ who say they have listened to a podcast in the last month is now 21%, up from 17% last year. That increase represents an estimated 57 million Americans. Further, Internet radio usage last year — whether for broadcast outlet streams or pureplays — became a mass-appeal activity performed by more than 50% of Americans each month. This year, the number has reached the 50% mark as a weekly behavior...

The late **Rich Griffin**, who co-hosted the *KiSS 105.3 Sudbury* morning show and who died last May of a brain aneurysm, has been named the *Rogers Employee of the Year* (out of 26,000 employees). The nomination, prepared by Griffin's co-workers, cited his commitment to a number of local causes including the *Northern Cancer Foundation* and *Angels in Pink*. And at the end of his life, Griffin donated five of his vital organs. By doing so and by the word getting out, awareness was raised to such a degree that organ donations are up 50% in the Sudbury region...

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Three agenda items, all of which involve matters of licence, have been added to the *CRTC* hearing in Vancouver May 16. The three operations — all in Surrey — must show cause why a mandatory order shouldn't be issued requiring them to cease and desist commercial programming. Two of the three claim to be exempt low-power tourist information stations while the third says it's an exempt low-power house of worship radio station. *Surrey Myfm* operates at 106.9, *Surrey City FM* operates at 89.3 and *Sur Sagar Radio* operates at 91.5...



## Retail Sales Manager - Red Deer

For Details or To Apply,  
Click [HERE](#).

Do you know a young broadcaster, under 30, who works either on-air, in programming, promotion, production or creative and who's made a significant contribution to the community or radio station he or she serves? If so, consider nominating that person for the *Alan Waters Young Broadcast Award in honour of Steve Young*. Click <http://cmw.net/awards/allan-waters-young-broadcaster-award-nominations/> by March 21. The winning nominee will receive complimentary travel to Toronto, accommodation and *Canadian Music Week* registration where the award will be presented...

*CKNW Vancouver's* Jon McComb has been presented with *Governor General's Caring Canadian Award*. McComb has extended his volunteer efforts for over 40 years to increase mental illness awareness and help the less privileged in his community. Created in 1995, the Governor General's Caring Canadian Award recognizes Canadians and permanent residents who have made a significant, sustained, unpaid contribution to their community, in Canada or abroad...

*Radio NL Kamloops* helped the *Royal Inland Hospital (RIH) Foundation* raise \$300,000 in the second such annual radiothon. Last year's fundraiser saw a final tally of \$95,000. While this year's goal was \$100,000, that objective was reached early and the money kept coming in. Every time someone donated \$500, volunteers at the hospital answering the phones would ring a bell. And that seemed to prompt other donors since, as one staffer said, "*The bell was ringing all the time.*" A single donor's cheque was in the amount of \$100,000...

Kevin Lim and Sonia Sidhu, the former morning show team at *Bell Media Kelowna's Sunfm* and who moved to *The Peak Vancouver*, are back on Kelowna air. They're doing middays on sister *JPBG* property *Q103 Kelowna* while maintaining their morning host positions in Vancouver...

*Star (CKSG-FM) Coburg* has been rebranded as *93.3 myFM*. On-air staffing remains the same while there will be a "slight" music update and more local news. Jenny McCaig fills a new full-time news position...



The *National Campus and Community Radio Association's* 14th Annual *Homelessness Marathon* saw *CIVL Abbotsford* coordinate a 14-hour marathon in a collaborative project among national campus and community radio stations. Regular programming was pre-empted for public forums, pre-recorded stories and other content provided by *CKUT-FM Montreal*, *CJSR Edmonton*, *CFRC Kingston*, *CiTR Vancouver*, *CHRW London*, *CFRC Kingston*, *CJSF Burnaby*, *CFRU Guelph*, *CFCR Saskatoon* and *CKDU Halifax*. The goal was to raise awareness and have a national dialogue...





## Executive Assistant - Toronto

For Details or To Apply,

Click [HERE](#).

A *Fairchild Radio (CHKT) Toronto* effort one day last week to raise funds for *Toronto Western Hospital* was successful to the tune of \$196,500...

*K96.3 Kelowna's* first annual *Strides Against Homelessness*, in partnership with the *Kelowna Gospel Mission*, raised \$49,000 after 252 walkers/runners took part in a 5- or 10-km route. The final result exceeded the \$35,000 goal. Proceeds go to support the Kelowna Gospel Mission in its endeavours to feed the hungry, shelter the homeless and help the hurting...

Morning show host Peter Potipcoe at *Country 93.3 (CJOK-FM) Fort McMurray* put the station on automation a few days back to rescue a parrot. The saga began after a local business owner called about an exotic bird which had been fluttering about his back alley for days, and calls to animal control were in vain. Potipcoe drove over to have a look and, sure enough, there was the bird — perched high in a birch tree. He shimmied up the tree and aggravated the parrot enough that it flew on clipped wings to the ground. The morning jock wrapped it in his sweater and took it back to Country 93.3 where the parrot perched on the microphone for the rest of Potipcoe's shift. Later, it was taken to the *SPCA*.

### **T**ELEVISION:

All winners of the *Canadian Screen Awards* presented March 8 can be found [HERE](#) ...

The *Federal Court of Appeal* has again granted permission for *Bell Media* to appeal a ban on simultaneous substitution during the *Super Bowl*, even though there is no such ban — yet. The *CRTC*, meanwhile, is proceeding with its proposal to ban simsub though no action has yet been taken. Bell told the court that it doesn't have time to argue over semantics; that it needs a decision before June when selling Super Bowl ads would normally begin...

The *CRTC* has approved *Shaw Television's* request to allow *BC News 1* to draw upon programming from all program categories. As well, BC News1 is now allowed to air live sporting events though a limit has been set on live professional sports. The Commission denied amending the channel's condition of licence setting out its nature of service definition. Instead, it deleted that condition of licence. Also denied was a request to allow BC News 1 to be exempted from quality standards related to closed captioning...

The *National Film Board of Canada* has launched a subscription video-on-demand (SVOD) service where short-film buffs can find the newest and best NFB-produced documentary and animated shorts.

### **G**ENERAL:

*Corus Entertainment* class B shareholders voted 78.52% in favour of the \$2.65-billion *Shaw Media* acquisition. The *Ontario Securities Commission* ruled earlier that *Catalyst Capital Group*, a minority shareholder in Corus, didn't have the legal standing to challenge information Corus disclosed about the proposed



acquisition. The shareholder vote on the deal was held yesterday (Wednesday)...

A few hours after the *Corus* shareholder vote, Shaw announced changes to its senior leadership team. Jay Mehr is now president, *Shaw Communications*; Vito Culmone is EVP/CFO; Jim Little is EVP/chief marketing and culture officer; Peter Johnson is EVP/chief legal and regulatory officer; Trevor English is EVP/chief strategy and business development officer; Nancy Phillips is CEO of ViaWest (a U.S. property); and Zoran Stakic is EVP/chief technology officer...

*Eastlink, Evertz, Pelmorex Media* and *SiriusXM Canada* have been named among *Canada's Best Managed Companies* in 2015. It is sponsored by *Deloitte, CIBC, National Post, Smith School of Business* and *MacKay CEO Forums*.

## REVOLVING DOOR:

**R** Dave Agar, who moved from *CJRN Niagara Falls* to *CKFM Toronto* in Dec., 1974, and who later moved across the *Standard Broadcasting* shared newsroom to *CFRB Toronto*, says he will retire at month's end after over four decades of delivering newscasts, commentary and interviews. During his career with the *Standard/Astral/Bell Media* stations he's been a news director, news anchor, public affairs host and commentator. He's been honoured by many groups, including the 2010 *RTDNA Best Newscast* and the 2012 *RTDNA Editorial/Commentary* awards. He also won the 2014 Lifetime Achievement Award from *RTDNA*...



Dave Agar



Andrew Murdoch

Bill Marshall, a 42-year stalwart at *Broadcast News/The Canadian Press*, has decided upon retirement effective April 3. For the last 37 years, Marshall has been one of the company's newscasters. He was an original when the hourly *BN Report* launched in 1979. Before that, he was *BN's* Queen's Park reporter...

Andrew Murdoch has joined *Bell Media's* B.C. Interior group in Kelowna as assistant group PD moving from his position as producer at *Vista Ideas*. Murdoch's career includes production manager at *Q104 Halifax, CHOM/CKGM Montreal* and *Silk FM Kelowna* before moving to *Power 104/Q103 Kelowna* for nine years. In that time, he was production manager/APD and then PD...

Dale Goldhawk is no longer with *Zoomer Radio AM740/96.7 Toronto*. Goldhawk, known as a broadcast ombudsman and crusader for fair treatment, was host of the midday phone-in show, *Goldhawk Fights Back*. Libby Znaimer is the interim host...

Christy Farrell will leave *99.9 Sunfm Kelowna's* morning show at April's end, bound for mornings at the *JPBG Calgary* Country station, *Wild 95.3*. Farrell has been with *Bell Media* on and off for close to 10 years and with *99.9 Sunfm* for almost two years...

John Donabie, after a four-year hiatus from radio, returns March 19 performing in a weekly free-form format at *CIUT-FM Toronto*. His new show will be reminiscent of his early days at *CHUM-FM Toronto*. Donabie's most recent on-air gig was weekend mornings at *CFRB Toronto*...

Mark Crichton is the broadcast engineer for *Golden West's* recently approved acquisition; *Sunny 94 FM (CJUV) Lacombe*. He's also responsible for servicing *Drum FM (CHOO) Drumheller* and *Mix 107.9 (CKFT) Fort Saskatchewan...*



Mark Crichton



Bob Becken



Jim McTighe



Kevin Hayes

Bob Becken becomes the news director at *AM800 CKLW Windsor* March 29, succeeding Paul McDonald. Becken's background includes being the regional news director (Windsor/Leamington/Chatham) for *Blackburn Radio* since 2009. Before that, he was the ND at Blackburn's Chatham-Kent operations. McDonald, with AM800 since 1995, remains at the *Bell Media* station as an anchor...

Jim McTighe is the new manager of engineering at *Bell Media Radio Calgary*. McTighe was with *Rogers Radio Calgary* for the last six years and with the *Jim Pattison Broadcast Group Kamloops* before that...

Kevin Hayes, the evening host at *104.9 Virgin Radio Edmonton*, will join *Hot 107 Edmonton* next month as new MD/midday host...

Bob Murphy will take the reins as the new host of *CBC Radio's Mainstreet* in mainland Nova Scotia March 21. Murphy, a 25-year journalist with CBC reporting from communities throughout Atlantic Canada, succeeds Stephanie Domet...

Chantal Gilbert is the new director of media creativity at *Groupe V Média* in Montreal. Most recently she was director of special projects at *Carat...*





Spencer Gough, who has been working on a part-time basis with *Corus Radio Kitchener/Guelph*, has been hired full-time as a broadcast engineer...

Peter Murphy is the new morning host/imaging producer at *KOOL 105.3 (CFCA-FM) Kitchener* effective March 16. He moves from sister *Bell Media* stations in London...

Hugh Burrill, a reporter/anchor at *Sportsnet*, is no longer in its employ. Burrill had been with *Rogers* for 20 years in various capacities, including as a sportscaster at *City Television Toronto*...

Sébastien Joncas is now the director of business development for *Airtime Television Sales* in Quebec. Previously, he was brand partnership manager at *Bell Media*...

Grant Berg, the GM/GSM at *Vista Radio*-owned *2dayFM Grande Prairie*, has left the station and the industry after 29 years. Prior to Vista, he was at *Big Country 93.1 FM Grande Prairie* for 23 years. Berg, a sculptor, is planning to be the owner of the Grant Berg Gallery. In 2013 he was one of 22 Albertans appointed to serve on the *Premier's Council on Culture*.

**SUPPLYLINES:**  
**S** *Rogers Media* has purchased a range of technology for its new 4K and HDR broadcasting services from *SAM (Snell Advanced Media [formerly Quantel & Snell])*. The programming package includes over 100 live sports events, including all *Toronto Blue Jays* home games and some *NHL* games.



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The image is a promotional graphic for the 82nd Annual Conference of the Western Association of Broadcasters (WAB). It features a background photograph of the Fairmont Banff Springs Hotel in Banff, Alberta, with a blue sky and green trees. Overlaid on the image is a white waveform graphic. The text is in white and green, providing details about the conference dates, location, and the organizing body, WAB.



**B****C****A****B**

## 69th annual conference

The British Columbia Association of Broadcasters' annual conference returns to Penticton May 17-19 for magnificent sessions, the camaraderie of broadcast colleagues and the delight of the weather offered in the southern part of the B.C. Interior. Add to that the warm hospitality offered by the Lakeside Resort, Convention Centre and Casino.

The conference begins Tuesday with a golf tournament at the Twin Lakes Golf Resort. Later, prizes will be handed out at the BCAB President's Reception hosted by President Kevin Gemmell.

Wednesday morning it's down to business beginning with Ron Bremner, back by popular demand. Bremner wowed the 2014 conference with his passion, and returns this year with a new presentation: *Leaders, not Managers*.

Fred Jacobs has become an industry expert in what's new on the technical gadget side. His *Connected Dashboard* session looks at what we can expect in future new cars.

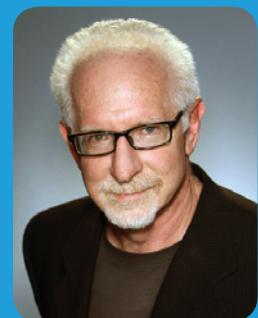
Last year we presented the *Local Sales Panel* with enthusiastic response from all attendees. On Wednesday afternoon, the panel returns with some new faces and some which you already know.



Kevin Gemmell



Ron Bremner



Fred Jacobs



Daniel Anstandig returns with *The Broadcaster's Digital Advantage*. The CEO of Futuri Media will present data from his company's platforms showing how broadcasters have a unique advantage in the digital space. Listen to his perspective on the value of engaging your brand's fans in the digital world.

The broadcasting legacy awards recognize distinguished broadcasters for achieving 25 and 50 years of service in the industry. B.C. broadcasters reaching these milestones may apply online at [www.bcab.ca](http://www.bcab.ca). Each new Quarter Century Club and Half Century Club member receives a Certificate of Recognition and a pin. Those new members attending the conference will be recognized at the QCC/HCC luncheon May 18.

Wednesday evening is free for the pursuit of company dinners, get-togethers or good, old-fashioned tourism; just a few ideas. We'd like to see you register for our 2nd Annual Texas Hold 'Em Poker tournament that evening. This sold out event last year was lots of fun and promises to be more this year with more players and tables. We hope to see you in the Casino Wednesday night.

Thursday morning, Sean Ross will present *The Endless Weeknd: How the Formats Moved Closer Together*. It's a return to BCAB for Ross. In 2014, he wowed delegates with his *Radio in an Audio World* presentation.

At the *Numeris Update* and *Townhall*, top broadcasters will discuss the state of measurement with Numeris folk, what's in store for the immediate future, and what is needed to give broadcasters the information they require to compete in a complex media environment.



Daniel Anstandig



Sean Ross

Among other topics will be the latest results on the Enhanced PPM Encoding test, the status of the Online Radio Diary, and using wearables and smart phones as meters.

The always popular *Leaders' Panel* is scheduled to wrap up the Thursday sessions. This year we welcome B.C. broadcaster Bill Good as moderator. The panel is packed with people at the top levels of our companies.

BCAB President Kevin Gemmel wraps up the conference with his closing remarks and then the afternoon is open to enjoy Okanagan hospitality. Lunches on the Barking Parrot patio or at The Hood overlooking Okanagan Lake are just two suggestions among a myriad of options available.

Thursday evening it's the annual *President's Dinner & Awards Gala*. As always, the Gala is a must attend with live entertainment and the presentation of awards to broadcasters from across British Columbia.

Registration is at [www.bcab.ca](http://www.bcab.ca). The Early Bird rate is in effect until March 15 at 11:59 p.m. Like us on Facebook as well for conference updates leading to the conference or download our new BCAB App in the App Store or Google Play.



*Mark Burley is the BCAB conference chair and the group program director at the Bell Media B.C. Interior stations. He can be reached at [mark.burley@bellmedia.ca](mailto:mark.burley@bellmedia.ca).*



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Thursday, March 17, 2016

Volume 23, Number 41

**GENERAL:**

**G** *The Canadian Suite* at the annual **NAB** convention, a mainstay for Canadians attending the trade show and seminars, has been cancelled. In a note to Suite sponsors, **Paul Stechly** on behalf of the *Canadian Suite Committee*, cited "a reduced level of sponsorship [that is] well below the point of event viability." The Canadian Suite was the "Treffpunkt" (THE meeting place) of Canadians and their guests. Begun by **Michael Stechly**, founder of *Applied Electronics*, in 1961 at his Chicago hotel room with a group of 12, the current Las Vegas Canadian Suite has seen upwards of 1,200 people per night...

**CBS Radio**, launched in 1928, is on the block. As one of the largest radio station groups in the U.S. — 117 stations in 26 markets — it reaches an estimated 70 million listeners each week. CBS Chairman/CEO **Les Moonves** says the company will take its time to make sure a sale is done right...

The *National Advertising Benevolent Society* (NABS) has created the *Norman Vidler (Gary Russell) Memorial Fund* after *The Slaight Family Foundation* committed \$250,000 over the next five years, with \$50,000 annually

in Vidler's name. Foundation President/CEO **Gary Slaight** said, "Gary Russell spent 16 years with *Standard Broadcasting*. Both **Allan (Slaight)** and I can attest to his contribution to the ultimate success of the *Standard* radio properties in *Ottawa, Calgary and Vancouver* and we sincerely feel Gary deserves to be recognized and remembered. The *Slaight Family Foundation* is proud to have his name attached to this annual legacy grant to NABS"...



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The Early Bird registration deadline for *BCAB 2016* has been extended until March 28 at 12:00 noon...

The *Canadian Broadcast Standards Council* (CBSC), in issuing its annual report for 2014-2015, noted that there had been 1,550 complaint files. Of that number, 435 dealt with conventional radio, four were about satellite radio, and 620 dealt with conventional or specialty services television. For the complete rundown, click [HERE](#)...

*ZoomerMedia*, with properties including *Vision TV* and *AM 740 Toronto*, will sell its 2.6 acre downtown Toronto property to *Allied Properties REIT* for gross proceeds of \$31 million. It will then lease the property from Allied. ZoomerMedia will use the money to retire debt and for working capital. The sale is expected to close March 29...

**RADIO/AUDIO:**  
**R** Bayshore Broadcasting has temporarily withdrawn its application for an FM licence in Bracebridge-Gravenhurst. The application was to have been considered at the upcoming March 22 *CRTC* hearing...

Back in the day when listeners phoned radio newsrooms immediately after a newscast to ask about what had already been made clear in the package, newsies would call such callers "van Goghs" because they were only half-listening. A new study by *Media Psychology* looks at how pace and the amount of information included in news broadcasts affect audience comprehension. For *Radio news: How the pace, density of broadcasts affect what audiences understand*, click [HERE](#)...

Former *Radio India* managing director Maninder Gill has been convicted of a 2010 shooting in the parking lot of a Surrey Sikh temple with intent to wound or disfigure a Surrey builder...

*CJBQ Belleville* newsman Tim Durkin's first aid training helped him save a life on the weekend. Durkin was covering the *Quinte Craft Beer Festival* when a



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man suffered a heart attack. Durkin began administering CPR and continued until *St. John Ambulance*, *Belleville Fire* and *EMS* stabilized the victim with a defibrillator. Later, doctors said that without the CPR there would have been no chance of the victim surviving...



## Retail Sales Manager - Red Deer

For Details or To Apply,  
Click [HERE](#).

Nelly Furtado will be honoured with the *Allan Slaight Humanitarian Spirit Award* at *Canadian Music Week 2016* in Toronto. The award is in recognition of her contribution to social activism and support of humanitarian causes...

*Vista Radio's* new Variety Hits *102.3 Juice FM (CKGF-FM) Grand Forks* launched March 10 at 1 p.m. with *Joan Jett & the Blackhearts I Love Rock 'n' Roll*. The new station was approved in March, 2014, along with rebroadcasters at Greenwood, Rock Creek and Christina Lake. Up until now, the *CKGF Greenwood* signal (simulcasting *The Goat Castlegar*), was unable to reach Grand Forks – the main business and tourist centre of the Kootenay Boundary Region – because of signal degradation. **Derek McDonough**, who joined Vista Radio in mid-February, does the morning show...

*CJOB Winnipeg* celebrated its 70th birthday last week. The station was launched in 1946 by **John Oliver Blick**, a former writer and *RCAF* Officer who raised the money needed to launch *CJOB* and staffed it with former servicemen. Its slogan back then was "*Working for Winnipeg*"...

Complementing AC-formatted *Byrnes Communications* station *104.7 Heart FM Woodstock* is now *CIHR-HD2* with a Classic Hits format, "The 80s and More"...

The *NUMERIS PPM* top-line radio statistics for the survey period Nov. 30, 2015 - Feb. 28 can be found on Page 6...

### **T**ELEVISION/VIDEO:

*Employment and Social Development Canada* is investigating *CHCH TV Hamilton's* holding company for abruptly firing staff and failing to provide severance pay. The *Channel 11 Limited Partnership* filed for bankruptcy Dec. 11. The federal agency sent a letter to former employees saying that it is investigating whether or not the company owes them wages. It was on Dec. 11 that 120 unionized full-time and 38 part-time employees were cut...

*CTV Montreal* got caught in IT hell yesterday (Wednesday) when a switch enabling almost all its computer systems failed. The backup switch failed, too. As a result, the Noon newscast didn't go to air. The issue also affected *RDS's Sports 30 Midi*. It didn't get to air either...

The *CRTC's* call for licence renewal applications for television licences owned by large English- and French-language ownership groups that will expire in 2017 has seen the deadline extended. The new deadline for submission of applications is April 18...



## REVOLVING DOOR:

**R**oyce Napier is the new *CTV News Ottawa* bureau chief, succeeding Robert Fife who moved to become the *Globe & Mail's* Ottawa bureau chief. Napier's background includes *Société Radio-Canada*, *The Canadian Press*, *La Presse*, *The Globe and Mail* in Montréal and *Le Devoir*...



Joyce Napier



Paul Turner



Tim Kostuik

Paul Turner becomes the retail sales manager at *K97* and *Capital FM Edmonton* April 4. He succeeds Doug McCulloch who moves as GSM to sister *Newcap Calgary*. Turner moves from *Corus Edmonton* after 11 years as an account manager...

James Cybulski is no longer with *Rogers Media* in Vancouver where he was co-host with Caroline Cameron on *Sportsnet Central AM*. He moved west at mid-2013 from a seven-year stint at *TSN TV* and Radio in Toronto to join *Sportsnet Pacific* as an anchor/reporter...

Tim Kostuik has been promoted to retail sales manager at the *Saskatoon Media Group* where he's been since 1990. He began as an overnight jock at *CJWW*...

Jim Stratford, ex midday host/assistant MD at *Rock 97.7 Grande Prairie*, is the new PD/drive host at *93.1 The One (CJLD-FM) Leduc*...



Jim Stratford



Scott Kitching

Scott Kitching, news director at *FREE 98.1 London*, has been promoted at *Blackburn Radio* to also be ND for its Chatham/Windsor stations. His background includes *CJCS Stratford* and *CJBK London*. Kitching has been with *FREE 98.1 London* since the station launched...

There's been an on-air shuffle of talent at *JUMP! (CKQB-FM) Ottawa*.

Mornings are now co-hosted by Jesse Reynolds, Jenna Mosher who moved from middays, and Gord St Denis who'd been in PM drive. Former weekend host Dayna Brez is now in middays, and ex-morning co-host Tony Stark moved to PM drive. Shannon Brooksbank, ex of mornings, hosts weekends Noon-6 p.m. and voicetracks *Fresh Radio 104.5 Cornwall* middays Monday-Friday...

Robbie Praw, vice-president/senior programmer on the Anglo side of Montreal's *Just for Laughs* festival, has – after eight years – resigned to handle stand-up comedy programming for *Netflix* in Hollywood...

Maya Meyouhas has been promoted at *Corus Média Montreal* to director, marketing and interactive. She had been director, interactive...

Theresa Blackwell has joined the sales team at *Corus Radio Vancouver*. Her background includes *Universal Music* as lead of the Western Canadian marketing team...

Derek Stack is the new executive director of the *Community Radio Fund of Canada* which is funded in large

part by Canada's private radio broadcasters through a portion of their *Canadian Content Development* (CCD) contributions. The fund supports campus and community radio across Canada. Stack succeeds Jean Malavoy who left CFRC in December...

Mark Foreman is *Newcap's* new chief engineer at its Toronto stations. Foreman moved from the *Maritime Broadcasting System* in Halifax where he was chief engineer the last six years...



Mark Foreman

Dan Williams

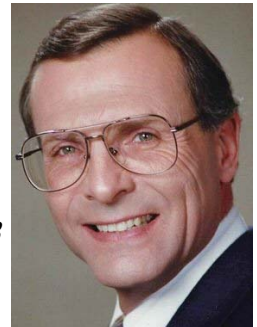
Dan Williams has joined *CFTK-TV Terrace* as ENG/producer. His background includes *CKPG-TV Prince George*, *CFRN-TV Edmonton*, *CBC Edmonton* and *A-Channel Edmonton*...

Chris Evans is the new weekend/swing announcer at *KICX 106 Orillia*. Most recently he was with *Sunshine 89.1 Orillia*...

Francys Bisson has become a full-time broadcast engineer at *Corus Radio Ottawa*. He began as a broadcast engineer with *Astral/Bell Media* in June of 2011...

#### IGN-OFFS:

**S** Bob McIntyre, 73, at *Barrie's Royal Victoria Hospital* after his health took a sudden turn. About 13 years ago, he was diagnosed with non Hodgkin's lymphoma. His optimism about his condition made him a public source of inspiration for others dealing with cancer. The longtime *CTV (CKVR-TV) Barrie* weatherman had been with the station for a combined 40 years in two periods. His first go-round began in 1972 as an anchor and, later, as news director. He left the station for a few years in the mid-70s/early 80s to become ND at *CKBB Barrie*. McIntyre's 50-year on-air career also included *CFJR Brockville* and *CHUM Toronto*. He retired last November...



Bob McIntyre

David R. Spencer, 75, of cancer in London. He was a founding professor in the *Faculty of Information and Media Studies* at the *University of Western Ontario* in London. After graduating from *Ryerson* in Toronto, Spencer moved to *CJAD Montreal* and, later, to sister *CKFM Toronto* where he spent a decade as an announcer/producer/production manager. In 1972, he joined the broadcast program at *Humber College* where he stayed for 15 years before moving to Western...

Ed Boylan, 80, in a Halifax nursing home. Boylan's long-time broadcast career began at *CKBW Bridgewater* in 1956 as a staff announcer. Later, he moved to news and became news director. Boylan retired from CKBW in 1995...

## NUMERIS PPM Top-line Radio Statistics

Survey period: Radio Meter 2015/16 – November 30, 2015 - February 28, 2016

Demographic: A12+  
 Daypart: Monday to Sunday 2am-2am  
 Data type: Respondent

Station	Station ID	Owner	Share% Winter 2015/16	Share% Fall 2015	Share% Summer 2015	Share% Spring 2015	Share% Winter 2014/15
<b>Calgary (Average Daily Universe: 1,235,000)</b>							
CKRY-FM	Country 105	Corus	10.1	10.3	10.9	10.6	11.3
CHQR	AM 770 CHQR	Corus	9.4	9.4	8.5	7.6	6.8
CFXL-FM	XL 103	Newcap	8.8	9.4	10.5	9.9	8.2
CBR	CBC Radio One	CBC	7.9	8.3	7.9	7.2	7.8
CHFM-FM	KiSS 95.9	Rogers	6.6	4.6	4.4	4.8	8.4
CFGQ-FM	Q107	Corus	6.1	6.4	5.8	6.4	5.6
CIBK-FM	Virgin Radio 98-5	Bell Media	6.1	6.1	5.8	7.2	5.8
CFEX-FM	X92.9 FM	Harvard	5.1	4.9	4.0	4.9	4.3
CJAQ-FM	96.9 JACKfm	Rogers	4.9	3.5	3.8	3.8	4.6
CJAY-FM	CJAY 92	Bell Media	4.9	4.7	4.5	4.2	4.8
CFFR	660NEWS	Rogers	3.8	4.4	5.0	4.7	5.7
CKMP-FM	90.3 AMP	Newcap	3.7	4.0	5.3	4.9	4.2
CHUP-FM	Soft Rock 97.7	Rawlco	3.6	4.2	5.0	4.1	3.4
CFAC	Sportsnet 960 The FAN	Rogers	2.7	3.5	2.7	3.6	3.6
CKCE-FM	KooL 101.5 FM	JPBG	2.7	3.1	3.2	4.9	3.9
CBR-FM	CBC Radio 2	CBC	2.2	2.1	2.0	1.6	1.8
CKMX	FUNNY 1060 AM	Bell Media	1.5	1.8	2.4	1.1	1.2
CHPK-FM	95.3 The Peak (now Wild 95.3)	JPBG	1.3	1.5	1.7	1.4	1.3

Station	Station ID	Owner	Share% Winter 2015/16	Share% Fall 2015	Share% Summer 2015	Share% Spring 2015	Share% Winter 2014/15
<b>Edmonton CTRL (Average Daily Universe: 1,174,000)</b>							
CKNO-FM	102.3 FM NOW! radio	JPBG	11.2	10.4	11.9	12.0	11.8
CHED	AM 630 CHED	Corus	8.4	9.5	8.4	8.2	8.4
CKRA-FM	96.3 CAPITAL FM	Newcap	8.3	7.8	8.4	8.2	9.7
CBX+	CBC Radio One	CBC	7.9	7.9	8.6	10.2	11.5
CISN-FM	CISN Country 103.9	Corus	6.9	6.6	7.8	6.9	6.0
CIRK-FM	K-97	Newcap	6.3	5.7	5.9	5.3	5.2
CFCW *	840 CFCW	Newcap	6.1	5.7	4.6	5.4	5.8
CFBR-FM	The Bear	Bell Media	5.3	4.8	4.7	5.3	4.7
CKNG-FM	Fresh Radio 92.5	Corus	5.2	3.8	5.0	4.6	4.6
CIUP-FM	up! 99.3 FM	JPBG	5.1	6.7	5.6	4.8	5.2
CHBN-FM	91.7 The Bounce	Rogers	4.9	4.8	4.3	4.8	3.5
CHDI-FM	Sonic 102.9	Rogers	4.4	5.5	4.9	4.4	4.4
CFRN	TSN 1260	Bell Media	3.2	3.3	2.9	2.8	2.3
CKEA-FM	95.7 CRUZ fm	Harvard	3.2	3.2	2.9	2.8	1.9
CJNW-FM	HOT 107 FM	Harvard	3.1	3.2	2.8	2.9	2.9
CFMG-FM	Virgin Radio 104.9	Bell Media	2.9	3.1	3.6	3.3	3.4
CKUA-FM	CKUA Radio Network	CKUA	2.0	1.8	1.4	2.0	1.8
CBX-FM	CBC Radio 2	CBC	1.3	1.5	1.2	1.1	0.8
CHQT	iNews880	Corus	0.9	1.0	0.9	0.8	0.7

\* = spill station



Station	Station ID	Owner	Share% Winter 2015/16	Share% Fall 2015	Share% Summer 2015	Share% Spring 2015	Share% Winter 2014/15
<b>Montreal CTRL Anglo (Average Daily Universe: 797,000)</b>							
CJAD	CJAD 800 AM	Bell Media	29.6	28.0	28.1	25.3	26.1
CJFM-FM	Virgin Radio 96	Bell Media	16.2	16.2	17.0	15.9	14.2
CKBE-FM	92.5 The Beat	Cogeco	16.1	17.5	17.7	18.0	19.9
CHOM-FM	CHOM 97.7	Bell Media	11.7	11.7	12.2	12.5	12.2
CBME-FM	CBC Radio One	CBC	6.5	6.5	6.3	7.4	7.9
CKGM	TSN 690	Bell Media	4.4	4.2	3.5	5.2	3.8
CFGL-FM	Rythme FM 105,7	Cogeco	2.2	2.1	2.4	2.4	2.5
CJPX-FM	Radio Classique Montréal	Média ClassiQ	1.7	1.6	1.2	1.2	1.7
CBM-FM	CBC Radio 2	CBC	1.4	1.5	1.3	1.5	2.1
CKOI-FM	CKOI 96,9 Montreal	Cogeco	1.4	1.4	1.0	0.8	0.9
CHMP-FM	98,5 fm	Cogeco	1.2	1.8	1.4	1.5	1.3
CITE-FM	Rouge fm 107,3	Bell Media	1.1	1.1	1.2	1.4	1.4
CKMF-FM	ENERGIE Montreal 94.3	Bell Media	1.0	0.9	0.9	1.2	0.6
CBF-FM	ICI Radio-Canada Première	CBC	0.7	0.6	0.4	0.7	0.8
CBFX-FM	ICI Musique	CBC	0.2	0.2	0.2	0.1	0.2
CKAC	Radio Circulation 730	Cogeco	0.2	0.2	0.4	0.3	0.3
CKLX-FM	91.9 Sport	RNC Media	0.1	0.1	0.1	0.1	0.0
CHRF	AM980	Evanov Radio Gr.	0.0				

Station	Station ID	Owner	Share% Winter 2015/16	Share% Fall 2015	Share% Summer 2015	Share% Spring 2015	Share% Winter 2014/15
<b>Montreal CTRL Franco (Average Daily Universe: 2,738,000)</b>							
CHMP-FM	98,5 fm	Cogeco	23.2	22.7	19.6	23.3	21.8
CFGL-FM	Rythme FM 105,7	Cogeco	18.1	17.1	18.7	17.9	16.6
CITE-FM	Rouge fm 107,3	Bell Media	10.9	11.8	14.0	12.0	11.8
CBF-FM	ICI Radio-Canada Première	CBC	9.3	9.9	8.4	10.5	11.6
CKOI-FM	CKOI 96,9 Montreal	Cogeco	8.2	8.5	8.7	7.0	7.3
CKMF-FM	ENERGIE Montreal 94.3	Bell Media	5.2	5.8	6.3	6.9	6.6
CKBE-FM	92.5 The Beat	Cogeco	5.0	5.8	5.7	4.8	5.1
CJFM-FM	Virgin Radio 96	Bell Media	4.5	4.6	5.7	4.7	5.0
CHOM-FM	CHOM 97.7 FM	Bell Media	4.4	3.9	3.4	3.0	3.5
CJPX-FM	Radio-classique Montréal	Média ClassiQ	4.0	3.0	3.2	3.2	3.7
CBFX-FM	ICI Musique	CBC	2.3	2.6	2.5	2.3	2.7
CKLX-FM	91.9 Sport	RNC Media	1.2	1.2	0.4	0.9	0.9
CJAD	CJAD 800 AM	Bell Media	0.6	0.5	0.4	0.5	0.4
CBM-FM	CBC Radio 2	CBC	0.3	0.4	0.6	0.5	0.4
CBME-FM	CBC Radio One	CBC	0.3	0.2	0.1	0.2	0.1
CKAC	Radio Circulation 730	Cogeco	0.3	0.3	0.3	0.3	0.3
CHRF	AM980	Evanov Radio Gr.	0.1				
CKGM	TSN 690	Bell Media	0.1	0.1	0.1	0.1	0.1

Station	Station ID	Owner	Share% Winter 2015/16	Share% Fall 2015	Share% Summer 2015	Share% Spring 2015	Share% Winter 2014/15
<b>Toronto CTRL (Average Daily Universe: 5,321,000)</b>							
CHFI-FM	98.1 CHFI	Rogers	11.1	9.9	9.6	9.4	13.6
CBLA-FM	CBC Radio One	CBC	10.4	9.7	8.7	9.3	9.0
CHUM-FM	104.5 CHUM-FM	Bell Media	8.3	8.9	9.5	9.5	10.1
CHBM-FM	boom 97.3	Newcap	7.6	9.0	8.7	8.4	6.5
CFTR	680News	Rogers	6.1	5.7	5.5	5.4	6.1
CFRB	NEWSTALK 1010	Bell Media	5.5	7.0	6.8	7.8	7.2
CKFM-FM	Virgin Radio 999	Bell Media	5.1	5.5	6.3	5.5	5.2
CFMZ-F+	Classical FM	ZoomerMedia	5.0	4.2	4.2	6.1	7.7
CFZM+	Zoomer Radio	ZoomerMedia	5.0	4.6	4.3	3.5	3.7
CILQ-FM	Q107	Corus	4.8	4.9	5.8	5.3	3.9
CKIS-FM	KiSS 92.5	Rogers	4.2	3.6	4.0	4.2	3.5
CFMJ	AM640	Corus	3.1	2.6	2.1	2.3	2.7
CFNY-FM	102.1 The Edge	Corus	3.1	3.4	4.2	3.0	2.7
CBL-FM	CBC Radio 2	CBC	2.8	2.6	2.1	2.2	2.2
CFXJ-FM	FLOW 93.5 (now The Move)	Newcap	2.7	2.5	3.0	3.1	2.0
CJCL	Sportsnet 590 The FAN	Rogers	2.4	4.9	4.0	3.1	2.5
CIDC-FM	Z103.5	ERG	2.0	2.3	2.7	2.3	2.5
CIND-FM	Indie88	Cent.Ont.B'casting	2.0	1.4	1.5	1.4	1.3
CHKX-FM*	KX 94.7	Durham Radio	1.2	1.1	1.0	1.0	0.8
CJRT-FM	JAZZ.FM91	CJRT-FM Inc.	1.2	1.0	1.3	1.3	1.2
CKDX-FM	Jewel 88.5	ERG	1.0	1.2	1.1	1.8	1.6
CKFG-FM	G98.7	IBN	1.0	1.5	1.4	1.6	1.7
CHUM	TSN 1050	Bell Media	0.7	0.6	0.5	0.7	0.9
CINA	Radio CINA	Neetie Ray	0.7	0.5	0.4	0.6	0.7
CING-FM*	Fresh Radio 95.3	Corus	0.4	0.5	0.7	0.8	0.5

\* = spill station

Station	Station ID	Owner	Share% Winter 2015/16	Share% Fall 2015	Share% Summer 2015	Share% Spring 2015	Share% Winter 2014/15
<b>Vancouver (Average Daily Universe: 2,229,000)</b>							
CHQM-FM	103.5 QMFM	Bell Media	13.3	13.7	11.4	11.4	12.4
CBU+	CBC Radio One	CBC	13.2	12.7	10.3	12.2	14.1
CKNW	CKNW	Corus	9.3	9.3	9.8	8.1	6.9
CFBT-FM	94.5 Virgin Radio	Bell Media	7.0	6.5	6.8	6.8	6.3
CFMI-FM	Rock 101	Corus	6.8	6.7	7.2	7.4	7.3
CKZZ-FM	Z95.3	Newcap	5.5	4.7	5.9	7.5	5.8
CJJR-FM	JRfm 93.7	JPBG	5.3	4.9	5.5	5.7	5.2
CKWX	News1130	Rogers	5.1	6.0	6.4	5.7	6.2
CFOX-FM	CFOX	Corus	5.0	5.5	5.4	5.7	5.5
CJAX-FM	96.9 JACKfm	Rogers	4.9	5.2	6.8	5.7	4.2
CHLG-FM	LG104.3	Newcap	4.5	2.8	2.5	2.4	2.8
CKPK-FM	102.7 The Peak	JPBG	3.9	3.4	3.4	2.9	3.4
CKKS-FM*	KiSS RADiO	Rogers	3.3	3.4	3.4	3.7	3.7
CISL	CISL 650	Newcap	2.6	4.5	3.6	3.4	3.2
CBU-FM	CBC Radio 2	CBC	2.5	2.7	2.8	3.0	3.4
CKST	TSN 1040	Bell Media	2.4	2.5	1.9	2.8	2.6
KWPZ-FM*	Praise 106.5		2.0	1.3	2.0	1.4	1.6
CHMJ	AM730	Corus	0.7	0.8	0.7	0.6	0.8
CFTE	TSN 1410	Bell Media	0.5	0.6	0.3	0.2	0.4

\* = spill station

# BROADCAST Dialogue

## Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • L0K 1B0 • [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

Thursday, March 24, 2016

Volume 23, Number 42

**GENERAL:**  
The federal budget provides *CBC* with a \$150-million boost to its bottom line after years of deep cuts. The \$675-million pledge by the Liberal government, including \$75-million in new funds for the rest of this fiscal year, will be followed by an extra \$150-million annually through 2021. There was a \$115-million annual funding cut imposed by the previous Conservative government which resulted in job losses numbering over 1,000. *CBC* says it will “reinvest in key areas important to Canadians, and in new digital jobs”...

The deal for a corporate reorganization by transferring all of *Shaw Communications'* shares in *Shaw Media* to *Corus Entertainment* has been approved by the *CRTC*. There is no requirement for the payment of tangible benefits. Since *Corus'* 1999 creation, the Commission has regarded the two companies to be effectively controlled by *J.R. Shaw* and this reorganization won't change that. *Doug Murphy*, president/CEO of *Corus*, said the integration work to bring together the combination of brands, assets and talent will now begin. A month ago, *Murphy*, discussing the first quarter results, said the *Corus/Shaw Media* transaction is expected to realize \$40 million to \$50 million of annual cost synergies within 24 months of the closing, expected April 1...



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SDS Symphony (Sales, Traffic, CRM, Programming, AR, Reports) contains a powerful set of features including: live avails, Numeris audience data, management approvals, sales rules, credit checks, custom reports, and alerts (such as missing copy, expiring contracts, overdue accounts) sent via email allowing you and your reps to stay informed on any device.

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Peter Mansbridge of *CBC-TV* and Tom Clark of *Global Television* will receive Lifetime Achievement awards from *RTDNA Canada (Radio Television Digital News Association)* at its annual conference June 3-4 in Toronto. RTDNA President Ian Koenigsfest said both have “the bar extremely high and have paved a formidable path for those journalists following them”...

The *CRTC* says Canadians with issues about their television service providers will be able to turn to the *Commissioner for Complaints for Telecommunications Services (CCTS)*. All licensed television service providers will have to become members of the CCTS by Sept. 1, 2017. If a complaint with a communications service provider can't be resolved, the CCTS will be the single point of contact for obtaining a resolution. This also holds true for Internet service providers, wireless service providers and telephone service providers...

*CBC, Radio-Canada* and *The Globe and Mail*, have won the annual *Canadian Hillman Prize* for their investigative work on missing and murdered indigenous women that collectively led to government action, including the commitment to hold an inquiry.

### REVOLVING DOOR:

**R** Paul Kaye, *Newcap's* national director, talent development based in Vancouver has resigned (effective April 29) after four years with the company. He will join *Rogers* in Toronto as national format director for CHR/PD at *KiSS 92.5*/national talent coach. This appointment completes the Rogers Media restructuring begun in



Paul Kaye



Mark Sutcliffe



Joe Aiello



Mike Patterson

February that saw cluster managers' responsibilities change so that each is now a national director for a specific format (Danny Kingsbury: Rock, Wendy Duff: AC, Al Ford: Jack/Sonic, Treena Wood: News and Peter McKeown: Country)...

Mark Sutcliffe, let go last month by *CFRA Ottawa*, is now at *1310 News Ottawa* doing mid-mornings in a show called *Ottawa Today*. He'd been doing the morning show (*CFRA Today*). Sutcliffe's history with CFRA went back to 1987 when he was hired for overnight news... Mike Murphy has joined *1310NEWS Ottawa* as an anchor/reporter/producer. He'd been with *CFRA Ottawa* for 20 years and served in many capacities, including as ops manager, talk producer, writer and anchor...

Joe Aiello is back on-air at *97.5 BIG FM (CJKR-FM) Winnipeg*. He's now co-host with Shadoe Davis in mornings...

Mike Patterson, the GM at *Corus Radio Barrie-Collingwood*, will retire April 29 after a 45-year career. Patterson got his start in 1971 at the *CBC* and became an assistant film editor. In 1977 he joined *CKVR Barrie* where he stayed for 25 years and became production manager. Patterson was then with *Rogers Barrie* as the regional community cable station manager and held the same position with Rogers in London. In 2008 he made the move to *Corus Radio London* where he was sales manager. He moved back to Barrie (within Corus) in 2010 to become operations manager/GSM and then GM in 2014...

Anne Graham, after 27 years with *Big Country 93.1 XX FM Grande Prairie*, is retiring. The GSM will remain in place until June 30...

Cristy Ellen takes over afternoon drive at *Q99 Grande Prairie*. She succeeds Brayden Haydamack who's moved to *Virgin Edmonton*. Ellen was on-air at *CJNB North Battleford*, did middays at *102.3fm CJNS Meadow Lake* and then moved to Q99 promotions...

Mark Kavanagh, the director of engineering at *Bell Media Radio Montreal*, has retired after 42 years. His career has spanned the evolution of technology, from carts, reels and AM Stereo to digital, ISDN and the Internet... Frédéric Vendette, senior manager, radio engineering, has added accountability for day-to-day engineering for the six radio stations in Montréal in addition to his support of all *Bell Media* radio stations in Quebec...



Mark Kavanagh



Frédéric Vendette



Nat Polito



Juliet Nunes

Nat Polito, senior manager, radio engineering at *Bell Media Radio Toronto*, has taken on additional responsibility for managing and directing English language radio engineering technical systems projects in all provinces except Québec...

Juliette Nunes has moved to middays at *101.3 The River Prince George* from weekends. She succeeds Jen Schleuter who moved to sister *JPBG* station *Big 105 Red Deer* to co-host the morning show... New weekend hosts are Jessica Williams on *The River* and JD Boutilier on *the Drive*. Both begin April 2...

At *570 News (CKGL) Kitchener*, three staff changes. Chris Pope has been promoted to afternoon news anchor/managing editor; Arlene Dowell is the new senior talk show producer; and Leah Johansen is now weekend news anchor/weekend managing editor...



Chris Pope

Arlene Dowell

Leah Johansen

Dave Pinder and Sarah Hewitt have been promoted at *Bayshore Broadcasting's Sunshine 89 Orillia*, Pinder to promotions director from sales and sales promotions, and Hewitt to full-time on-air in mornings. She had a hybrid role that saw her doing two hours a day in mornings and the rest of the day as promotions coordinator... Also at Sunshine 89, new account reps are *Brian Heyworth* (ex of *KICX 106 Orillia*) and Martha Gillan (ex print sales)...

Two new on-air people at *97.7 the Beach Wasaga Beach*. Ben McCully will co-host the morning show while Jennifer Arruda will do weekends. Both are coming from separate stations in Medicine Hat, McCully from afternoon drive at *Clear Sky Radio's 102.1 CJCY* and Arruda from afternoon drive at *JPBG's CHAT 94.5*...

Jason Manning has signed on as the swing announcer at *Jim Pattison Broadcast Group's 102.7 The Peak Vancouver*...

Kevin MacDonald has been promoted from afternoon host/promotions director to afternoon host/PD at *100.1 The Moose (CJCD-FM) Yellowknife/Hay River*. Ollie Williams, who'd held the PD/anchor/reporter position, resigned earlier this month to return to his freelance broadcast business...



Kevin MacDonald      Andrew Lane

Deirdre Brennan, a former Head of Children's TV at public Australian broadcaster *ABC TV*, has been appointed VP of content, *Corus Kids*. She succeeds Jocelyn Hamilton who left last year. Brennan's background also includes various roles at *BBC Worldwide Australia & New Zealand* and *Nickelodeon Australia*...

Andrew Lane has been appointed as director, media solutions at *Blue Ant Media*. He arrives from outside the broadcast industry.

## **S**IGN-OFFS:

Tammy Moyer, of pancreatic cancer in Vancouver. Most recently she was with *News 1130 Vancouver* as the morning host. Moyer's broadcast career spanned two decades with stops in Victoria, Vancouver and Montreal. A *gofundme* page had been set up for her and is now directed toward her son born in 2007. [https://www.gofundme.com/tammymoyer?utm ...](https://www.gofundme.com/tammymoyer?utm_campaign=upd_n...)



George McLean

George McLean, 92, at Toronto's Sunnybrook Hospital. The *CBC-TV* journalist began his on-air career at *CJRL Kenora* in 1946. Six years later, he moved to *CKRC Winnipeg*. Then to *CKOK Penticton* and then to CBC Television in 1956. He became known country-wide as the regular back-up for hosting national newscasts, including *The National*. McLean retired in 1986. [HERE](#) is a clip from his last broadcast.

## **T**ELEVISION:

Millennials are leading the way in the adoption of streamed content, according to a Canada-wide *Insights West* online survey. It also shows that most Canadians who have cable are disappointed with the amount of money they pay each month for the service. Click [HERE](#) for details...

The *Consumers' Association of Canada* is demanding immediate action by the *CRTC* to address complaints about the new \$25 basic TV packages. CAC wants a hearing to look at the problem and then determine a better deal. The Commission, however, has said it prefers to wait for about six months to see how the mandated TV packages pan out. Commission Chair Jean-Pierre Blais told reporters in Toronto Tuesday that it's too soon to tell if service providers are respecting the spirit of the skinny basic regulation. But, he said, "*people may have thought, mistakenly, that the CRTC was going to reduce everybody's cable bills - that's not what we promised. We said we're going to give you more choice*"....





While still leading the ways to receive TV signals, cable fell from 43% of the market share to 40% over the past year. And the *Media Technology Monitor's* (MTM) report examining the *Canadian Television Distribution* market also determined, among other findings, that: Fibre Optic TV (IPTV) service is now the second largest distribution type, 21% of Anglophones now subscribe, and; A growing segment of the population is choosing to forgo the traditional TV service and opting to receive TV content solely online, 12% of Anglophones are experiencing this. For more: [www.mtm-otm.ca...](http://www.mtm-otm.ca...)

*CTV News Halifax* has been fined \$4,000 for breaching the Youth Criminal Justice Act by showing the faces of two teens during a broadcast last August. The youths' faces were clearly shown. CTV pleaded guilty to violating the act during a court appearance last month...

Chris Flak, a producer at *CTV News Vancouver*, has won a *Jack Webster Foundation* Professional Development Fellowship. Flak will attend the *Poynter Institute* in Florida for *Essential Skills for New Managers*...

Former *CHCH-TV Hamilton* Anchor/Reporter Donna Skelly, one of those caught in the lay-offs last year, now has a seat on *Hamilton City Council*. She won a by-election by 92 votes...

*CTV* says it will air the annual *IHEARTRADIO MUSIC AWARDS* April 9...

The *Cannes Lions Media* will crown *Vice* CEO/co-founder **Shane Smith** as its 2016 Media Person of the Year. The award recognizing major contributions to shaping the future of media will be presented June 22 at the international festival in Cannes...

The Toronto Section of *SMPTE* (*Society of Motion Picture & Television Engineers*) will be holding its biennial technical seminar June 21-22 and has issued a call for papers. For information, click <http://www.broadcastdialogue.com/tech.aspx>.

**R**ADIO: A radio station in the UK only plays hits from dead musicians. *Radio Dead's* criteria for play is that one member of a group has to be deceased. Former *Capital* and *Virgin Radio* DJ Steve Penk, the founder of Radio Dead, says "the immediate perception of this radio station, before listening to it, might be that it's in bad taste, but the reality is a joyous radio station celebrating the music of so many brilliant artists who are sadly no longer with us"...

In last week's edition, we erroneously reported that *Bayshore Broadcasting* had withdrawn its application for an FM licence in Bracebridge-Gravenhurst from the March 22 hearing. In fact, it was the *CRTC* that "temporarily" withdrew Bayshore's application. No reason was given...

The *29th Annual Z99 Regina Radiothon* hit a record \$783,807 for the *Hospitals of Regina Foundation* in support of the *Neonatal Intensive Care Unit* (NICU). Donations made during the 36-hour radiothon will go toward buying new equipment for the NICU.

# An urgent need to create urgency

It used to be a centrally held tenet of radio programming: “Make the listeners feel like they’ll miss something if they tune out.” In doing so, broadcasters were helped by a certain amount of built-in urgency—radio’s relative lock on music discovery and certain service elements. In an era of YouTube and apps for weather and traffic it is easy to imagine the audience being far less compelled to listen.

## FOMO



by Sean Ross

And yet, when listeners do choose radio, a new study from Edison Research shows that they are often driven in some way by FOMO (Fear of Missing Out). But what does that sound like in 2016? And how can radio speak to that need in everything it does?

Earlier this year, we surveyed more than 1,500 respondents in an online study commissioned by Country Radio Broadcasters (but comprised of listeners to all radio formats) to determine which content mattered most to radio listeners. The online survey was augmented with one-on-one interviews with listeners and broadcasters in three markets. The resulting presentation, “Ear Wars,” <http://www.edisonresearch.com/crs-2016-research-presentation-ear-wars/> was delivered in early February at CRB’s Country Radio Seminar by Edison’s Larry Rosin and Megan Lazovick.

## EAR WARS





## Reasons you listen to FM radio:



Base: Currently listens to FM either over the air or streaming



We found that urgency and connection still very much matter to radio listeners. Asked about reasons they might listen to FM radio, “To hear your favorite songs” was the unsurprising first choice cited by 77% of those who listened to FM stations (whether they did so over-the-air or via streaming). But the rest of their top choices tell a broader story. Listeners choose broadcast radio:

- To discover new songs (77% of all FM listeners cited this as a reason)
- For news and information (68%)
- To know that you will be informed if major news breaks (63%)
- To discover what popular songs people are talking about (61%)
- To find out about things going on in your community (55%).

It’s worth noting that all of these were greater drivers than on-air personalities, at least by themselves. While we often think of on-air hosts as the only thing standing between listeners and a music streaming service’s un-hosted playlist, 46% of the sample said they listened “for personalities and DJs” outright. On-air hosts represent a significant part of the package but they serve a greater sense of connection. If FOMO is the driver, they are the guides who help listeners allay that fear of missing out. Our one-on-one interviewees said they felt disconnected listening to “just music” on Internet or satellite radio.



We also found that the majority of those listeners looking for service elements still use them on the radio. Among those who said these features were important:

- 67% said they use FM for news and information in times of weather or other community emergencies. That number is probably surprising to those broadcasters who expect every listener to turn to radio in times of crisis. The good news is that there are still plenty of listeners who want service elements under less dire circumstances
- 59% said they use FM for weather reports
- 58% use FM radio for traffic reports
- 55% said they use FM radio for local news.

By comparison, only 30% said they use FM radio for news about music or artists, and only 20% are looking for “news about celebrities”. That might come as a surprise to PDs who have made their morning shows an ongoing Kardashian-watch.

We also asked listeners specifically about which topics they would be interested in hearing. The number one answer reflected something we’ve seen in other surveys as well:

- Funny, light topics in the news (74%)
- Events happening in your community (70%)
- Politics and current events (51%)
- Tips for daily living (47%)
- Real-life happenings of the DJs (45%)
- Celebrity news (42%)
- People who overcame difficulties (42%)
- Major league sports (42%).

As a longtime student of Canadian radio, and somebody who has worked closely with Canadian broadcasters over the last decade, it’s worth adding here that infusing content in the every-day business of a radio station has long been a stronghold of Canadian air talent. The percentage requirements for “enrichment” went away more than a generation ago and yet the “relatable” never disappeared from Canadian music radio. Broadcasters still talk to Canadian listeners about the world around them—not just “that was, this is.”

And broadcasters haven’t been entirely without a directive to create urgency. Especially in the U.S., the on-air teaser has become a cliché of the PPM era. Broadcasters, who have come to think of their

## Would you be interested in hearing...



Base: Currently listens to FM either over the air or streaming



average listening occasion as 8-9 minutes (probably a flawed assumption to begin with) are constantly trying to drive the next one. But urgency is in the “now”, not just the “next”. And armed with the knowledge that radio remains vital, shouldn’t broadcasters be trying to instill FOMO at every moment?

Everything that goes between the songs is a candidate for FOMO. Not only have listeners not abandoned radio for breaking news, but maybe radio should reinforce that by (selectively) interrupting the music for breaking news again. Radio is competing with a steady stream of news alerts but the news alert is something broadcasters invented.

There should be more attention to the content of stopsets. Commercials are seen as a fair trade for the other services radio provides but irrelevant ones are not. And listeners say that they are more likely to pay attention to a commercial featuring a station’s DJs or personalities, and to make a purchase as a result.

Music is part of creating FOMO as well. With listeners looking to radio to both introduce and legitimize new music, every song is an opportunity for advocacy, not just “here’s the new one from...” (something often said about a nine-month-old song anyway). Radio created playlists long before that term entered the consumer’s vocabulary. Under most circumstances, somebody at your radio station spends hours every week sequencing the equivalent of a hundred Internet playlists in an effort to engage and delight listeners. I’ve increasingly come to think that the music selection or even programming process should become visible to listeners. <http://www.billboard.com/articles/business/6898148/why-radio-needs-music-supervisors>

For every programmer who understands FOMO and its value, there has always been another broadcaster eager to concede radio’s place in listeners’ lives. For some broadcasters, it has been easier to liken radio to a toaster—if you concede that radio is merely utilitarian, you can concentrate on being the best toaster possible. But the listener who only wanted radio to be an unobtrusive delivery system for music has that in abundance elsewhere now. Radio has the continued ability and imperative to engage. And if we instill a fear of missing out in our listeners, maybe they will do the same by talking about radio to new or lapsed listeners.



*Sean Ross (@rossonradio) is VP/Music & Programming at New Jersey-based Edison Research, working with radio stations across North America and around the world. You can subscribe to his free, weekly Ross On Radio newsletter [here](#) and reach him at [sross@edisonresearch.com](mailto:sross@edisonresearch.com).*

# BROADCAST Dialogue

## Essential Reading

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Thursday, March 31, 2016

Volume 23, Number 43

### SIGN-OFFS:

**S**ally Crouter, 92, at Sunnybrook Hospital in Toronto. He was the top-rated morning man in Toronto for five decades, talking to a *CFRB* audience that, at the time, was numbered in the hundreds of thousands. Crouter joined *CFRB* Nov. 1, 1946 and retired Nov. 1, 1996 — 50 years to the day of his start. His only other radio experience was with *CHEX Peterborough*. Wally Crouter is a member of the *Canadian Association of Broadcasters Hall of Fame*. Pre-deceasing Crouter were morning show stalwarts Jack Dennett (news), Bill Stephenson (sports) and Bob Hesketh (news & commentary)...



Wally Crouter

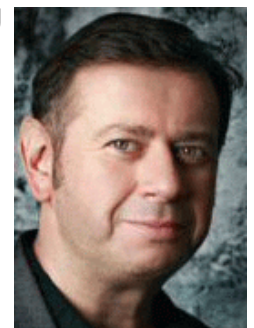
Jean Lapierre, 59, in an Îles-de-la-Madeleine plane crash that killed six others including his wife and family members. All had been en route to his father's funeral. Among his other public endeavours, Lapierre was an editorial contributor to *CJAD Montreal* and *CTV Montreal*. Before moving to journalism, he was a politician whose first stop was as a Liberal MP...

Leon Korbee, in a Toronto hospital. The former advisor for two Ontario premiers had a 20-year broadcast stint as a *CTV Toronto* reporter (1983-2003). Korbee served as a senior communications advisor to Dalton McGuinty and Kathleen Wynne...

David Proc, 60, at the *University of Alberta Hospital* in Edmonton. Proc, a 40-year broadcast veteran, had been with *ITV (Global) Edmonton* for 25 years.

### REVOLVING DOOR:

**R**ob Farina will join *Bell Media* May 1 as a senior advisor in support of the coming launch of *iHeartRadio* in Canada. Most recently, Farina was VP programming and innovation at *Rogers Radio*...



Rob Farina

Don Landels, most recently the GSM/ops mgr at *Rogers Radio Victoria*, has joined *Treehouse Media*, a Victoria media buying company...



James McIntosh is the new creative director at *K96.3 Kelowna & Country 100.7 Penticton*. Prior to joining *Newcap Radio*, McIntosh was a creative writer with *Bell Media Kelowna*...



Tracey Henderson



Kaitlin Livingston

Jody Vance, host and news anchor at *City Vancouver's Breakfast Television*, is no longer with the show. Vance had been there four and a-half years...

Tracey Henderson is now in sales at *101.3 The River* and *99.3 The Drive Prince George*. She moved "across the street" from *CJCI* and *94.3 The Goat* where she'd been for 25 years...

Pam Kirby is doing evenings at *100.3 FM The Bear Edmonton*. She had been a morning co-host at *Mix 103.7 Fort McMurray*...

Kaitlin Livingston is with *Moose FM Haliburton* as the new reporter/afternoon drive host. Most recently she worked promotions at *CFAX 1070/107.3 KOOL FM Victoria*.

## GENERAL:

Lisa LaFlamme, anchor of the *CTV National News*, is the winner of the 2016 *RTDNA President's Award*, the highest honour bestowed by the association. It acknowledges an individual who has brought recognition and distinction to the field of electronic and digital journalism. The presentation will take place at the association's upcoming national conference in Toronto June 2- 4...



Lisa LaFlamme

The *RTDNA* has also announced winners of *Lifetime Achievement Awards* from the Atlantic, British Columbia and the Prairie regions. They are:

Atlantic Gary MacDonald of *Acadia Broadcasting* (retired), a long-time news director and talk show host who spent years at *CHSJ* and *CFBC Saint John*. Most of his 33-year career had been in New Brunswick, though he also worked in Kelowna, and, The late Allan Rowe, *Global Maritimes*, whose 31 years in broadcast journalism saw him in his early years in radio in Ontario and Newfoundland & Labrador before he joined Global in 1995. He was an assignment editor, producer and, for the majority of his time with Global, the senior anchor. Rowe resigned in July 2012 to pursue a provincial political career (in which he won a seat in the N.S. legislature). Rowe suffered a ruptured aneurysm early last year.



Gary MacDonald



Allan Rowe

B.C. **Clive Jackson**, *Global BC* (retired) joined *BCTV* (now Global BC) in 1980 as a reporter. He became the assignment editor in 1990. From then until his retirement at mid-2015, Jackson set the agenda for the news on Global BC, BC1 and globalnews.ca. He was the *BCAB's* Broadcaster of the Year in 2015, and,



Clive Jackson



Frank Stanford

**Frank Stanford**, *C-FAX 1070 Victoria*, a 44-year radio news veteran who's been in place at C-FAX for 30 of those years, serving as a beat reporter, morning news anchor, news director, talk show host and as a mentor to generations of young broadcasters.

Prairies

**Gord Steinke**, *Global News Edmonton*, the anchor of the 5 p.m. and 6 p.m. weekday newscasts, began at *CBC Regina* in 1985 while attending the *University of Regina*. In 1989, Steinke was recruited by *KSTP Minneapolis* to become one of the first anchors at an all-news cable channel that was just being launched. Three years later, anxious to get back home, he signed on at *CITV*, now Global Edmonton, and



Gord Steinke



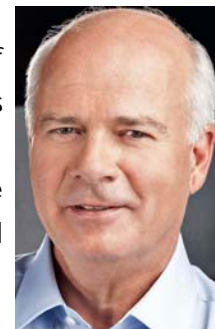
Murray Wood

**Murray Wood**, *Rawlco Radio Regina*, had his broadcast career begin at *CJNB North Battleford* when he was 17.

Two years later, he was the news director. Then it was the gypsy life for a while as he honed his craft at such stops as *CFR Calgary* and in a public affairs host/producer role in Ottawa. Murray became the ND at *CJME Regina* in 1992 and led the way when the format changed to NewsTalk in 1998. In 2009, he became ND at both CJME and sister Rawlco station, *CKOM Saskatoon*.

Last week, we reported the Central Canada region winners, *CBC-TV* Chief Anchor Peter Mansbridge and *Global Television's* Tom Clark, the network's chief political correspondent.

The RTDNA Lifetime Achievement Award recognizes individuals who have distinguished themselves through outstanding service and continued excellence during the course of their career in broadcast journalism...



Peter Mansbridge



Tom Clark

The *CRTC* has invited comment on Canada's *National Public Alerting System* being included on the country's wireless service providers. Over 80% own a mobile device and 66% own a smartphone. The U.S. and Australia already employ the system...

**Jian Ghomeshi** was found not guilty of sexual assault and choking by Ontario court Judge **William Horkins**. Horkins said the three complainants in the cases weren't credible because of their shifting memories and evidence. The former *CBC Radio* host had pleaded not guilty to four counts of sexual assault and one count of overcoming resistance by choking. Ghomeshi faces a second trial in June on charges related to alleged occurrences at CBC.

**RADIO:**

**Newcap** has rebranded **O91 Drumheller** as **Classic Country CFCW 910**, an on-air partnership with sister Newcap station **840 CFCW Camrose/Edmonton**. The change creates a coverage area from Slave Lake to the U.S. border...

**CFJR-FM Brockville** turns 90 tomorrow, April 1. The **Bell Media** station launched in 1926 as **1010 CFLC-AM**. Since then, there've been a

number of dial moves. In 2003, the station flipped to FM and is now at 104.9... **Bruce Wylie**, the 104.9 morning host, will – on April 7 – have been with the station for half of **CFJR's** existence. He began there 45 years ago (April 7, 1971). Wylie's community involvement has been sterling in all areas, but his pet cause is the local palliative care service for which he's helped raise \$3.25 million. In 1998, the **Ontario Association of Broadcasters** named him its **Broadcaster of the Year** for his coverage of the historic and destructive ice storm of that year...

**1280 AM (CJRU) Toronto** launches today (Thursday). The **Ryerson University** station will air diverse voices from the local community and from the university as well as special content from Ryerson's new **Slaight Radio Institute**. Part of the launch celebrations include a downtown concert featuring local HipHop and Funk...

Country-formatted **100.7 The Island (CFRM) Little Current**, until now the only station on Manitoulin Island, will get a sister effective tomorrow, April 1. **Glow 100.7**, a hot dance format, will take over The Island's old frequency. The Island will become **Great Lakes Country 103.1 FM (CHAW-FM)** with 35,200 watts. While community CFRM-FM cannot reach all of Manitoulin Island, the new Country station will reach far to the south, west and east...

The annual fundraiser for listener-supported **LIFE 100.3 Barrie** raised \$141,219 in one-time donations and \$3,428 in new monthly pledges...

The **CRTC** has approved a low-power community radio station in Aurora, just north of Toronto...

Jewish content **Radio Shalom (CJRS) Montreal**, on the air at 1650 for a decade, will shut down April 1 because of financial difficulties. While Founder/President **Robert Levy** originally said that he would pull the plug Jan. 31 if a solution wasn't found, he kept the station operational in the hope that a new board would step up to the plate...

**Country 100.7 Kelowna's** third annual **Purple Day** event to benefit the **Centre For Epilepsy and Seizure Education of British Columbia** raised \$19,263.00. The money was collected as a result of a special concert on

**“All my stations are up and running and looking good!”**

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**Bruce Wylie**



World Epilepsy Awareness Day...

*Energy 106 (CHWE) Winnipeg* won *Best Radio Station* at the *Winnipeg Nightlife Awards*. The awards recognize the city's diverse entertainment and nightlife. Other categories included Best Night Club, Best Event and Best Live Venue.

## SUPPLYLINES:

Dr. Richard Chernock, chief science officer at *Triveni Digital* and a frequent presenter at *CCBE* and *WABE* conferences, is the 2016 recipient of the *Television Engineering Achievement Award* from the *National Association of Broadcasters*. Chernock will receive his award at the annual NAB Technology Luncheon April 20 during the 2016 NAB Show in Las Vegas.



# Registration Now Open!

**82nd Annual Conference**  
June 8-9, 2016 | Fairmont Banff Springs Hotel  
Banff, Alberta

The logo for the Western Association of Broadcasters (WAB) is located in the bottom left corner. It features the letters "WAB" in a large, green, sans-serif font, with the full name "WESTERN ASSOCIATION OF BROADCASTERS" in a smaller, black, sans-serif font below it. The background of the entire graphic is a photograph of the Fairmont Banff Springs Hotel, a large, historic stone building with multiple towers and gables, set against a clear blue sky with some greenery in the foreground.

# When Spam

## came in a can

**R**emember when a mouse was a furry little creature  
and Spam came in a can?

Words and meanings do change over time. It is imperative for local broadcast marketing executives to understand the evolving meanings and strategies for words such as branding, promotion, advertising and marketing.

In the pre-Internet world, the term marketing defined a management process that moved a product from concept to production to distribution to the customer. Typically, the four Ps in the marketing mix were Product, Price, Place and Promotion.

Today, the meaning of marketing has morphed to mean the final pre-sale touch point that is perceived to trigger a sale. This trigger can be pulled by sales people, websites, an e-mail, social media, advertising or a long list of other marketing tools. The problem lies in believing that the trigger alone generated the sale and under-estimating the role of the weapons and ammunition that must be in place for a marketing trigger to work.

Those weapons include branding, promotion and advertising. Learning to articulate the confusing interconnected roles of branding versus promotion versus advertising and marketing can help you to increase your sales.

### Branding

The word branding originated as a mark or symbol to differentiate one's cattle from another's. Businesses looking to differentiate themselves from their competitors subsequently created symbols or logos as their brand. Today we know that

by Wayne Ens



differentiating a business from its competitors is much more complex than creating a symbol or logo.

A business's brand is the essential truth or value that business delivers and is conveyed clearly and consistently in everything it does from advertising, to customer service, to the customer's experience that the product and staff delivers. In short, branding is a business's image, and how their customers and prospects feel about it. That feeling can create a powerful pre-need preference.

## Promotion

Promotion is everything a business does to create more awareness for its brand. That includes everything from the physical appearance of their vehicle to word of mouth, from blogs to trade shows, and from facilitating special events to websites and social media pages.

Promotions should be measured on how they proliferate the business's brand. The old adage about all publicity or awareness being good publicity isn't true if the publicity doesn't reinforce the brand the business has fought hard to develop.

## Advertising

Advertising is any form of paid publicity or communication. Advertising can't make a bad business a good business but if the business is a good business and already has repeat and referral business, advertising can dramatically accelerate success. Advertising is the frontrunner in branding, promotion and marketing and can trigger more sales.

Some Internet gurus have labelled this time period as the post-advertising era, implying that direct marketing and online marketing has replaced advertising. Nothing could be further from the truth.

In an increasingly competitive environment it's more important than ever to help your advertisers create a pre-need preference for their businesses before their prospects begin their online search. Advertising is the most controllable dimension in a marketing mix. Professional radio and TV marketing executives help their advertisers develop the message, the image, and the timing to make their marketing work better.

## Marketing

Marketing has evolved to mean the final piece in your marketing mix; the piece closest to the point-of-sale and the piece that triggers the sale. That might be anything from a coupon or a click-through on a website, a call to action in an ad or a sales call. Marketing has morphed to become the closest step to purchase, and therefore the step most often credited with the sales



when your clients conduct customer surveys. But that final pre-purchase touch point is only the culmination of pre-sale branding advertising and promotion.

In the pre-Internet world, triggers like finding a phone number in the Yellow Pages or redeeming a printed coupon often mistakenly got credit for the sale. Today, some advertisers make that same mistake crediting clicks or page views for the sale. Broadcast account executives who help their clients promote their brand, and create a pre-need pre-search preference for their business, are able to ensure that radio and TV get their due credit, and budget, in the marketing mix.

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