

# BROADCAST Dialogue

## Essential Reading

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

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**GENERAL:**

**C**orus Entertainment has completed its \$2.65 billion acquisition of *Shaw Media*, more than doubling Corus's size. There are now 45 specialty TV services, 15 conventional TV channels; 39 radio stations; a global content business; and a portfolio of digital assets. Corus also unveiled a redesigned corporate brand. The new executive leadership team (ELT) has been reduced from 11 to nine people; six from Corus and three from Shaw Media under the leadership of President/CEO



Doug Murphy



Barbara Williams

Doug Murphy. They are:

**Barbara Williams**, Exec VP/COO (new on the ELT from Shaw Media).

Reporting to her are: **Scott Dyer**, Sr VP and president, *Nelvana*; **Susan Schaefer**, Sr VP, Brands and Marketing; **John MacDonald**, Sr VP, Women and Lifestyle Content; **Daniel Eves**, Sr VP, Kids and General Entertainment Content; **Maria Hale**, Sr VP, Global Entertainment and Acquisitions; and **Troy Reeb**, Sr VP, News, Radio and Station Operations.

**Greg McLelland**, Exec VP/Chief Revenue Officer (new on the ELT from Shaw Media).

Reporting to him are: **Gerry Mackrell**, Sr VP, National Sales; **Michael Searson**, VP, Local Sales; **Brett Pearson**, Director, Digital Sales; **Barb McKergow**, VP, Client Marketing; **Shawn Praskey**, VP, Content Distribution; **Tammy Baird**, VP, Revenue Optimization; and **Mark Leslie**, VP, Research and Consumer Insights.

**Colin Bohm**, Exec VP, International Development and Corporate Strategy (remains on ELT with different portfolio, from Corus).

Reporting to him are: **Spencer Charters**, Director, Strategy and Business Development, as well as a small team of analysts.

**Tom Peddie**, Exec VP/CFO (remains on ELT with the same portfolio, from Corus).

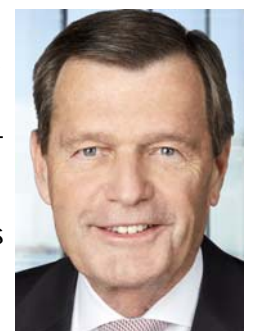
Reporting to him are: **Judy Adam**, VP, Finance; **Michael French**, VP, Finance; **Doug Sharpe**, VP, Treasury; **Jeremy Wilson**, VP, Taxation; **Chris Nalborczyk**, VP, Internal Audit; **Heidi Kucher**, Manager, Investor Relations; and **Julie Edwards**, VP, Facilities and Administration.



Greg McLelland



Colin Bohm



Tom Peddie

**Gary Maavara** - Exec VP/General Counsel (remains on ELT with the same portfolio, from Corus).

Reporting to him are: **Dale Hancocks**, VP, Operations and Associate General Counsel, Production and Outbound Licensing; **Jane Harrison**, VP and Associate General Counsel, Inbound Rights and Affiliate Agreements; **Randy Witten**, VP and Associate General Counsel, Corporate; **Sylvie Courtemanche**, Associate General Counsel, VP, Government Relations and Compliance; and **Christopher Pang**, Associate General Counsel.



Gary Maavara



Cheryl Fullerton

**Cheryl Fullerton**, Exec VP, People and Communications (joined Corus in November 2015).

Reporting to her are: **Dervla Kelly**, VP, Communications; **Larry Burnett**, VP, People; **Bianca Williamson**, Director, People; **Penny Vlachos**, VP, Compensation and Benefits; **Annette Ainsbury**, Director, Learning and Development; and **Mike Couto**, Head of Labour Relations.

**Shawn Kelly**, Exec VP, Technology (new on the ELT, from Shaw Media).



Shawn Kelly



Kathleen McNair

Reporting to him are: **Eric Flaherty**, VP, IT and Technology Delivery; **Tara Eizerman**, Director, Digital Technologies; **Glen Pollock**, Director, Production and Post Services; **Jaime Caeiro**, Director, Content Management and Delivery; **Robert Ouellette**, VP, Technology Systems; and **Jeff Naphin**, VP, Technology Planning and Strategy. **Kathleen McNair**, Exec VP, Special Advisor to the CEO and Chief Integration Officer (remains on ELT with same portfolio, from Corus).

She will continue to support Corus's integration activities, while Chief Content Officer **Christine Shipton** will leave after some months of ensuring effective integration of people, processes and teams...

*Shaw Communications'* sale of *Shaw Media* to *Corus* saw the \$2.65 billion paid with approximately \$1.85 billion in cash and 71,364,853 Corus Class B non-voting participating shares issued at \$11.21 per share. Shaw used the cash to repay the bridge financing related to its acquisition of *WIND*.

## REVOLVING DOOR:

**R** Corus has eliminated a number of senior radio positions. Among them **Mario Cecchini**, President of Radio and *Corus Média* in Quebec; **Mark Dickie**, GM at Corus Radio Ottawa/Cornwall; **Scott Armstrong**, GM at Corus Winnipeg; **Dave McCutcheon**, Regional GM (Radio & TV Peterborough, Kingston, Oshawa); and

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Garry McKenzie VP/GM Calgary/Edmonton.

Cecchini's background with Corus included overseeing the radio and TV properties in Eastern Ontario. In April 2015 he was appointed president of radio and president of *Corus Média*.

Mark Dickie joined Corus after the *CRTC* approved the application to acquire *106.9 The Bear (CKQB-FM)* and *boom 99.7 (CJOT-FM) Ottawa* in January, 2014. Before that, he was GM for nine years at *The Beat 92.3 Montreal*.

Scott Armstrong's background includes being GM of the *Rogers Radio* stations in Winnipeg as well as the TV station. Before that, his Corus background saw him as GM at the Cornwall stations, PD at *AM 640 Toronto* and PD at *Corus London*.

Dave McCutcheon was appointed Regional GM for TV and radio at Corus Peterborough, Kingston and Oshawa/Durham in August, 2013. Before that, he was a senior account manager at Corus Television Sales in Toronto.

Garry McKenzie joined Corus in Sept. 2002 as GM of its Calgary stations. He had been VP Marketing/Sales for the *Calgary Flames*. In July 2010 he became GM at Corus Radio Vancouver until April 2012 when he returned to Calgary to become the regional GM for Corus Calgary, Edmonton and Winnipeg. He assumed his most recent position in April 2013...

Troy Reeb has seen his responsibilities increase. He's now the Sr VP, News, Radio and Station Operations... Brad Phillips is now VP, Corus Radio, West and responsible for FM stations *CFOX/Rock 101 Vancouver*, *CISN/Fresh 92.5 Edmonton*, *Country 105/Q107 Calgary* and *Big 97.5/Fresh 99.1 Winnipeg*. He was promoted from his GM position at Corus Vancouver...



Troy Reeb



Brad Phillips



Chris Sisam



Lars Wunsche

Chris Sisam, VP, Corus Radio, East and responsible for FM stations *Q107/102.1 The Edge Toronto*, *Boom 99.7/Jump 106.9 Ottawa*, *Boom 101.9/Fresh 104.5 Cornwall*, *Big 96.3/Fresh 104.3 Kingston* and *Fresh 100.5/The Wolf 101.5 Peterborough*. He was promoted from his GM position at Corus Radio Toronto and Hamilton... Lars Wunsche, Director, Corus Radio, Central and is responsible for FM stations *Fresh 95.3/Y108 Hamilton*, *B101/Fresh 93.1 Barrie & The Peak 95.1 Collingwood*, *DAVE ROCKS Cambridge & 91.5 The Beat Kitchener*, *CJOY/Magic 106.1 Guelph*, *FM96/Fresh 103.1 London & Country 104 Woodstock*. He was promoted from his GM, Southwestern Ontario position...

At the AM stations:

Kenton Boston, VP, News and Information, West will be responsible for *AM730/CKNW 980 Vancouver*, *AM 770 CHQR Calgary*, *630 CHED/iNews880 Edmonton* and *CJOB Winnipeg*. He also oversees *Global BC*, *Global News BC-1*, *Global Okanagan*, *Global Lethbridge*, *Global Calgary*, *Global Edmonton*, *Global Regina*, *Global Saskatoon* and *Global Winnipeg*.

Ward Smith, VP, News and Information, East is responsible for *AM980 CFPL London*, *AM900 CHML Hamilton* and *AM640 Toronto*. He will also



Kenton Boston



Ward Smith

oversee *Global Halifax*, *Global New Brunswick*, *Global Montreal*, *CKWS-TV Kingston*, *CHEX-TV Peterborough*, *Channel 12 Durham* and *Global Toronto*, as well as *The Morning Show* nationally and the *Global News Multi-Market Content* team...



Ronnie Stanton

Ronnie Stanton, the VP, Radio Programming, who will have direct responsibility for all FM formats, brands and music playlists, in addition to supporting talent management and coaching across all stations...

Mike Omelus, VP, National News and Newsgathering, who will oversee editorial assignment and field news gathering across all stations. He will also have oversight of *Global National*, *16 x 9* and *The West Block*... On the national News, Radio and Station operations team are: Ron Waksman, VP, Digital who will have responsibility for the architecture and content supporting all online and mobile platforms, including new verticals in pop culture to support the FM brands and opinion/commentary to support Talk Radio; Cheryl Bechtel, the VP, Finance and Controller who will have oversight of all business operations; and Gerry Belec, Director, Operations and Technology. He will continue to lead control room operations in all locations as well as leading the integration of television, radio and digital platforms...

Among members of the *Shaw Media* staff who lost their jobs in the *Corus* acquisition are: Greg Treffry, VP Content Distribution, Business Development and Media Digital Strategy. He had been at Shaw Media for five years, after having worked at *CanWest MediaWorks* since 1998 in various roles; Tim Schellenberg, VP, Local & Regional Sales. He was responsible for all Shaw Media assets and Shaw Cable's community channels. He began at *Global Winnipeg* as local sales manager in 2002 before being promoted to GM/GSM; and Phil Piazza, VP, Global TV Programming, Marketing & Digital; Content Acquisitions. He had been with Shaw Media for five years after having worked at Canwest. Prior to that he was VP Programming & Business Development for Children's Television at Corus...

Jennifer Valentyne, the Live Eye Host at *City Toronto's Breakfast Television* and a member of the show's cast since late 1992, has been released. Rogers says the move was made "to give viewers more of what they want with local news and information"...



Jennifer Valentyne



Ian Steeves

Ian Steeves, after 39 years in sales at the now-Bell Media stations in Fredericton (*FOX/Capital FM/Country KHJ*), retired March 31. He was an original staff member when *Radio One* launched *CIHI 1260* in 1977, the city's second commercial station...

David Jones is the new PD at *101.7 The One Wingham*. His background includes being an announcer, PD, ops mgr and GM. His most recent gig was at *Bob FM London* (now *Jack FM*) as GM. Before that he was with *The Beat Kitchener*...

Sue Stewart, of the *Jimmy & Sue* morning show at *Fresh Radio 104.5 Cornwall*, will leave the industry April 11 after 18 years at the station. She's moving into real estate sales...

New GM/GSM at *92.1 myFM Alliston* is Mike Feldman. He began March 30...

Priya Prasada is the new retail sales manager at *95.9 sun fm Miramichi*. Prasada got her industry start three years ago as an account executive at *C103/XL 96.9 Moncton*...

Katherine Wolfgang becomes Head of Publicity at *CBC* April 26. She moves from creator and producer at *Shaftesbury* where she'd been VP, Marketing & Communications since 2010.



Executive Director, Radio Marketing and Advocacy Organization - Toronto

For Information or To Apply,

Click [HERE](#).

**R**ADIO: Mario Cecchini, the chairman of the *Canadian Association of Broadcasters* Radio Council at the time (and the outgoing president of *Corus Radio*), described — in a video presentation to the *Broadcast Research Council* in Toronto — the plans for a new radio marketing bureau, tentatively named RMB Version #2. The industry, he said, must set the record straight with agencies about how crucial radio is in the media mix. Traditional media studies position radio's ROI still on top of all other media offers. But the radio industry, with the loss of RMB and the transition to the technology innovations over the last decade, allowed the reality of radio's dominance (more than 85% of Canadians listen to radio every day) to get lost. Cecchini said the new RMB will re-establish the facts...

Steve Bell, the sports director at *AM800 CKLW Windsor*, has received the *Sports Community Service Award* at the 11th annual *Windsor Essex Sports Persons of the Year* event. Bell, who has called over 1,500 *Windsor Spitfires'* games and continues to host pre-game shows for the *Ontario Hockey League* team, has been on-air with *AM580 CKWW* and *CKLW* for 36 years.



Steve Bell

This year's *Rotary4Kids* radio-a-thon at *KISS 100.5 North Bay* raised over \$75,000, with pledges still coming in after the broadcast wrapped up. This was the 14th year the *Rotary Club* organized the radio-a-thon in partnership with the *Nipissing Association for Disabled Youth*.

**T**ELEVISION: *Sportsnet* has debuted a direct-to-consumer service called *Sportsnet Now*. The national subscription-based service, the first of its kind in North America, will offer online streaming content from the brand's six channels at a monthly rate of \$24.99...

*Twitter* says it will carry 10 Thursday night *National Football League* games this season to "a global audience across devices and for free." But a *Twitter Canada* spokesman said Canadian users will be blocked based on location and IP address. *Sportsnet* has the exclusive rights to those games through the end of the upcoming season. *Rogers* spokeswoman Andrea Goldstein said *Rogers* is negotiating with the NFL for live streaming rights for its new web- and mobile-based service, *Sportsnet Now*...

The *CRTC* has denied *VMedia's* application to add *QVC*, the U.S.-based cable television shopping service, to the list of non-Canadian programming services and stations authorized for distribution.

**SIGN-OFF:**

CBC Journalist Jean Martin, 59, in Quebec City while recovering from a heart operation. The former *Radio-Canada* TV anchorman in Quebec, Mauricie and Eastern Quebec until August 2012 was also an actor and former radio performer...

**SUPPLYLINES:**

Dallas-based *MusicMaster Software's* parent company, *A-Ware Software*, has changed its name to *MusicMaster, Inc.* A-Ware was launched in 1983 by President/CEO Joseph Knapp.



# NABSHOW®

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## 2016

Dynamic innovation in the television, radio and entertainment industries are simultaneously providing challenges while creating opportunities. Perhaps the best place to explore the new reality of media will be during NAB2016's conferences and on the exhibit floors April 16-21.

On the exhibits side, delegates to the Las Vegas extravaganza will get a first look at new products, discover import/export opportunities and experience next-generation technologies through interactive exhibits, on-floor education, live demonstrations and technology-focussed pavilions.

If you're looking for a specific product or solution, the floors have been divided into five exhibit communities to allow for efficient exploration. They are Content Creation, Content Management, Content Commerce, Content Distribution/Delivery and Content Consumption.

New this year is the Virtual and Augmented Reality Pavilion, showcasing how it affects all aspects of filmmaking, storytelling, cameras, lighting, sound, special effects, distribution, coding and consumption.



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The Advanced Advertising Theatre partners with key advertising technologies and content leaders to build a multi-screen content environment, allowing broadcasters and online influencers to leverage new forms of media, monetization and audience behaviours. Theatre highlights include such topics as how broadcast networks are utilizing on-demand platforms in their advertising plans; the truth about ad blockers; reaching audiences on the hottest new platform and setting standards for TV convergence advertising.

Connected Media|IP focuses on the multiscreen viewing experience, exploring the underlying technologies enabling audiences to receive, discover and interact with content across any device, anywhere. It's all about IP-focused technology including IPTV, OTT, mobile, social and cloud. It's also about consumer engagement and the rising importance of brand-casting.

As the ATSC 3.0 standard moves to final adoption, the 2016 NAB Show showcases the consumer benefits of the new broadcast platform. The ATSC 3.0 Consumer Experience will show how new capabilities such as interactive advertising, advanced emergency alerting, expanded audio and 4K video will get the attention of viewers.



# Conferences



**The Broadcast Engineering Conference:** Papers on advanced media technologies addressing the latest opportunities and challenges.

**The Broadcast Management Conference:** Examines broadcast and digital business accelerators and best practices.

**The Cloud Innovation Conference:** Covers the status and future direction of the media cloud. Aimed specifically at broadcast, cinema, technology, hardware, software and application developers and content creation professionals.

**The Creative Master Series:** Key players in the entertainment industry and filmmaking community will explore the craftsmanship of content. As well, delegates can see how they use the latest tools, techniques and next-generation storytelling in pre-production, on location and in post-production.

**The Digital Futures Exchange:** Brings together experts for an unscripted, interactive discussion on digital trends, strategies and examples for local markets.

**The Digital Strategies Exchange:** Showcases digital assets available to radio and television broadcasters and helps non-technical managers understand and leverage new digital tools and applications. The Exchange is divided into radio- and television-focused programs.

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**The Future of Cinema Conference:** Explores enhanced formats, evolving platforms and new experiential technologies. Join SMPTE, plus numerous industry experts and creatives, as they consider the next 100 years of motion pictures and how content makers work with technology to thrive.

**The Media Finance and Investor Conference:** Features discussions with institutional investors from a sector perspective as well as briefings on the performance of individual corporations.

**Media Technologies for Military & Government:** Needs and solutions based on commercial broadcast technologies. Focuses on the challenges faced by government and industry, and identifies solutions.

**The Multicultural TV & Video Conference:** Focuses on the business of television and video intended to appeal to culturally-specific and culturally-inclusive audience segments. Presentations and panel discussions address revenue strategies related to such topics as targeted advertising across viewing platforms, culturally-specific content as well as culturally-inclusive programming series, distribution technologies, video production and tune-in promotion.

**Online Video Conference:** Insights on capitalizing from streaming's new opportunities, while touching hot button issues such as OTT, multiscreen experiences, digital influencers and original online content.

**Satellite Industry Forum:** Focuses on the role the satellite industry plays in broadcasting and delivering high quality video content from virtually anywhere to anywhere on the planet.

**Virtual Reality:** Covers key concepts and lessons learned regarding VR production. Hands-on practitioners discuss the technical and business aspects of producing content.

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## Super Sessions



Super Sessions explore changing media technologies, innovative entertainment concepts and emerging business models and markets.

**Unleashing the Live Experience: How Sports Television Engages Today's Fans:** Live television remains the sweetheart of advertisers because the “what will happen next?” factor serves to attract and excite the largest audiences. Technology has expanded live television’s reach to more sports fans on more devices in more locations.

**Where's All the Ad Revenue? Media Strategies Unleashed in a Dynamic |Multiplatform Environment:** Media buyers are shifting ad spend across multiple platforms. As the digital video ad opportunities increase, shifts in media allocation affect the budgets assigned for linear TV. The panel includes advertising executives, technology leaders and brands which place media budgets against various video platforms including linear TV.

**Broadcast Minds: Where Today's Content Leaders Discuss Tomorrow's Trends:** A panel of thinkers and IP leaders discuss where the broadcast industry is going and how it will get there.

**The OTT Landscape: Why Now and What's Next:** The way people watch TV is rapidly evolving, with OTT offerings emerging in a way the industry can't ignore. Michael Paull, VP of Digital Video at Amazon, discusses the environment that's led to the rise of OTT, why content creators, providers and customers are paying attention to it and the business models that are poised for success.

**Being There—Virtual Reality News and Documentaries:** Virtual reality opens the door to new ways of communicating and experiencing hard news and documentary stories. What makes for powerful VR journalism? What is the line between conveying fact and simulating first person experience? Non-fiction content creators, technologists

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and network strategists will explore how VR is changing news and documentary storytelling.

**Cisco Presents—Media in a World of Exponential Technology Advances:** Cameras are so ubiquitous, news can be created and shared by just about anyone. Processors have become so fast and now also include integrated decoders, allowing for video to be watched on pretty much any device. The panel will look at other technology disruptions they see coming up and how they might continue transforming the media landscape.

**4K, UHD, HDR and More—The Future of Video:** Experts from production houses, agencies, broadcasting and manufacturing unravel the myths.

**Drones: Opening New Vistas to Content:** Unmanned aerial vehicles (drones) enable filmmakers and other content creators to position cameras in places they have never been and to move them in ways that are dynamic and innovative. How are drones different from helicopters, Steadicams and other production tools? What are the best practices for using them safely, legally and reliably? What should live event, news, feature film, TV producers and crew consider when planning and executing drone shots?

**Making History—the Journey to Bring the Man in the High Castle to the Screen:** Morgan Wandell, Amazon’s head of drama development, discusses the journey to bring material that was considered by many to be a challenge to adapt into the most-streamed show in the history of Amazon Originals.

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# The Eight Exhibit Communities



Today's content, from creation to consumption, is everywhere. Smart solutions can be found among the close to 1,700 NAB Show exhibitors. Organized into eight exhibit categories, they are:

## Acquisition & Production

In the Central Hall see cameras and lenses, capture accessories, devices and software, digital news solutions, lighting and grip, microphones, mobile/vehicle production, motion capture/virtual production, motion picture/film production, set design/props/furniture and fixtures, telecollaboration, workflow software and solutions.

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## Display Systems

In the South Lower Hall see 4K, digital signage (hardware and software), TV sets, monitors, tablets, video display.

## Distribution/Delivery/Online Video

In the South Upper Hall see advertising/analytics/media sales solutions, antennas, transmitters and towers, broadband applications/infrastructure/equipment, broadband connectivity—DSL/PON/FTTH, cable equipment and headend, content delivery network (CDN), DAB/IBOC/HD digital radio, digital cinema, DTV/HDTV, encoding, microwave/RF accessories, mobile TV/video management platforms/applications, mobile video distribution technologies, online video platforms, satellite services, semiconductors/optical components, streaming/webcasting, telepresence/ HD videoconferencing, test and measurement equipment/QoS, video on demand (VOD).

## Management & Systems

In the North Hall see cloud computing solutions, digital asset management and storage, digital rights management/content protection, IT/networking infrastructure and security, multicasting, radio advertising and media sales solutions, radio automation systems, radio master control, search/metadata software/applications, signal management and processing, television/newsroom automation systems/master control, traffic and scheduling software/solutions, video/content servers/video processing, workflow software and solutions/systems integration.

## Outdoor/Mobile Media

In the Las Vegas Convention Center (LVCC) Orange Lot, see ENG, SNG, DSNG vehicles and services, mobile production studios, outdoor signage, power generation, satellite uplink.

## Post-Production

In the South Lower Hall see animation and VFX, digital intermediate, editing software/hardware, format conversion, mastering and duplication, motion graphics, subtitling and closed captioning, workflow solutions.

## Pro Audio

In the Central Hall see audio editing, audio mixers, audio post-production/mastering, audio processing and effects, audio production and recording.

## Radio

In the North Hall see advertising and media sales solutions, DAB/IBOC/HD digital radio, radio automation systems, radio master control.

The advertisement features the Davicom logo at the top left. The main title is "Your Transmission Site General Manager" in large, bold, red font. Below the title is a row of seven icons representing different system components: ALARMS (warning triangle), COMPUTER (laptop), INTERNET (globe), UPS (battery), TRANSMITTER (antenna), A/C (fan), and GENERATOR (gear). Below these icons is a screenshot of the software interface, showing a network diagram and a status bar with the text "208/216". At the bottom of the advertisement, there is a list of qualifications for the software, social media icons for Facebook, YouTube, and Twitter, and the website URL "WWW.DAVICOM.COM".

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## Best Tip You're Ever Going to Get as it Relates to NAB Attendance

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If this is your first visit to the NAB's annual convention in Las Vegas, or if you need a reminder, the advice you see in red is the absolute, steadfast, give-no-quarter, take-it-to-the-bank comfort strategy. Ladies, forget the high heels. There are hordes of women who've wandered the Las Vegas Convention Centre whose feet will never forgive them. Gentlemen, the same applies to you. Wear comfortable shoes (and save your high heels for later).

If you decide to attend any sessions or workshops, ensure that you're sporting a layered look. Meeting rooms can be incredibly chilly.

## New Venue Announced for Nautel User Group Meeting at NAB

Nautel will hold the annual Nautel User Group meeting this year at the Flamingo Hotel on Sunday, April 17. The meeting will begin in the Scenic ballroom at 9:00 a.m. Presentations will include details on new products; need-to-know presentations by Nautel engineers; condensed versions of Nautel's NAB engineering conference presentations and the popular Tips & Tricks session. After presentations conclude at noon a complimentary lunch will be provided. An optional technical session on the Nautel AUI will follow the lunch.

The Flamingo is on a monorail stop and meeting rooms are easily accessed. To register <http://www.nautel.com/news-events/events/register/>.



We're looking forward  
to seeing you at booth N2522.





# The Canadian Suite

– a personal view

by Ingrid Christensen

**T**he Canadian Suite, a mainstay for Canadians attending the trade show and seminars, is no more. In a note to Suite sponsors, Paul Stechly, on behalf of the Canadian Suite Committee, cited the Suite’s demise on “a reduced level of sponsorship well below the point of event viability.”

The Canadian Suite was THE place for Canadians and their guests to meet and mingle in the early evenings. Begun by Michael Stechly, the founder of Applied Electronics, in 1961 at his Chicago hotel room with a group of 12, the latter day version saw upwards of 1,200 people per night. Monday nights were packed while Tuesdays and Wednesdays were busy. People were hugging, laughing and chatting about the last 12 months. Naturally, there was also talk of business.



**Gord and Edie Ballantyne**

Many will remember how Gord and Edie Ballantyne welcomed everyone individually at the door to the ballroom year after year. Edie had two volunteer assistants, Melissa Mount from CBC Yellowknife and Christine Lonsdale from Applied Electronics.

Gord used to tell the story about a recurring problem with the Canadian flag. Every year, upon Wednesday night’s closing, it would disappear. In 2000, he reported—delightedly—that the Canadian Flag wasn’t stolen that year. Two Flamingo Hotel bus boys stationed themselves on each side of the flag five minutes before the Suite closed. A guy in the crowd asked what they were doing. One replied, “We’re taking it down at closing time”, to which the guy responded, “Damn,” and walked away.

But the Canadian Suite and the Canadian flag needed a third element. It wasn’t until 2004 that a brilliant but unplanned addition became part of the tradition. During Wednesday evening’s Suite that year, Terry Scott, then with Broadcast News in Toronto, approached me and begged an urgent favour. I agreed but in return I demanded that he perform a rendition of O Canada at the close of that year’s Suite. Scott said he’d do it if others would join him. I talked with Gerry Phelan then





**The original Canadian Suite Choir**

of VOCM St. John's, Eldon Duchscher then from CJWW Saskatoon, Mike Omelus then of Broadcast News in Toronto and Steve Andrusiak of Fanshawe College in London. All agreed and, as a result, Canada's own newsy songbirds lead the entire room in a rousing and surprisingly good version of our national anthem. All other attendees joined in and, to the applause of everybody, the Canadian Suite concluded. From then until most recently, the choir got bigger and bigger each year.

Broadcast Dialogue salutes Applied Electronics for its years of organization at NAB. It was through their efforts—and the support of manufacturers and suppliers through their sponsorship generosity—that the Canadian Suite was the room where Canadians connected.

It will be missed.

# NABSHOW® Stoppers

## **Burli Software**

**Booth # SL9812**  
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Burli has been producing newsroom computer systems for 20 years. Their newsroom products are widely recognized for their ease of use and reliability, and mobile and desktop tools for gathering, managing, editing, and delivering broadcast news content to various platforms. The systems run in many languages at broadcast and digital newsrooms of all sizes worldwide.

## **Davicom**

**Booth# N3532**  
[www.davicom.com](http://www.davicom.com)



### **DVLC-1 Lightning Strike Counter**

The Lightning Strike Counter (DVLC-1) allows Davicom DV Intelligent Remote Controls to detect and count the actual lightning strikes sustained by a transmission tower. This functionality gives site operators better situational awareness as to the reasons why their site could have stopped transmitting. If the site sustained a hit and is still transmitting, the operator could use the information to check if everything is still operating at 100% capacity, either remotely through the Davicom unit or on-site during the next scheduled visit.

The DVLC-1 consists of a tower-leg mounted module that is connected through a fiber-optic cable to an internal signal conversion module attached to the back of any DV Intelligent Remote Control Unit.

### **USI-1 Universal SNMP Interface for Davicom units**

This interface monitors and controls any on-site SNMP-enabled equipment through Davicom's DV-Mini and 208/216 units. A simple network cable and a low-cost network switch are all that's required to connect the USI-1 to the devices. The USI-1 itself consists of... nothing! There is nothing extra to buy, it is included and built-in to Davicom's DV-Mini and 208/216 products.

### **TSH-4 Temperature Sensor Hub**

Provides easy interconnection of up to four Dallas Semiconductor (now Maxim) One-Wire temperature sensors. Interfacing with Davicom's Intelligent Remote Control units is achieved through the unit's Modbus Interface.

### **BKB-1 Brand B Interface Harness.**

The BKB-1 allows for easy replacement of Brand B remote controls by Davicom DV units. Rewiring is as easy as removing the cables from the Brand B remote control and connecting them through the BKB-1 to the new DV unit. The existing I/O panel remains.

### **Small Form Factor (1U) Power Supply (SFFPS-12)**

With site rack space becoming more and more precious, Davicom offers a 1U, 10A, 12VDC unit to supply power to its DV Intelligent Remote Control systems. The SFFPS comes with an integrated 12V battery charger that allows easy set-up of a reliable UPS to keep the Davicom units running during all critical situations. The SFFPS is remarkable for what it does NOT have: A fan!

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## ENCO

Booth # N2518

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

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### DAD v15

The DAD v15 radio automation system adds Multi-Play mode which provides the operator the ability sequence and layer multiple audio tracks simultaneously while maintaining an easy to follow work flow. Also showcased at NAB is the ENCO1 virtualized automation system, one button voice-tracking, built-in streaming solutions, mobile tools and DAD video integration.

### HotShot2

HotShot2 is ENCO's audio payout and clip management package for television studio production, master control, remote production and stage events. HotShot2 provides instant access to audio assets anywhere locally or on the network via a searchable database that supports an unlimited number of audio files and audio types. Features include more flexible audio transferring, instant trimming and cueing mechanism, powerful reporting, iPad control surface option and a new backlit button box that shows actively playing cuts on its 8 banks of 70 buttons. HotShot2 is available as a complete package with support for up to eight stereo channels.

### enCaption3

enCaption3 is the latest generation live automated captioning system. This technology features an enhanced speech recognition engine that delivers closed captions in real-time with high accuracy. enCaption3 allows broadcasters to serve their hearing impaired audience for a fraction of the cost of traditional captioning services and is always available for live and breaking news, weather and events.

## ERI-Electronics Research, Inc.

Booth C2324

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



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ERI's products and services include: HD radio, television and FM antennas; RF filters and combiners; installation, maintenance, structural analysis and inspection services; rigid coaxial transmission line and UHF waveguide transmission line systems. ERI is also the Broadcast Master Distributor for Andrew HELIAX, HELIAX accessories, pressurization products and terrestrial microwave products.

## MusicMaster

Booth # N6129

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MusicMaster CS is the new MusicMaster software product designed for multi-station groups. Check out the new tools in MM Pro Version 6, or see how MusicMaster PE can solve your in-store music, event DJ, Internet stream, or personal music scheduling needs. You may also meet MusicMaster integration partners from around the world and learn how they have streamlined connectivity to automation through MusicMaster Nexus.

## Nautel

Booth # N2522

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Booth # N4630

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RCS delivers software to run a first-class radio station. From advanced music scheduling software, GSelector, and its mobile complement, Selector2Go, to their advanced automation platform, Zetta with its mobile sidekick, Zetta2Go, client stations can have more control on-the-go than ever before. Add advanced traffic software Aquira, with its new add-on, Aquira2Go, and you're ready to schedule the spots. In the newsroom, RCSnews is versatile news production software.

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



SIRA is a manufacturer of passive components (antennas, combiners, filters) for broadcasting transmission. With 39 years of success, SIRA is a benchmark in FM and TV transmission solutions, including antenna systems, combiners, patch panels, output filters and monitoring equipment. Grundy Telcom is the exclusive distributor of SIRA products in Canada.

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## Telos Alliance



Booth # N1934

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Explore all five Telos Alliance brands together at the NAB: The companies of The Telos Alliance—Telos Systems, Omnia Audio, 25-Seven Systems, Axia Audio and Linear Acoustic—have revolutionized radio and TV audio technology with their digital broadcast products. The Telos, Omnia, 25-Seven, Axia and Linear Acoustic brands provide broadcast telephone interface systems, IP Audio codecs, audio processing and monitoring tools, streaming audio processing/encoding solutions, audio time management, TV loudness management and audio analysis tools, whole-plant intercom systems and AoIP networking and mixing consoles for broadcasting.

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Tieline audio codecs provide reliable studio-to-transmitter link, audio

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## Vislink

Booth # C6008

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



## Represented by Novanet Communications

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

The HEROCast is the smallest and lightest COFDM wireless transmitter designed to be used with a GoPro camera. The design allows it to be power efficient, and transmitter uses H.264 encoding to offer high picture quality and low latency.

IPLink combines the features of a broadcast digital microwave point-to-point radio system with the efficiencies of a high-capacity long-distance bi-directional IP microwave radio design. It allows the broadcaster to migrate from the traditional ASI transport platform to a future IP-centric system architecture.

### UltraCoder HEVC Decoder

Same video quality for half the transmission cost with the industry's first HD and 4K UHD end-to-end video encoder and decoder solution. Encodes up to four simultaneous HD video streams or one 4K UHD channel for top performance.

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SNG ENG CNG

To learn more about Vislink's hybrid multi-mode transmit system, **NewStream**, call Novanet at (800) 268-6851 or email [info@novanetcomm.com](mailto:info@novanetcomm.com) today.

**Novanet**  
[novanetcomm.com](http://novanetcomm.com)

The advertisement features a central diagram showing a camera on the left and a monitor on the right, connected by a dashed line. Above the line are three circular icons labeled SNG (satellite), ENG (truck), and CNG (cell phone). Below the line is a rack of NewStream equipment. The Novanet logo is in the bottom right corner.

We're looking forward to seeing you at booth C6008.

# BROADCAST Dialogue

## Essential Reading

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

Thursday, April 14, 2016

Volume 23, Number 45

### TELEVISION/VIDEO:

The *CRTC* has relieved *VisionTV* of its obligation to air interfaith religious programming. At the same time, the Commission denied a *ZoomerMedia* request to delete *VisionTV*'s condition of licence requiring it to broadcast at least 387 hours of original Canadian programming each broadcast year...

*CTV Kitchener* was not in contravention of broadcast codes when it aired, then corrected in a later broadcast, a story about a female teacher who was accused of making inappropriate sexual comments to a 16-year-old youth. See the *Canadian Broadcast Standards Council* decision [HERE](#)...

Cord-cutting in 2015 saw an 80% increase over the previous year's numbers, according to the *Convergence Consulting Group*. In 2015, 190,000 Canadian TV subscribers pulled the plug. The year before 105,000 cut the cord. While the numbers are still relatively low, the trend since 2013 – when there were just 13,000 who cut their TV subscription – are startling. Factors contributing to the trend are streaming services such as *Netflix*, *shomi*, *CraveTV* and the new *Rogers Sportsnet Now*, as well as the cost of telecom services. For more, <http://convergenceonline.com/downloads/NewContent2016.pdf>...



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clarity | control | results **SDS** | [www.sds.ca](http://www.sds.ca) [info@sds.ca](mailto:info@sds.ca)

*Bell Media Sales* has partnered with *Index Exchange* (formerly Casale Media) to launch a private programmatic marketplace in Canada. The video inventory will be available programmatically for preferred Bell Media clients. It's aimed at helping marketers apply data and automation to premium media inventory while also delivering safeguards to ensure automated transactions are handled transparently...

Two applications by CACTUS (*Canadian Association of Community Television Users and Stations*) to remedy shortcomings in regards to local programming by *Rogers* and *Shaw* have been submitted to the *CRTC*. In them are complaints about non-compliance of community TV Policy. In the Rogers complaint, CACTUS says the Fredericton community channel has presented lower than required quotas for local community programming (50.76%) and local access community programming (27.41%). CACTUS levels the same complaint against Shaw in Victoria where it says the non-compliance percentages are 51.79% and 39.88%. Interventions and comment are due by May 13.

**RADIO/AUDIO:**  
**R** *CITI-FM Winnipeg* has been under fire from protesters over two songs posted to the station's website by morning host *Dave Wheeler*. They say *North End Boy* and *Transcona Girls* use racist and sexist language. The protesters demanded that CITI fire Wheeler. For the moment, he is under suspension...

*Jo-Ann Silverstein* is the winner of the *2016 Rosalie Award*, as determined by the *Radio Trailblazers*. The retired radio sales exec, a 35-year broadcast veteran, saw exemplary results in the Toronto and London markets. She worked at *CKSL London*, *CFGM*, *CKEY*, *CJCL* and *CFRB* in Toronto. Both her daughter, the late *Renee Roth*, her grand-daughter, *Rachel Roth*, followed Silverstein into radio sales. The Rosalie Award will be presented next month in Toronto during *Canada Music Week*...

*boom 101.9 FM (CJSS-FM)/104.5 FM Fresh Radio (CFLG-FM) Cornwall* raised \$116,320.10 during their 10th annual *Corus Caring Hearts Radiothon* in support of the *Cornwall Hospital Foundation*. The funds will go toward bringing addiction and mental health services to the Cornwall Community Hospital...

The latest *Radio on the Move* study by *Audience Insights* of Canadian drivers/passengers shows in-car podcast listening has experienced steady growth. Eight percent say they've listened in the past week, up from 5% five years ago. In the U.S. the number is higher; 13%...

The syndicated *Casey Clarke Show With Roo Phelps* is about to launch on *Wild 953 Calgary*, evenings 7 to midnight. The Country show now has 42 affiliates countrywide...



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Enterprise

MusicMaster SCHEDULING CS

The *CRTC* has approved *WhiStle (CIWS-FM) Whitchurch-Stouffville*'s application to move the 50-watt station's frequency from 102.7 MHz to 102.9 MHz...

Canadian winners of the *26th Radio And Production Awards* are

**Best Feature Production** --

*Hot Country 1035 Halifax - Station Launch. Evanov Radio Group Toronto.* Producer: Azeem Haq; Copywriters: Sean Galbraith, Gabriella Caruso, Azeem Haq. Voice Talent: Steve Stone, Rachel McGrath, Gabriella Caruso, Brian Viggiani.

**Best Imaging** --

*This is Kiss Music. Rogers Media Toronto.* Producer: Ron Tarrant. Copywriter: Ron Tarrant. Voice Talent: Wendy K Gray, Jude Corbett.

**Best Commercial** -- Large Market --

*The Lemonador - The Business School at Humber, Rogers Media Toronto.* Producer: Ron Tarrant. Copywriters: Dave Calvert, Robert Steffler. Voice Talent: Melanie Pridham, Graeme Schmidt, Bob Magee.

**Best Promo** - Medium Market --

*1031 The Bear - Hottest Mom. Bell Media Edmonton.* Producer: Gary McClenaghan. Copywriter: Gary McClenaghan, Jamie Watson. Voice Talent: Jamie Watson/Gary McClenaghan.

**Best Commercial** - Small Market --

*Grace Vet Hospital - I'm Sorry. Jim Pattison Broadcast Group Victoria.* Producer: Sheldon Hovde. Copywriter: Sheldon Hovde. Voice Talent: Darren Szpak, Tindy Bassi, Kim Goodman.

**Best Promo** - Small Markets --

*The Q's Payroll - Typewriter. CKKQ-FM Victoria.* Producer: Ross McIntyre. Copywriter: Ross McIntyre. Voice Talent: Rei Peterson, Ross McIntyre.

*CJAV Port Alberni* is celebrating its 70th birthday. It signed-on in 1946 as an AM station at 1240 with 250 watts, day and night. Through a few ownership changes in the ensuing years, it was in 2006 that the *Jim Pattison Broadcast Group* acquired CJAV, along with other stations, from *Island Radio Ltd.* They were *CHWF-FM/CKWV-FM Nanaimo, CIBH-FM/CHPQ-FM Parksville* and *CKLR-FM Courtenay*...

The *Equip to Care Radiothon* on *Bolt FM (CHBO-FM) Humboldt* surpassed its goal of \$30,000, raising \$34,761. The funds raised by the *Golden West* station supports health care in the Humboldt district.

**GENERAL:**  
**G** *Corus Entertainment* had \$102.2 million of net income in its second quarter, helped by selling its pay-TV group which accounted for \$86.2 million or 87-cents a share. Net profit amounted to \$1.17 per share. Revenue was \$197.7 million, up 3% from the same period last year. Television's operational results include specialty advertising revenues decreasing 8%, subscriber revenues increasing 5%, and merchandising, distribution

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and other revenues increasing 40%. For radio, segment revenues decreased 6%, segment profit decreased 17%, and a segment profit margin of 15%. The deal to buy *Shaw Media* didn't close until April 1, in the Corus third quarter...

The *CRTC* began a three-week hearing in Gatineau on Monday reviewing basic telecommunications services with the objective being to identify what's changed in telecommunications services and whether or not the new reality warrants Commission intervention.

## REVOLVING DOOR:

**R**Tamara Stanners, PD at *The PEAK Vancouver*, will leave the station after being with it since 2007. She stepped back from her PD duties



Tamara Stanners



Geoff Hastings



Jordan Armstrong



Dani Stover



Tana Hawco

immediately but will continue doing middays until her last day, May 12. Stanners says she has no immediate plans. Ross Winters, the director of programming for the *Jim Pattison Broadcast Group*, is the interim PD, working with James Sutton who is APD/MD/afternoon drive host...

Gord Cutler, the senior VP in charge of hockey production at *Sportsnet* and *Hockey Night in Canada*, was dismissed a week ago. His departure followed several staffers in the hockey department who were laid off...

At *Global News Okanagan* in Kelowna, two new anchor additions. Geoff Hastings moved to the 11 p.m. newscast from *BC 1* while Jordan Armstrong moved from *Global BC* to be the weekend anchor. Both began this past Monday. The supper hour weekday anchors remain in place...

Andy Cohen will be the new morning show host at *Power 99 Prince Albert* beginning next week, joining long-time co-host Chelsea Jackson. Cohen moves from *BOLT FM Humboldt* where he was the PD and morning host...

Dani Stover, the ex-morning show co-host at *101.5 The Wolf Peterborough*, has joined *Oldies 96.7 Peterborough*. Effective immediately, she is doing weekends...

Tana Hawco, hired at *CTV Calgary* three weeks ago on a part-time basis as a broadcast technician, becomes full-time at month's end after she graduates with honours from the two-year BXST Broadcast Systems Technology program at *SAIT*.

## SUPPLYLINES:

**S***Futuri Media* has acquired the Edmonton-based *StreamOn*, which specializes in serving the radio industry with integrated streaming, podcasting and social media technologies. StreamOn's co-founder and Chief Technology Officer, Andrew Snook, is now VP, Streaming Systems at Futuri. Jamie Moffat remains in Edmonton as national account manager.

A large, multi-story hotel with a complex roofline and many windows, set against a backdrop of green mountains and a forest. The hotel is the Fairmont Banff Springs Hotel.

# WAB

## 2016:

# One helluva program

Join us as the Western Association of Broadcasters holds its 82nd Annual Conference in Banff June 8-9. It's an excellent opportunity to discuss and to hear discussed the hot topics facing our industry.

The Conference kicks off with our annual WAB Golf Classic June 8 at the spectacular Fairmont Banff Springs Golf Course. Network and connect with peers while enjoying a fun round of golf in the heart of Canada's majestic Rocky Mountains. Sponsored by Specialty Data Systems (SDS), this year's Classic promises to be a great day, rain or shine.

The Conference program commences June 9 with an exciting line-up of speakers. Presenting the keynote address is Terry O'Reilly of CBC Radio's *Under the Influence*. Some of the most valuable products in the world hit roadblocks; some of the most powerful mediums appear to lose their luster. Often, those problems are perceptions, not reality. There is a way to turn around an incorrect perception, you just have to change the conversation. O'Reilly will talk about turning outdated perceptions around with marketing, and why television—and radio in particular—are



by Vinka Dubroja



Terry O'Reilly



James Cridland



Ken Goldstein



Steve Jones

still two of the most powerful and creative mediums available.

Radio futurologist James Cridland will focus on the most multiplatform radio environment in the world. He'll show which changes are occurring in the UK and what broadcasters need to do to prepare. Hear about a country that's turning off FM entirely next year and going all-digital; where a supermarket's instore radio station is #2 in the ratings; the most popular way to listen to radio in the UK at 11.00 p.m. (and it's not a radio); where one TV channel is no longer on the TV; where a radio station has launched over a hundred additional stations online; and where another radio station has doubled its brand's audience figures by using digital broadcasting.

Ken Goldstein of Communications Management, Inc. asks what if we knew then what we know now about the technology and economics of broadcasting, would we have created the same system we have today—or would it look very different? In the first half of the 20th Century, Canada set into motion numerous policies and institutions that still shape our broadcasting system. Many of those were based on a mixture of incomplete assumptions related to spectrum capacity and on technologies that have been superseded by new and unforeseen realities. Today, in an era of unprecedented evolution affecting communications technology, we are once again faced with any number of difficult choices. The assumptions we make now will create our future broadcasting industry.

Steve Jones presents a new session called *Rock Star Remedies for Tough Times*, a journey examining how rock legends such as David Bowie, Madonna, Justin Bieber, Elton John, Fleetwood Mac, Aerosmith handled economic downturns, scandals, failed careers, changing fads and technological upheaval. With more choice and fragmentation than ever, our traditional ways of thinking are being challenged, new platforms and technologies are emerging and merging, and buckets of data are being produced. How will broadcasting companies fit in to this new data-focused, multi-platform landscape?



David Phillips



Steve Simpson



Crash & Mars

NLogic President/COO David Phillips will discuss major shifts in the industry and what broadcasters can do to flourish.

Over the last five years, the CRTC Meet & Greet has become a WAB favourite. This special event is an invaluable opportunity for our small market radio and television stations to meet face-to-face with key CRTC Commissioners and staff in a relaxed and informal setting. The CRTC Report will be given this year by Steve Simpson, appointed to the CRTC as Commissioner for British Columbia and the Yukon in 2008.

# WAB GOLD MEDAL AWARDS Gala

The President’s Dinner & Gold Medal Awards Gala is the highlight of the Conference. This Gala celebrates Lifetime Achievements in Broadcasting and recognizes, with the Broadcast Order of Achievement, long-serving broadcasters for their 25 and 50 years of service to the industry. Radio and Television broadcasters are honoured with WAB Gold Medal Awards for their significant community service. The Leader of Tomorrow Award goes to individuals under the age of 30 who have made a mark early in their careers.

The best and brightest in Western broadcasting will be in the room.

The MCs for the WAB President’s Dinner & Gold Medal Awards Gala are Crash & Mars, the morning hosts at 102.3 NOW! Edmonton. Experience their rendition of *The Crash & Mars Show*, WAB style.



With the support of FACTOR and its partnership with Canada’s private radio broadcasters and the Government of Canada, the feature entertainment are the acoustical





sounds of Big Sugar. With a platinum recording career that spans over 20 years, Big Sugar is known for powerful, high volume live performances. Blues, Reggae and Jazz have always walked hand in hand with the rocking Big Sugar sound and this acoustical format features just that. The blues harmonica, the cowboy yodel mixed with Jamaican folk rhythms and the bass lines will deliver an unforgettable concert experience.

The WAB Conference takes place June 8-9 immediately prior to the Banff World Media Festival. Registration is now open online at [www.wab.ca/registration](http://www.wab.ca/registration). Both members and non-members are welcome to attend.

We will once again stay at the historic and majestic Fairmont Banff Springs Hotel so reserve your hotel accommodation before rooms sell out. You may reserve directly with the Fairmont Banff Springs Hotel by calling 1-800-441-1414 and asking for the special Western Association of Broadcasters rate.

The WAB appreciates the support from sponsors and members who continue to see the value of their affiliation with our long-standing association. In addition to private radio and television stations in Alberta, Saskatchewan and Manitoba, we welcome Associate Members (companies engaged in business connected with broadcasting) to join. For more information on becoming a member, please call 1-877-814-2719 or email [info@wab.ca](mailto:info@wab.ca).

*Vinka Dubroja is President of the Western Association of Broadcasters and General Manager of Newcap Radio in Calgary.*

# BROADCAST Dialogue

## Essential Reading

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

Thursday, April 21, 2016

Volume 23, Number 46


### SIGN-OFFS:

**S** Pat Cardinal, 54, in Edmonton, two years after being diagnosed as having pancreatic cancer. He began his radio career at *CJRL Kenora* in 1979, then moved to *CFRW Winnipeg* for a six-year stint. In the ensuing years, Cardinal worked in radio at Vancouver, Hamilton, Edmonton and Toronto. In 2003, he was station manager at *CISS-FM/CJAQ-FM Toronto*. Three years later, he was operations manager at *Newcap Radio Group Edmonton*. In 2008 he began as PD for *Newcap Alberta*. In 2012, Cardinal was named GM of *Astral Radio's* Edmonton stations (now *Bell Media*), *100.3 The Bear*, *104.9 VIRGIN RADIO* and *TSN 1260*. Cardinal will be posthumously inducted into the *Broadcast Hall of Fame* during *Canadian Music Week* May 5...



Pat Cardinal

**Kathy Gooch**, 61, in Toronto. After getting her degree in Radio/Television Arts at *Ryerson*, Gooch began her broadcast journalism career at *CKSO-TV/AM Sudbury*, then moved to *CBC Radio Sudbury* as a producer. Later, she served as a senior political staff member for an Ontario MPP, then an MP and later for a City of Toronto Councillor.



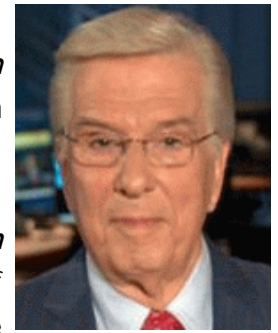
IN MEMORY OF  
**PATRICK  
CARDINAL**

Our beloved General Manager of  
100.3 The Bear, 104-9 Virgin Radio, and TSN 1260 who  
fought cancer courageously and ferociously. Although  
the battle is over, your impact and your memory remain  
forever. Patrick will be posthumously inducted into the  
Broadcast Hall of Fame during Canadian Music Week on  
May 5. From the staff and management of Bell Media  
Edmonton and your friends and radio industry colleagues,  
Rest in Peace Pat.

May 25, 1961 – April 19, 2016

## TELEVISION/VIDEO:

CTV's Lloyd Robertson will be honoured with *The Canadian Journalism Foundation's* Lifetime Achievement Award at the annual *CJF Awards* June 16 in Toronto...



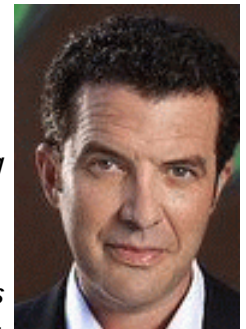
Lloyd Robertson

The *North American Broadcasters Association* (NABA) and the *Digital Production Partnership* (DPP) have unveiled two new technical specifications for the delivery of finished air-ready programs for North America. Through joint NABA and DPP meetings, nine of the major North American broadcasters - ABC/Disney, Bell Media, CBC/Radio-Canada, Fox, HBO, NBCUniversal, PBS, TimeWarner and Turner - have agreed on a common file format, structure and wrapper based on the AS-11 UK DPP specification implemented in the UK in 2014. For details, click [HERE](#)...

*Rogers Communications* president/CEO Guy Laurence says rejuvenating cable and media operations, including the launching of a new TV service platform this year and repositioning its media business, is a priority. In a speech to shareholders Tuesday, Laurence said further that Rogers will launch its Internet protocol television (IPTV) product before the end of 2016. Rick Brace, president of *Rogers Media*, has been tasked with the job...

*Argent*, *TVA Group's* business channel, will close April 30 because, says TVA, of industry changes that make it impossible for the channel to be profitable. Most of the dozen employees will be transferred to other parts of the organization...

Rick Mercer is the *Royal Canadian Legion's* third recipient of the Legion's *Founders Award*. He will receive the award at the Dominion Convention in St. John's June 11-15. Dominion President Tom Eagles cited Mercer's "*concern and support for Canada's Veterans and serving Canadian Armed Forces members through words and deeds*"...



*Asian Television Network Canada* has expanded its partnership with *Tata Communications* to launch a new OTT service across Canada. ATN will leverage Tata Communications' end-to-end managed OTT and playout services to deliver a mix of news, sports and entertainment in an intuitive app format for any device later this summer...



The *CRTC* says that five weeks in, more than 66,000 Canadians signed-up for the new basic television package. If all them were already TV customers, that would mean 0.57% of Canada's 11.49 million Canadian households have subscribed to the "skinny basic" service. An *Angus Reid Institute* poll suggests that most respondents found the new \$25 basic package unappealing, with 68% saying the new basic plans aren't worthwhile because of the extra costs often added to the packages (from TV box rentals to added pick-and-pay channels)...

The *CRTC* has granted *Shaw Media's* request to revoke the specialty channel licenses of *Fox Sports World Canada* and *Global Reality Channel*...

*Corus* has formed a partnership with *Visible World*, a *Comcast Platform Services* company, to define and develop a programmatic TV ad solution customized for Canada's marketplace. With this arrangement, *Corus* says it will be the first Canadian broadcaster to commit to bringing programmatic TV advertising capabilities to linear television. Ad clients will be provided with tools to achieve a greater return on investment for their TV buys.

**R**ADIO: The *CRTC* has approved a commercial AM licence for St. Catharines at 1220 with day and night power of 10,000 watts. Format is to be Classic Hits from the 70s, 80s, 90s and 2000s. The corporation to be incorporated will be owned by (Mr.) *Sivanesarajah Kandiah* (85%) and *David J. Dancy* (15%)...

*Tyler Middleton*, part of the *Mornings with Tyler & Lynch* team at *X92.9 Calgary*, is this year's winner of the *Allan Waters Young Broadcaster of the Year Award in honour of the late Steve Young*. It will be presented at *Canadian Music Week*. This award is given to Canada's best broadcaster under 30...



Tyler Middleton

*Energie Quebec City's* controversial host, *Jeff Fillion*, has been dismissed by *Bell Media* after he mocked a Montreal businessman who discussed his 14-year-old son's suicide on a TV talk show. *Bell Media* described *Fillion's* statement as inappropriate. The businessman mentioned that his son had been chatting about suicide in an online forum run by *Amazon*. He told the show he wished companies had a method to detect certain words the same way it can detect when a user wants to buy a product or service. *Fillion* mocked him on *Twitter*, saying that the businessman blamed *Amazon* for his son's suicide...

*Z103.5 Toronto* has been honoured as *Most Innovative International Radio Station of the Year* at the *Worldwide Radio Summit 2016 Industry Awards* in Hollywood.



Afternoon Show Host - Red Deer

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

## REVOLVING DOOR:

**R**andy LeBlanc, the news director at *CTV* in Atlantic Canada (based in Halifax) as well as the Atlantic Director and past president of *RTDNA Canada*, is no longer with the *Bell Media* operation. He moved to *CTV Atlantic* at mid-2012 from the *New Brunswick Community College's Woodstock* campus. LeBlanc's history with *CTV* includes having begun his career with it in New Brunswick as a reporter and eventually moving up to become assistant ND at Halifax before accepting a job as ND at *CTV Southwestern Ontario* in Kitchener. In early 2010, he left Kitchener, moving to Fredericton where his wife was about to pursue a new career opportunity...



Andy LeBlanc

Darren Robson, PD at *94.5 JACKfm Regina* for the last three and a half years, is no longer with the station. He had joined *Rawlco Radio* from *SparkNet Communications* in *Vancouver* and, prior to that, was PD at *Rogers' Country 93.3/Rock 97.9 Fort McMurray*...



Beth Janson

Chris Donnelly has been promoted to PD at *KOOL FM Victoria*. He had been production manager/APD. Donnelly succeeds Robin Haggar who had held the position since July 2009. New PD at *CFAX 1070* is Heather Kim, who's also ND at *CTV Two Vancouver Island* and assistant GM at *Bell Media's* three Victoria properties...

Beth Janson has been appointed CEO of the *Academy of Canadian Cinema & Television*. She assumes the CEO position June 1, succeeding outgoing CEO Helga Stephenson who officially steps down May 31. Janson, a Montreal native, is the former executive director of the *Tribeca Film Institute* in New York...

Marvin Perry, regional manager for *Vista Radio's* stations in Alberta and the NWT, is no longer with the company. His background includes being an account manager at *Border Rock 106.1 The Goat (CKLM-FM) Lloydminster* when it launched in May 2001 under *Stewart and Anita Dent's* ownership. Perry stayed on after the Dents sold to Vista. In 2012 became GM/GSM for Lloydminster, Bonnyville and Medicine Hat. He was promoted to his most recent position in Oct/2013...

Steve Ladurantaye will join the *CBC* May 9 as managing editor of Digital News. Previously, he was head of Canadian news and government partnerships with *Twitter*. Over the last two and a half years, Ladurantaye has worked directly with newsrooms across Canada and in the U.S. on social media best practices and Twitter integrations...

Louise Perdue, who's worked in traffic at *CJDC-TV/AM Dawson Creek* for 36 years, will retire June 3...

*Sunfm Fort St. John* is losing two staffers through resignations. David Chung, the morning host, moved from Toronto in October 2014 after announcing at *96.9 FM Radio Humber*. And broadcast technologist Russ Hinch is leaving at the end of May. He joined the company in September 2015 after graduating from the Broadcast Engineering Technology Program at *Loyalist College* in Belleville, and a short-term contract with *Bell Media Ottawa*.



## GENERAL:

**Rogers Communications** says consolidated revenue increased 2% in the first quarter, reflecting revenue growth of 5% in Wireless and 2% in Business Solutions. Decreases were 2% in Cable and 3% in Media. Lower consolidated adjusted operating profit reflects traditional media businesses which are facing pressures from the soft advertising landscape. Rogers reported net income of \$248 million (\$0.48 per share) compared to \$255 million (\$0.50 per share) during the same period a year ago...

Last weekend, 30 *RTDNA* annual awards were handed out in the Atlantic region. Two individuals received the Lifetime Achievement Awards: Gary MacDonald of *Acadia Broadcasting* (retired) and Allan Rowe of *Global TV* (awarded posthumously). Twenty-eight other awards went to:

Company	Digital	Multiplatform	Radio	Television	Total
<i>CBC Nova Scotia</i>	2		2	3	7
<i>CBC PEI</i>	2				2
<i>CBC Nfld/Labrador</i>	2	1	3	2	8
<i>989 XFM</i>			1		1
<i>News 957</i>			3		3
<i>VOCM News</i>			1		1
<i>CTV Atlantic</i>				4	4
<i>Global New Brunswick</i>				2	2
					Total 28

For details concerning the wins, click [HERE](#)...

The 2016 *RTDNA National Conference* — themed *Surviving and Thriving in the Changing Media Landscape* — takes place June 2-4 in Toronto at the downtown Shangri-La Hotel. The conference will focus on new audience metrics, explore new tools that assignment desks are using to verify and break news, and outline new revenue models by publishing video and articles directly to social platforms. For registration and more information, click [HERE](#)...

Canadian winners of the 2016 *Murrow Awards* are:

### Small Market Radio

Overall excellence:	<i>570 News Kitchener</i>
Newscast:	<i>CFAX1070 Victoria</i>
News Documentary:	<i>CFAX 1070 Victoria</i>
Reporting: Sports	<i>570 News Kitchener</i>

### Large Market Radio

Overall excellence	<i>680 News Toronto</i>
Newscast	<i>News 1130 Radio Vancouver</i>
Breaking News	<i>680 News Toronto</i>
Continuing Coverage	<i>Newstalk 1010 Toronto</i>
Feature Reporting	<i>Newstalk 1010 Toronto</i>
News Documentary	<i>CBC Toronto</i>
News Series	<i>News 1130 Vancouver</i>
Reporting: Hard News	<i>Newstalk 1010 Toronto</i>
Use of Sound	<i>Newstalk 1010 Toronto</i>
Writing	<i>Newstalk 1010 Toronto</i>
Website	<i>CityNews.ca</i>

### Small Market Television

Newscast	<i>CTV Vancouver Island, Victoria</i>
Investigative Reporting	<i>CTV London</i>
Reporting: Hard News	<i>CTV Windsor</i>
Website	<i>cbc.ca/ns CBC Halifax</i>

### Large Market Television

Overall excellence	<i>CTV Vancouver</i>
Newscast	<i>CTV Vancouver</i>
Breaking News	<i>CTV Vancouver</i>
Continuing Coverage	<i>Global Edmonton</i>
Feature Reporting	<i>CTV News Edmonton</i>
Investigative Reporting	<i>CBC Toronto</i>
News Series	<i>CBC Toronto</i>
Reporting: Hard News	<i>Global News Burnaby</i>

# 2016 Canadian Music Week: May 2-9



**corus.**  
**Radio**  
*Interactive*  
INTERNATIONAL RADIO SUMMIT  
MAY 5-6, 2016 • TORONTO, ON

**J. ROBERT WOOD**  
ANNOUNCED AS 2016 RECIPIENT OF  
**ALLAN WATERS BROADCAST LIFETIME ACHIEVEMENT AWARD**

THURSDAY MAY 5, 2016

## BEYOND AM AND FM

SOONER RATHER THAN LATER



**ALAN CROSS**  
CORUS ENTERTAINMENT RADIO

**CHRIS DUNCOMBE**  
CORUS ENTERTAINMENT RADIO

**MATT MISE**  
INDIE88

**STEVE JONES**  
NEWCAP RADIO



**corus.**  
**Radio**  
*Interactive*  
INTERNATIONAL RADIO SUMMIT  
MAY 5-6, 2016 • TORONTO, ON

THURSDAY MAY 5TH, 2016  
2016 OPENING KEYNOTE

**MICHAEL WEKERLE**  
REIGNING ROCKSTAR IN THE  
WORLD OF CANADIAN FINANCE



The Sheraton Centre in Toronto is again the venue for Canada's largest annual radio and music event. Located in the heart of Toronto's downtown core, the Sheraton offers a superb mix of event and room accommodations, spaciousness and ease of access.

Awards, conferences, panel discussions and presentations comprise much of the CMW fare. Add to that the rubbing of elbows with competitors and colleagues from across Canada.



Nelly Furtado

André Menard

Alain Simard

Andy Kim

Rob Steele

## Canadian Music & Broadcast Industry Gala Awards

Pioneers and builders are front and centre as are legendary musical reunions. Nelly Furtado will receive the Allan Slaight Humanitarian Spirit Award.

Those being honoured with the Hall of Fame Award are: André Menard and Alain Simard, the co-founders of Spectra Scène (now L'Equipe Spectra); songwriter/recording artist Andy Kim; and Rob Steele, the president/CEO of Newcap.

## Canadian Radio Music Awards

Industry veteran and innovator J. Robert Wood is the 2016 inductee to the Canadian Broadcast Industry Hall of Fame. He'll be honoured with the Allan Waters Broadcast Lifetime Achievement Award.

Wood is now a radio broadcast management consultant with more than five decades of experience in programming, operations, management, large-scale project development, network expansion, government lobbying and fund-raising. He began his radio career as a jock at CKSA Lloydminster before moving to CKOM Saskatoon, CKY Winnipeg and CHLO St. Thomas. In 1968, J. Robert Wood moved to



J. Robert Wood



CHUM Toronto where he began as the program director. Later, he was appointed national program director of the CHUM Group radio stations across Canada. Later still, he was manager of 1050 CHUM and CHUM-FM Toronto. Wood left CHUM in the mid-1980s to apply for a Toronto radio licence. He went on to pursue broadcast management consulting, fund-raising and government lobbying activities. From 2000 to 2010, he helped launch the Aboriginal Voices Radio network (AVR) for which he raised more than \$15 million. An innovator and entrepreneur, Wood initiated a number of projects in the early days of Canadian content regulations to help promote the development of Canadian music.

## The Crystals

The Crystals dinner, an annual event celebrating audio creative genius, is always alive with wit and wisdom. It's an industry barometer of who's who and who's hot.

## The Rosalie Award

Jo-Ann Silverstein is the winner of the 2016 Rosalie Award, as determined by the Radio Trailblazers. The retired radio sales exec, a 35-year broadcast veteran, saw exemplary results in the Toronto and London markets. She worked at CKSL London, CFGM, CKEY, CJCL and CFRB in Toronto. Both her daughter, the late Renee Roth, and her grand-daughter, Rachel Roth, followed Silverstein into radio sales.

The Rosalie recognizes Canadian women who have blazed new trails in radio. Previous recipients include: Rosalie Trombley (2005), Marilyn Denis (2006), Jane Hawtin (2007), Ky Joseph (2008), Erin Davis (2009), Denise Donlon (2010), Julie Adam (2011), Maureen Bulley (2012), Betty Selin (2013), Liz Janik (2014) and Sushma Datt (2015).



Jo-Ann Silverstein

## Interactive International Radio Summit

May 5 - 6

### Keynotes

#### Rock Star Entrepreneur: Opening Keynote Michael Wekerle

The tattoos are the first clue he isn't your garden variety Canadian businessman. "Wek" is an iconoclast. He saved the storied nightclub, El Mocambo in Toronto, from the wrecking ball. He bought a cluster of former Blackberry buildings in Waterloo and plans to further develop the properties into a high-tech live-work community. He's a Dragon on CBC's Dragons' Den. He co-founded the merchant bank Difference Capital Financial Inc. and manages a fund that includes companies such as like Hootsuite, BuildDirect and Blue Ant Media. Wek takes life head on and he thinks you can, too.



Michael Wekerle

## Jeffrey Remedios

Jeffrey Remedios doesn't believe in walls between big labels and the indie world. He left EMI in 2003 to co-create Arts & Crafts Productions with Kevin Drew—a home label for Drew's popular “musical collective”, Broken Social Scene. Having shepherded BSS to commercial and artistic heights, Remedios did an about turn last year, becoming CEO of Universal Music Canada. He wants to use the creative, artist-friendly game he utilized in small-ball to hit home runs in the majors.

## Music Consumer Behaviour

David Bakula, SVP of product leadership and analytics for music at Nielsen, will give an overview of the Canadian music industry. He will specifically look at how fans are discovering music, how they are listening and how this varies by music genre such as rock, rap or country. Bakula will also address paid streaming, how much fans are willing to pay, their reactions to “windowing” content and how it is trending. As a bonus, he'll also look at the biggest titles for the year so far.

## CBC - What is in it For All of Us?

CBC Executive Director, Radio and Audio Susan Marjetti speaks on how CBC Radio and Music focuses on connecting, reflecting and engaging Canadians across multiple platforms.



Jeffrey Remedios



David Bakula



Susan Marjetti



Paige Nienaber

## 1 x 1 B2B Meetings

### Radio Meets Records: Mini Music Meetings

New this year is the B2B session of mini music meetings at CMW. Radio and records meet one-on-one to build relationships, exchange business cards, share ideas and views on music and production. Canadian radio programmers, music directors and trend setters are available to answer questions such as getting a record on radio and what they need to make it happen.

## Presentations

### The Word on the Streets

Paige Nienaber, VP Fun & Games, Clifton Radio and Clifton's Promotions Ranch, Scandia, MN, looks at street marketing and its continued relevance and importance in 2016, including “fishing for meters”, how to and who should be recruited for the street team, concert ownership, vehicles, set-ups and community presence.



Warren Kurtzman



Philippe Generali



David Bakula



Gavin McGarry

### Switching vs. Turning

Warren Kurtzman, president & COO of Coleman Insights and Philippe Generali, president & CEO at RCS worldwide and Media Monitors, White Plains, NY, will present findings about the behaviour of PPM panellists during the moments when they land on your station, and also when they leave, and what this means for your station's strategy.

### Streaming for Success

On-demand streaming is surging with volume approaching three-quarters of a billion streams per week in Canada. But streaming is not the enemy. It is one of the most important measures of fan activity and musical appeal. The insights gained from analyzing streaming activity can benefit radio, labels, agencies, PROs and promoters alike.

Nielsen Music presenters David Bakula, Paul Tuch and Stephanie Friedman will preview the latest trends in music fan behaviour from their annual Music 360 Canada report and reveal new metrics that unlock the power of on-demand streaming.

### Social Media for Radio: Best Practices

The radio business uses social media much differently than many other media platforms. What are the best practices that radio stations can implement to reach their listeners effectively? Using one of his current radio brands as a case study Jumpwire Media president Gavin McGarry presents what is working and what challenges face his radio clients around the world.

## Panel Discussions:

### Changing Face of the Car Dashboard

Fred Jacobs, president of Jacobs Media, moderates this panel which examines one of the most important topics in the broadcast industry. While no one knows what's going to happen, the informed panellists will look at what they believe is going to happen. On the panel are: J.D. Ney, J.D. Power & Associates, John Ellis, president, Ellis & Associates and Pierre Bouvard, CMO, Cumulus Media.

### Building the Stars of the Future

In these days of smaller staffs, the problem of how to groom talent for greater responsibility has become more important than ever. The panel includes Paul Kaye, national format director for CHR, PD at KiSS 92.5 and national talent coach, Rogers Broadcasting; Paul Ski, adviser to the president, media, Rogers Broadcasting; Ronnie Stanton,

VP radio programming, Corus Entertainment and Valerie Geller, president, Geller Media International.

### Beyond AM and FM Sooner Rather Than Later

At some point in the not too distant future, radio will make its transition from AM and FM to a purely digital level. How will we get there? What form will that transition take? And most important, what will radio of the future be like? Alan Cross, Broadcasting+Consulting+New Media+Content Creation+Voiceovers+Pro Sports Music, Corus Entertainment Radio is the moderator. Panellists are: Rob Farina, senior advisor, iHeartRadio Canada; Chris Duncombe, on air personality—programmer—radio exec., Corus Entertainment Radio; Matt Mise, Manager, digital sales & partnerships, Indie 88; and Steve Jones, VP programming, Newcap Radio

### Ratings & Measurement Town Hall

Broadcasters and measurement experts discuss the state of measurement, what's in store, and what is needed to give radio the most accurate information it needs to compete in a complex media environment. Among the topics are the latest results on the Enhanced PPM Encoding test, the status of the Online Radio Diary, and using wearables and smart phones as meters.

Moderator: Ross Davies, director, member engagement, radio, Numeris

Panellists: Christian Hall, national program manager, Harvard Broadcasting; David Corey, VP programming, Bell Media Radio; David McDonald, VP, director, radio investments, Magna Global, a division of IPG Mediabrands Canada; Lisa Eaton, Sr VP Member Engagement, Numeris; and Lorie Russell, GM, 93-5 The Move and boom 97.3

### View from the Executive Suite

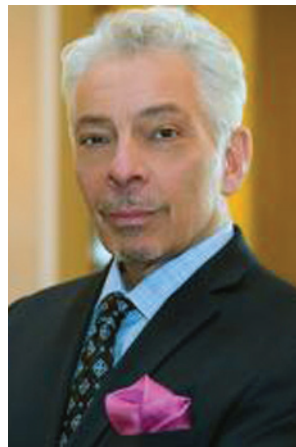
This annual presentation of Radio Interactive assembles a panel of industry players from either side of the border for their takes on where the industry is going. The moderator is Dianne Buckner, host & business correspondent, CBC Toronto. Panellists are: James Stuart, regional VP/GM, Local Radio and TV, Western Canada, Bell Media; Jeff Smulyan, CEO/chairman of the board, Emmis Communications Corp.; Julie Adam, SVP Rogers Radio; Mike McVay, SVP, Cumulus Media Inc.; and Rob Steele, president & CEO, Newcap.



Dianne Buckner



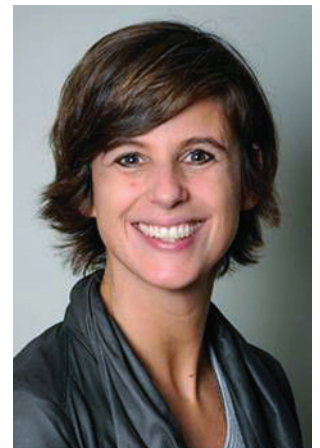
Jeff Smulyan



Mike McVay



James Stuart



Julie Adam



Rob Steele

## Juke Box Jury

Be a fly on the wall as song salesmen engage PDs/MDs in a role-playing game moderated by Derrick Ross, president, Slight Music, that allows musicians to see what happens to their music inside glass-walled offices. Hear what the programmers and music directors have to say about the new product. Will they consider it for their playlists?

The judging panel consists of Christina Fitzgerald, MD/PD, Indie 88; Jeremy “DJ No Luv” Slattery, APD/MD, KiSS 92.5; Ross MacLeod, PD, 102.1 the Edge; Taylor Jukes, PD, 99.9 Virgin Radio.

## Broadcasters Roundtable Meetings

Hosted by JJ Johnston, president, CEO, talent coach, JJ International Media and Management Solutions (jjims), this annual gathering of consultants and experts, each hosting tables and giving face-to-face advice on delegates’ questions regarding all aspects of broadcasting. Table hosts are Corina Death, radio research consultant; Daniel Anstandig, CEO, Futuri Media; Fred Jacobs, president,



Christina Fitzgerald



Jeremy Slattery



Ross MacLeod



Taylor Jukes



Maie Pauts



Roger Ashby



Maureen Holloway



Stu Jeffries

Jacobs Media; Jeff Vidler, president, Audience Insights; Mike McVay, senior VP, Cumulus Media; Page Nienaber, VP Fun & Games, Clifton Radio and CPR; Ronnie Stanton, VP radio programming, Corus Entertainment Radio; Steve Simpson, Commissioner, Pacific Region, CRTC and Valerie Geller, president, Geller Media International.

## RADIO TRAILBLAZERS: Speed Mentoring Event

The Radio Trailblazers present their second annual Speed Mentoring Event. The four sessions on May 5 and 6 will match senior broadcast leaders from all disciplines with emerging radio talent. Each mentee will have a series of short, private meetings with industry experts. The event is open to individuals who want to advance their careers or launch a career in the radio industry.

May 5 - Host of session 1: Maie Pauts, boom 97.3

May 5 - Host of session 2: Roger Ashby, 104.5 CHUM FM

May 6 - Host of session 3: Maureen Holloway, Q107

May 6 - Host of session 4: Stu Jeffries, boom 97.3.

—BD

# BROADCAST Dialogue

## Essential Reading

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

Thursday, April 28, 2016

Volume 23, Number 47

### GENERAL:

There may be an upheaval at the *CRTC* by as soon as 2017. *Mélanie Joly*, the Minister of Canadian Heritage, told the *Globe & Mail* that she'd be willing to modify the mandates of the *CRTC* and the *CBC* as well as change the *Broadcasting Act* and the *Telecommunications Act*. "As we adjust to the realities of rapid technological advances and changing consumer behaviour, I am launching consultations to better understand the challenges and opportunities brought on by this transformation," she said. *Konrad von Finckenstein*, the former head of the *CRTC*, applauds such a review. He says the Internet and the digital age have changed things to such a degree that the Commission can no longer use control to steer things in a certain way. "Everything is on the table," *Joly* said.

### REVOLVING DOOR:

*CKNW Vancouver* reporter *Shane Woodford*, who once worked at *CHNL Kamloops*, will return in late August to become *CHNL's* news director. *Woodford* will succeed longtime *ND Jim Harrison* who is retiring next fall from that position but who will continue with his daily editorials



Shane Woodford



Jim Harrison



Kyle Taylor



Evan Solomon

and as host of the talk show. *Harrison* has been the *CHNL ND* for 43 years. He's also part of the ownership group...

*Kyle Taylor* joins *Indie88 Toronto* May 2 as creative director. He had been imaging producer at *102.1 The Edge Toronto* and was with the *Corus* station for eight and a-half years...

*Evan Solomon*, a *580 CFRA Ottawa* host, has taken on extra duties as *Bell Media Radio's* national affairs specialist. He'll be on company news stations with daily morning news hits at *CJAD Montreal*, *Newstalk 1010 Toronto* and *CFRA*. There will also be weekly news hits at *Bell* stations in *Victoria*, *Kelowna*, *Windsor*, *London* and *St. Catharines*...



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Christy Farrell



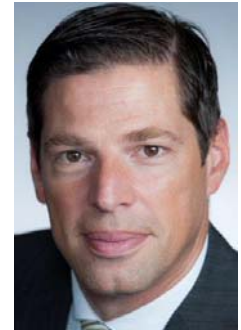
Fraser Tuff



Ash Hinton



Samantha Stevens



Peter Farfaras

The final on-air talent roster for *Wild 953 Calgary*, the new Country station, has been set. Mornings are co-hosted by Christy Farrell and Fraser Tuff. Farrell arrived from *Sun FM Kelowna* while Tuff, an eight-year Calgary radio veteran, is back after taking a year off for world travel. Ash Hinton does middays while Samantha Stevens, ex of *QX104 Winnipeg*, is in PM drive. Evenings is the syndicated *Casey Clarke Show with Roo Phelps*...

Peter Farfaras has been appointed senior director business development at *Nlogic*. He moved from *Microsoft* after 10+ years there, most recently as director of global strategy for in-app ads...

Jill Chappell is back to work at *Global News Maritimes*, this time as co-anchor of the evening news that airs in Nova Scotia and New Brunswick. She will be paired with Ron Kronstein beginning May 2. Prior to this new role, Chappell was host of *Global News Morning* before going on maternity leave...



Ron Kronstein and Jill Chappell



Andrea Collins

Andrea Collins, a former *Virgin Radio Montreal* host, will fill in as co-host on *99.9 Virgin Radio Toronto's Tucker In the Morning* while Maura Grierson is on maternity leave. She begins May 2. Later in the year she will take on added duties as an ambassador for *iHeartRadio*...

Michel Morin, both a former *CRTC* commissioner and a *Radio-Canada* journalist, has been dismissed by *TVA Group*. He'd been doing investigative journalism there...

Matt McLean has been transferred within *Corus* to become co-host at *93.1 Fresh Radio (CHAY-FM) Barrie*, partnering with Tara Dawn Winstone. He was a 10-year veteran at *95.1 The Peak FM (CKCB-FM) Collingwood*...



Matt McLean



Logan Piekema

Logan Piekema, who'd been filling in, has now taken over afternoon drive at *102.1 CJCY Medicine Hat*. He succeeded Ben McCully who moved to *The Beach 97.7 Wasaga Beach*.

**R**ADIO/AUDIO:  
Revenue declined only slightly overall at Canada's 704 commercial stations last year amid relative stability in advertising sales, according to the *CRTC*. For the 12-month period ended Aug. 31, commercial radio brought in \$1.6 billion - down \$11.6 million or 0.7% from the previous year. The exception was the 1.5% increase at the 23 ethnic stations. Their gross was \$46.7 million. Total revenue at *CBC Radio* was down 3.4% because of the government cutback. Advertising revenue was pegged at \$1.4-million. The addition of 13 new FM stations in 2015 brought their number to 580. There were 124 AM stations. Related links for a series of informational items are:

[Commercial radio - Statistical and Financial Summaries 2011-2015](#)

[Commercial Radio Highlights](#) \*

[Summary for the Calgary market](#) \*

[Summary for the Edmonton market](#)

[Summary for the Grande Prairie market](#) \* [Summary for the Halifax market](#)

[Summary for the Hamilton market](#) \*

[Summary for the Kelowna market](#) \*

[Summary for the Kingston market](#)

[Summary for the Kitchener/Waterloo market](#) \* [Summary for Lethbridge](#)

# Why Are Canadian Broadcasters Ecstatic?

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[Summary for the London market](#) \* [Summary for the Medicine Hat market](#) \* [Summary for the Moncton market](#)  
[Summary for the Montréal market](#) \* [Summary for the Ottawa-Gatineau market](#)  
[Summary for the Peterborough market](#) \* [Summary for the Québec City market](#)  
[Summary for the Red Deer market](#) \* [Summary for the Regina market](#) \* [Summary for the Saint-John market](#)  
[Summary for the Saskatoon market](#) \* [Summary for the St. John's market](#)  
[Summary for the St. Catharines/Niagara market](#) \* [Summary for the Sudbury market](#)  
[Summary for the Timmins market](#) \* [Summary for the Toronto market](#) \* [Summary for the Vancouver market](#)  
[Summary for the Victoria market](#) \* [Summaries for the Windsor and Oshawa markets](#)  
[Summary for the Winnipeg market](#)

The *Copyright Board of Canada* has new royalty rates that private stations must pay rights holders. For details, click [HERE](#)...

*Dufferin Communications* (Evanov), the owner of *Jewel 99.3 (CJGB-FM) Meaford*, has had its request for technical changes involving a power increase, a move in class from A to B1, and changing the antenna to directional, denied. The station, located between Owen Sound and Collingwood, faced opposition from neighbouring broadcasters *MZ Media*, *Larche Communications*, *Corus* and *Bayshore Broadcasting*.

*CBC Radio* is expanding in London by launching a new morning show and a local news website. Jennifer McGuire, the general manager and editor in chief of CBC News and Centres, said the move was made possible by new funding from the federal government. There is no launch date yet but estimates are that eight people will be hired as part of the London expansion...

At the 27th annual *Saskatchewan Country Music Awards* held in Saskatoon on the weekend, stations and personalities winning awards were:

Fan's Choice Radio Station (Major Market):	<b>92.9 THE BULL Saskatoon</b>
Fan's Choice Radio Station (Secondary Market):	<b>GX94 Radio Yorkton</b>
Music Director (Major Market):	<b>Jason Lee - 600 CJWW Saskatoon</b>
Music Director (Secondary Market):	<b>Cal Gratton - CJVR Melfort</b>
On Air Personality (Major Market):	<b>Tim Day - Big Dog 92.7 FM Regina</b>
On Air Personality (Secondary Market):	<b>Cal Gratton - CJVR Melfort</b>
TV/Radio Show of the Year:	<b>Timberline Music Show - Larry Krause - Shaw Prince Albert</b>

The *CRTC* has denied an application for a 50-watt English-language commercial FM'er in Ridgetown, Ont. Its business plan was found wanting in part because there was no intention to hire employees, and that neither the applicant nor five volunteers had an extensive broadcasting experience...

A dispute between *Sirius XM Canada Holdings* and *Sirius XM Radio* in the U.S. will see the Canadian company seek binding arbitration to settle a dispute over US\$33.9 million in activation fees. Sirius XM Canada said it believes its interpretation of the agreement and calculation of activation fees is correct...

Norma Lee MacLeod of *CBC Nova Scotia* is this year's recipient of the *Atlantic Journalism Awards' Lifetime Achievement Award*. It will be presented May 7 in Halifax and honours her dedication to journalism excellence in Atlantic Canada...



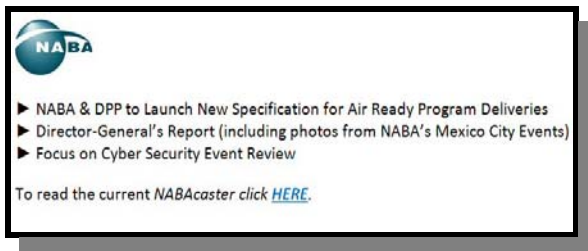
Norma Lee MacLeod

*Eagle 100.9 Okotoks*, in association with the *Sheep River Health Trust*, raised \$55,467.60 during a 13-hour radiothon called *Together We Make a Difference*. The money goes toward supporting local family and youth groups.

**TELEVISION/VIDEO:**

U.S. federal regulators have approved *Charter Communications'* \$65.5 billion acquisitions of *Time Warner Cable* and *Bright House Networks*. The monster deal signals the creation of a new cable giant as the industry focuses more on broadband. The *Federal Communications Commission* and *U.S. Justice Department* imposed conditions aimed at protecting streaming video companies and providing cheaper broadband services to low-income families. The deals still require final approval from California regulators. Charter has promised not to impose data caps on broadband users for seven years while also not charging companies such as *Netflix* extra to connect to Charter customers...

The latest *Streaming Video* and *Sharing Content Online* reports from the *Media Technology Monitor* (MTM) shows streaming video continues to grow in popularity; one of the top Internet activities among Anglophones. As well, half of Anglophones watch TV online while *YouTube* continues as the most popular online video site...



The *CRTC* has granted *Stornoway Communications'* application to revoke the licence for specialty channel *The Pet Network*...

*TFO*, Ontario's French public broadcaster, has signed an 18-month international distribution agreement with

*Louisiana Public Broadcasting* to provide 14 hours of French-language educational programming a week.

**GENERAL (2):**

*GRDNA Canada* awards presented at its annual PRAIRIE REGION conference, this year in Saskatoon, saw two lifetime achievement award presentations and 39 station winners. *Murray Wood* of *Rawlco Radio* and *Gord Steinke* of *Global News Edmonton* are the Lifetime Achievement winners. Prairie station winners are:

	Digital	Multiplatform	Radio	Television	Total
<i>CBC Edmonton</i>	2	1	4		7
<i>CBC Saskatchewan</i>	2				2
<i>CBC Manitoba</i>	1				1
<i>CTV Calgary</i>	1				1
<i>CBC North</i>	1		1	1	3
<i>CBC Radio Calgary</i>			3		3
<i>Big Dog 103.5 Lac La Biche</i>			1		1
<i>News Talk 980 CJME</i>			2		2
<i>680 CJOB</i>			2		2
<i>News Talk 650 CKOM</i>			1		1
<i>TSN 1290</i>			1		1
<i>Global Calgary</i>				5	5

<i>Global Lethbridge</i>	1	1
<i>Global Regina</i>	1	1
<i>Global Edmonton</i>	3	3
<i>CHAT TV</i>	1	1
<i>Global Winnipeg</i>	1	1
<i>CTV Edmonton</i>	1	1
<i>CTV Regina</i>	2	2

For details, click [HERE](#)...

**RTDNA Canada Awards** presented at its annual BC REGION conference, this year in Vancouver, saw two lifetime achievement award presentations and 41 station winners. **Clive Jackson** (retired) of *Global BC* and **Frank Stanford** of *C-FAX 1070 Victoria* are the Lifetime Achievement winners. BC station winners are:

	Digital	Multiplatform	Radio	Television	Total
<i>Global BC</i>	4			2	6
<i>CTV Vancouver Island</i>	1			3	4
<i>CBC British Columbia</i>	3				3
<i>CBC Vancouver</i>		1	4	2	7
<i>CBC Kamloops</i>			1		1
<i>CFAX 1070</i>			2		2
<i>News 1130</i>			2		2
<i>CBC Prince George</i>			1		1
<i>CKNW</i>			3		3
<i>CBC Kelowna</i>			2		2
<i>CBC Victoria</i>			1		1
<i>CKPG TV</i>				1	1
<i>CHEK News</i>				1	1
<i>CTV Vancouver</i>				7	7

For details click [HERE](#)...

**RTDNA Canada Awards** presented at its annual CENTRAL CANADA REGION conference, this year in Toronto, saw and 37 station winners. They are:

	Digital	Multiplatform	Radio	Television	Total
<i>CBC Hamilton</i>	1				1
<i>CBC Montreal</i>	2	1	1		4
<i>Global Toronto</i>	1				1
<i>CBC Toronto</i>	1		2	1	4
<i>560 CFOS</i>			1		1
<i>AM800 CKLW</i>			1		1
<i>680 News</i>			3		3
<i>CBC Sudbury</i>			3		3
<i>1310 News</i>			1		1
<i>CBC Ottawa</i>			1		1
<i>Newstalk 1010</i>			2		2
<i>CBC Quebec City</i>			1		1
<i>CTV Windsor</i>				2	2
<i>CTV Kitchener</i>				1	1
<i>City</i>				4	4
<i>CTV Montreal</i>				1	1
<i>CTV Barrie</i>				1	1
<i>CTV Toronto</i>				1	1
<i>CP24</i>				1	1
<i>Global Montreal</i>				1	1
<i>CTV London</i>				1	1
<i>CTV Ottawa</i>				1	1

For details, click [HERE](#)...

# Words

## that sell

**O**ur friends in digital media have been much more effective at harnessing the power of words than we have.

While our statistics are expressed in ratings or demographics, they introduced so-called “big data” which make our mere ratings seem pitifully small.

While we sell video commercials viewed via a screen they introduced a “window” through which we could view the world.

While we merely reach people our digital friends claim to engage them. Can you see the difference? I learned very early in my career that simply reaching an audience did not necessarily mean you influenced that audience. Engaging people just seems like such an endearing term compared to merely reaching them.

While we only have audiences, they claim to have followers. The dictionary defines followers as devotees or admirers of another person or a group.

And my favourite, “rich media”. Looking up the definition of rich media I found it is “a digital advertising term for an ad that includes advanced features like video, audio, or other elements that encourage viewers to engage with the content”. Who ever thought that broadcast features such as audio or video would be described as advanced?

You might think you have a myriad of sales tools available at your fingertips today but in the end all of those tools resort to the use of words. From PowerPoint to ratings, and from advertising to presenting, it’s the effective and sometimes subtle use of words that ultimately make the sale.

by **Wayne Ens**



Yet those of us in traditional communications are surprisingly ineffective at using the most relevant words when attempting to persuade, convince or sell. Many employ careless or lazy use of words in most of their presentations. For example, clients rarely are delighted to “incur costs” and most resist “paying a price” yet those terms are in presentations. Position your rates as “an investment” not a cost. Most entrepreneurs like to invest while trying to reduce costs.

We still see presentations trying to sell spots. Spots are something that have no perceived value; we send our clothes to the cleaners to remove spots. There is much more perceived value in selling messages, commercials or announcements than in selling spots.

And we still see way too much use of we or I in presentations versus you or your. It’s much more effective to say “Your campaign will reach 100,000 of your prospects” than to say “we reach 100,000 listeners.”

One of the clues in effective use of language is to pay careful attention to the language your customer uses when you conduct your Customer Needs Analysis (CNA). For example, I doubt your furniture store owner cares whether the prospects entering their store are listeners, viewers, readers or followers.

They want to talk to buyers!

Here is the bottom line. It takes a lot of work and effort to uncover a prospect who will sit still for a CNA and presentation. In fact, no one agrees to hear your presentation if they have no interest.

You know that sales is a numbers game. The most professional account executives don’t only work hard at capturing more appointments and making more presentations; they work hard at maximizing their closing ratios from each presentation.

Therefore, on those rare and hard-fought occasions when you do have the opportunity to make a presentation, does it really make any sense to simply dust off the same tired presentation you made to another prospect and change the name of the client and hope it resonates? Or does it make more sense to create a customer-focused presentation with an insightful situation analysis and the considered use of more effective language?

The most powerful sales tool you have is the effective use of words.

*Wayne Ens is president of ENS Media Inc. He can be reached at [wayne@wensmedia.com](mailto:wayne@wensmedia.com).*