

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

Christensen Communications Ltd. \* 18 Turtle Path \* Lagoon City ON \* L0K 1B0  
[www.broadcastdialogue.com](http://www.broadcastdialogue.com) \* [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

October 1, 2009

Volume 17, Number 19

Page One of Three

**R**ADIO: *Canadian Broadcast Sales* says a “challenging Q4 was a major factor in national radio sales experiencing a shortfall of 12.7% for the 2009 broadcast year.” The fourth quarter was down 25.2% year over year with weakness in financial services (-61%), alcohol beverages (-47.8 %) and automotive (-40.5%).

CBS President **Patrick Grierson**, however, says he sees signs of improvement in 2010's first quarter. September bookings, he said, will close at 95% of last year's performance and October is following a similar pattern. The **CBS** report, says **Eric Bernofsky**, a *Desjardins Securities* analyst, may be an ominous sign for **Astral Media** and **Corus Entertainment**. Bernofsky believes the spending trends in the CBS report act as a proxy for the overall market. “We cannot ignore this declining trend,” he said. “As a result we maintain a very cautious outlook for radio in the near term.” But while Bernofsky appears down on radio, he continues to rate Astral and Corus stocks as HOLDs. He says investors should wait until clearer evidence of an advertising rebound surfaces. On Tuesday, Corus said it expects a rebound in advertising next year thanks in large part to PPMs that provide more accurate ratings... “Long in the tooth”, “we are fast becoming an industry of old men”, “we have to raise the quality of programming”, “it's time for radio to make stations we are proud of”, “we have stopped investing in ourselves, so why do we expect anybody else to invest in radio, to use radio?”, “stop nostalgically looking back at the good old days”, “it's personalities that people care about” and “stop lying to yourselves”. The commonality of all those phrases is that they were expressed during the **NAB Radio Show's** Group Heads Super Session. The leaders themselves appeared to agree that all of them are well beyond the demos required to lead today's radio industry. **Joint Communications** CEO **John Parikh** said innovation has to come from the lower ranks... **Rogers Vancouver** has dismissed all on-air staff at its **JACK FM** except for the morning show of **Larry and Willy**. VP/GM **Geoff Poulton** says the changes are not a precursor to a brand/format switch, e.g. JACK to KISS in Toronto. Instead, says Poulton, most JACKS in North America are announcer-less. “We felt it was time to return JACK to its roots: a station carried by its fantastic playlist supported by the best image writing in radio – **Howard Cogan** is back as our imaging voice – and anchored by the best morning team in Vancouver”... Edmonton radio has a peculiarity on its hands. **Oilers Lunch** is on the air at **Team 1260**, not on **CHED**, the Oilers host broadcaster. **Bob Stauffer**, employed by the Oilers and who usually appears on CHED's game broadcasts, is the

  
Astral Media Radio

97.3 *EZ Rock*

## PROGRAM DIRECTOR

### RESPONSIBILITIES & REQUIREMENTS:

- Work with station management to develop & execute annual programming, promotions and advertising plans
- Direct and manage station programming
- Direct and manage station promotions and advertising
- Direct and manage online and social network activities
- Develop and manage qualified and motivated work teams, focusing on reaching objectives
- Manage press relations
- Contribute to the development of the station with Astral Media Radio
- Participation in all conference calls, meetings and events planned by the corporate programming management for Program Directors
- Other travel relating to programming as appropriate.

### SKILL REQUIREMENTS:

- Post-secondary education in broadcasting or related exp.
- Min. 5 years exp. in a similar role in a medium/large market
- Experience elaborating prgmng and prmtns strategies
- Knowledge of AC music
- Excellent organizational and multi-tasking skills
- Dynamic, creative and innovative
- Well- developed leadership skills and business acumen
- Ability to manage and motivate a team
- Good verbal and written communication skills
- Ability to work under pressure and with tight deadlines
- Detail-oriented team player.

Any candidate who wants to apply for this opportunity should visit the Astral Media website at [www.astralmedia.com](http://www.astralmedia.com) and apply online under **Career Opportunities**.

**Deadline: October 14, 2009**

As an equal opportunity employer, Astral Media is committed to accommodating the needs of people living with disabilities. If you have any health or physical limitations which may adversely affect your performance during any phase of the appointment process, please identify the accommodation needed. Moreover, Astral Media is committed to providing equal opportunities to candidates and employees, regardless of age, gender, disability, visible minority status, Native status, marital status, cultural or national background, religion, or sexual orientation. All candidates are encouraged to apply with confidence.

Please note that while we appreciate all expressions of interest, we can only respond to those candidates who will be interviewed.

## Mark Kassof brings decades of *wisdom* and *experience* to the science and art of strategic research for radio.

That's how he has conducted research and developed strategies for some of the **biggest successes in North American radio**. Join them. Get in touch at 734-662-5700 or [contact@kassof.com](mailto:contact@kassof.com)

**MarkKassof**



host of the show. Team 1240 paid the Oilers for the right to host Stauffer's lunchtime program after CHED took a pass. This may be the first time that a rights holder has been dealt this kind of card. Further, it's also probably the first time that a pro sports team has been willing to fragment its broadcast rights... **Sandra Bussin**, a Toronto city councillor, has apologized for calling a **CFRB Toronto** talk show last week – without identifying herself – to defend Mayor **David Miller's** record. She did not fully identify herself. Bussin, a Miller loyalist on council, defended the mayor's handling of the summertime municipal workers' strike. But she didn't just defend Miller, she called co-Host **John Tory** a "three-time loser," referring to his election losses which finally led to his resigning from the leadership of the Ontario Progressive Conservative party. "I should have indicated I was a city councillor," she told reporters, adding that she had written a letter of apology to Tory... **Corus Entertainment** has partnered with **FMQB Productions** to syndicate **Alan Cross' The Ongoing History of New Music** and the **ExploreMusic** radio program as well

as **Jeff Woods' Legends of Classic Rock** to U.S. stations. The first stations signed up were **WEDG Buffalo** and **WRZX Indianapolis... K-Rock (CIJK-FM) Kentville**, owned by **Newcap**, through its commitment to Canadian content has earmarked \$250,000 for local schools (in the Annapolis Valley) to buy new instruments. The money is divided among 43 schools... **Rogers Radio** in Kitchener and Toronto has donated an initial \$33,000 to the **Conestoga College Institute of Technology and Advanced Learning** in Kitchener to assist deserving students prepare for careers in radio journalism. Beneficiaries will be second-year students in Conestoga's Journalism – Broadcast program.

**REVOLVING DOOR:** **Danny Kingsbury** is the new GM-Atlantic Canada for **Rogers Radio**. He takes over responsibilities for the four Atlantic stations, two in Halifax (**Lite 92.9/News 95.7**), **News 88.9** Saint John and **News 91.9** Moncton. Kingsbury had been with **Rogers Ottawa**... Some changes are coming up soon at English-language **Astral Media Radio** stations in Montreal, Hamilton and St. Catharines. At **CJAD/CHOM-FM/Virgin Montreal**, **Martin Spalding** becomes VP/GM effective Nov. 2. He succeeds **Luc Tremblay** who will move back to full-time attention to **AMRQ** as the French arm's VP, Operations. Spalding is currently the Ass't VP, Sales and Marketing for **Astral Media Radio Quebec**. At **K-Lite/Talk 820/Oldies 1150 Hamilton**, the new VP/GM effective in January will be **Bob Harris**, now the VP, Programming/Operations Manager at CJAD/ Virgin//CHOM. He will succeed **Tom Cooke** who's been handling management responsibilities for the Astral stations in London, Hamilton and St. Catharines. Cooke, whose home town is London, has opted for the station responsibilities there... **Kim Hesketh**, VP/GM at **Rogers Radio Victoria (The Ocean/Jack FM)**, is retiring effective Dec. 31. Hesketh, 56, says he's pulling the plug so that he can join his recently retired wife on the golf course. (*Ed's Note: Hesketh and I worked together at CHYM Kitchener back when \$135 a week – even then – was regarded as a pittance.*)... **Dave Charles** has joined **ByrnesMedia** as its New Media and Business Consultant. Charles became well-known across Canada as a program consultant, business owner and music consultant for **Joint Communications** in Canada and the U.S. Later, he was head hunted by an Australian concern and spent several years down under where he developed two radio networks... **John Shannon**, the former **NHL** Executive VP of programming and production, is joining the **Hockeycentral** panel at **Rogers Sportsnet**. Shannon, prior to his NHL head office experience, worked for **CBC** and **Maple Leafs Sports and Entertainment**... **Scott Clements**

is new PD at **Country 94/97.3 The Wave Saint John**. Clements is the former **MBS** Director of Programming. Former PD **Bruce Weaver** does mid-days on Country 94 and takes on a programming consulting role at head office... Former Senior Sales Rep **Shannon Neighbour** has been promoted to GSM at **CHUM Edmonton's The Bounce**... Longtime **104.9 EZ Rock Edmonton** afternoon drive Host **Ron Clark** has joined **Seanna Collins** on the morning show... **Teresa Roncon** is the new Corporate PR Manager at **TVO** in Toronto. Roncon's career includes being a Reporter at **Citytv Toronto**, a VJ at **MuchMusic**, a Reporter at **CFTO Toronto** and, most recently, as Senior Manager of Public Relations for **Ontario Lottery and Gaming**... **Jerhett Schafer** is the new MD/PM Drive Announcer at **Rock 106 Lethbridge**. Most recently, Schafer was with **Fuel 90.3 Calgary**... **Sarah Haasz** became Production Executive, Original Programming, **Family Channel** and **Playhouse Disney Canada** this week. Most recently, she was Executive in Charge of Production for **CBC Children's and Youth**... **CHOM-FM Montreal** morning co-Host **Kim Rossi** will move to **HTZ FM St. Catharines** in January to co-host the morning show with **Iron Mike**... Former NHL goalie **Kevin Weekes** will work as a colour analyst on **Hockey Night in Canada** this season. Weekes, 34, capped his on-ice career by playing 16 games with the **New Jersey Devils** last season. Weekes, a Toronto native, also played for the **Florida Panthers**, **Vancouver Canucks**, **New York Islanders**, **Tampa Bay Lightning**, **Carolina Hurricanes** and the **New York Rangers** over 11 NHL seasons.

**SIGN-OFFS: Howard Cooney**, 88, of blood cancer in Cobourg. Cooney had a 35-year radio career, mostly in Toronto. In the late 1950s and early '60s, he worked at **CKEY Toronto** as the morning newscaster. Commercially, he was the voice of the **Toronto Real Estate Board** and **Yorkdale Shopping Centre**... **Stuart Robertson**, 65, at Montreal's St. Mary's Hospital of complications from pneumonia related to lymphoma. Robertson, who was hired by the **CBC** in 1990, worked as a researcher, writer-broadcaster and traffic reporter, but was perhaps best known for his gardening expertise.

**GENERAL:** During an investor presentation on Tuesday, **Corus Entertainment** forecast a slightly higher profit for fiscal 2010 compared with its outlook for 2009. It cited an upbeat outlook for the company – it's building a new broadcast facility in downtown Toronto – and for the broader economy. In 2010, Corus will boost capital expenditures to \$90 million (from \$22 million in 2009). Corus held its financial ground, it said, because of cost-saving measures that reduced expenses by \$41 million from budgeted levels. This saving came about through a pension contribution hiatus, unpaid days off, a wage and hiring freeze, leading on-air talent taking voluntary wage roll-backs, one union taking unpaid days off and two unions decertifying. Management, too, saw rollbacks. Wages were reduced by 5% and bonuses were relinquished. Corus became a publicly traded company 10 years ago... Canada's information commissioner issued a subpoena to **CBC** last week ordering it to turn over hundreds of pages of sensitive records. The move is the first test of a new provision of the **Access to Information Act**. **CBC**, however, went to **Federal Court**. The Corporation asked a judge to rule whether or not the commissioner has any right to inspect the records, and to review the decision to withhold them. At issue are 16 of the hundreds of information requests **CBC** has received since Sept. 1, 2007.

**TV/FILM:** **Canwest Global** has sold its 50% stake in Australia's **Ten Network** to a range of investors. The \$624 million sale will help the company pay down debt. In making the sale, Canwest also kissed off \$580-million of debt that was on Ten's balance sheet. But even

#### GENERAL MANAGER – VICTORIA, BC



Imagine working for an exciting entrepreneurial company where employees are committed to meeting big challenges and making a real difference. That's Rogers. A leading communications and media company where people come to do great work. Right now we are looking for talented individuals to join our winning team where you will have a chance to innovate, grow and to do what really matters.

#### RESPONSIBILITIES:

- \* Manage, recruit and motivate team of broadcast professionals
- \* Oversee and monitor implementation of all station operating budgets
- \* Recommend and monitor capital projects as required
- \* Build and maintain a strong working relationship with department managers
- \* Provide leadership with the development of both programming and revenue opportunities
- \* Keep up to date with government regulatory policies to ensure conformance to regulations
- \* Establish objectives and support company policies and programs
- \* Coaching, training and development of the management team and either the sales or programming departments
- \* Co-ordinate the work of regions, divisions and departments
- \* Represent the stations corporately as well as in the local community.

#### POSITION REQUIREMENTS:

- \* Minimum 5 years management experience in a similar capacity with a focus on either sales or programming within the broadcast industry, preferably in radio
- \* Post secondary education in business administration, finance, programming or other related discipline
- \* Excellent communication and interpersonal skills
- \* Strong understanding of BBM ratings and ability to effectively utilize results to profile stations in the market
- \* Knowledge of BURLI, Microsoft and Oracle Financial an asset
- \* Competitive mindset with strong analytical and organizational skills.

#### HOW TO APPLY:

Please apply on-line by clicking  
<http://www.rogers.com/web/Careers.portal>  
 The requisition number for this position  
 is **15034**.

*Rogers is an equal opportunity employer.*

with the cash infusion, it's estimated Canwest will still owe creditors \$2.5 billion... Last week's **RTNDA** panel on *Local TV News Under Siege* at Toronto's **Ryerson University** has been posted. The webcast may be seen by clicking: <http://w.on24.com/r.htm?e=165298&s=1&k=5DE879607550356970A7B53984CFC241...> **Corus Entertainment** plans to add **Nickelodeon** to its stable of kid-focused services. Corus and **MTV Networks International** will launch the 24-hour Nickelodeon channel Nov. 2... **Dan Rather's** \$70 million breach of contract suit against **CBS** has been tossed by a New York state appeals court. His attorney says the decision will be appealed. CBS said the court backed its position that none of the former CBS news anchor's causes of action stated a valid claim.

**LOOKING:** **Rogers Broadcasting** is looking for a General Manager for its two radio stations in Victoria. For details on the job, see the ad on Page 3... **Astral Media Radio** seeks a Program Director for **EZ Rock Toronto**. Details can be found in the ad on Page 1... Other jobs we've heard about include **Canwest Media Toronto** - Broadcast Technician; **Astral Media Radio London** - Business Manager; **Astral Media Radio Hamilton** - Business Manager; **Corus Radio Toronto** - Business Manager; **Corus Radio Calgary** - National Account Manager; **JAZZ.FM91 CJRT-FM Toronto** - Promotions Manager; **KG Country, 95-5FM Red Deer** - Midday Announcer; **Global News Toronto** - Anchor; **CBC Toronto** - National Account Manager; **Astral Television Networks** - Intstitial Programmer, FAMILY; **CBC Ottawa** - Associate Director; **CBC Winnipeg** - Producer, English News gathering; and **CBC St. John's** - Manager, Production Resources.



**THE  
OCTOBER  
BROADCAST  
DIALOGUE  
MAGAZINE  
IS IN THE MAIL.  
WATCH FOR IT!**

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

Christensen Communications Ltd. \* 18 Turtle Path \* Lagoon City ON \* L0K 1B0  
[www.broadcastdialogue.com](http://www.broadcastdialogue.com) \* [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

October 8, 2009

Volume 17, Number 20

Page One of Four

**G**ENERAL: The **Canadian Association of Broadcasters** says it and the federal government have come to terms on the Part II Licence Fee issue. As a result, an appeal before the Supreme Court challenging the validity of the fees has been discontinued. The settlement agreement includes waiving uncollected Part II Licence Fees for 2006, 2007 and 2008. The government recommended to the **CRTC** that it begin a process to revise the fee and introduce a capped regime going forward. The bottom line for Canada's broadcasters and cable industry is that the feds are forgiving \$450 million in return for a new funding structure that would see them pay up to \$100 million a year... **CBC** head **Hubert Lacroix** has declared an end to a round of job cuts that saw 800 people cut from CBC's English- and French-language services earlier this year. He says CRTC and federal government initiatives such as the Canadian Media Fund should help. Lacroix also supports private-sector networks in their quest to be paid for their broadcast signals... U.S. Internet advertising revenue dipped 5.3% to \$10.9 billion in the first half of this year, according to new figures from the **Interactive Advertising Bureau** and **PricewaterhouseCoopers**... The **Radio-Television News Directors Association** in the U.S. says research it

commissioned shows that roughly four in 10 TV and radio station websites are profitable or breaking even. Seventeen percent are losing money. As for the balance of stations, a measure of website revenue generation was said by station managers to be unknown.

**Mark Kassof brings decades of *wisdom* and *experience* to the science and art of strategic research for radio.**

That's how he has conducted research and developed strategies for some of the **biggest successes in North American radio**. Join them. Get in touch at 734-662-5700 or [contact@kassof.com](mailto:contact@kassof.com)

**MarkKassof**

**TV/FILM:** **Canwest Global Communications** has taken cover under Canada's creditor-protection laws, granted court protection. Canwest has been struggling with a \$4-billion debt load, much of it incurred when Canwest bought out the **National Post** and related newspapers. The filing affects just over 20% of the company's businesses – 1,700 of its more than 7,000 employees – but excludes most of its big-city newspapers, specialty channels and other properties. The approval starts the process, under the federal bankruptcy protection law, for several major Canwest divisions – the **Canwest Television Limited Partnership**, which holds **Global Television**, **MovieTime**, **DejaView** and **Fox Sports World**, and **The National Post Company**. Company

President/CEO **Leonard Asper** used a memo to tell employees that executives were working to minimize the impact on daily operations. He also put out a video addressing the situation which can be seen by clicking: <http://www.canwest.com/about/restructuring.asp>. Asper promises to minimize the impact on ongoing daily operations but says he's most concerned about the impact on some employees. That impact, says **Peter Murdock**, VP of the **Communications, Energy and Paperworkers Union of Canada**, will involve that union opposing any changes to pensions or severances. CEP represents 1,000 workers at Global Television and 1,500 at various newspapers. But even as former employees are said to be facing an uncertain future, 20 executives are expected to receive \$10 million in bonuses to keep them from stepping down. The creditor protection cuts off severance pay. While **CRTC** officials have yet to comment, analysts say a restructuring most likely will involve an ownership and management change that could trigger foreign ownership issues, e.g. Canadians must own at least two thirds of such companies. From CBC-TV's archives, here's how the story looked on the day that CanWest purchased **Southam News**: [http://archives.cbc.ca/economy\\_business/business/clips/4839/...](http://archives.cbc.ca/economy_business/business/clips/4839/) **CKX-TV Brandon** aired its final newscast Friday night. The 54-year-old station, owned by **CTVglobemedia**, went off the air at 7 p.m. after failing to secure a buyer, even at the price of \$1. The shutdown was a blow to the city's audience whose closest "local" television now comes from Winnipeg. CKX's fate was sealed when **Bluepoint Investments** backed out of a deal to buy the station, citing concerns that satellite companies would not guarantee distribution. Bluepoint Chairman **Bruce Claassen** estimated that 54% of households in the Brandon area already use satellite signals, a number that's growing. CKX GM **Alan Cruise** says that while satellite carriage was important, even moreso would have been the cutting off of **CBC** programming in three years' time. That was the straw that broke the camel's back, he says. Cruise and four other managers will remain in the building for a month as various systems are shut down. Because there had been so much uncertainty this year, of 40 full-timers back in February, just 21 were left. The other 19 people – hired since then – were on contract. CTV President/CEO **Ivan Fecan** says he and Cruise agreed that it was in the best interests of everyone, including employees, to get on with life, close immediately and pay out severances... The latest official battle between OTA broadcasters and the BDUs over fee for carriage legislation is set for Dec. 7. The most recent unofficial PR battle for hearts and minds began on Monday. Although the **CRTC** has twice rejected fee-for-carriage plans, Parliament ordered it to revisit the issue. Commission Chairman **Konrad von Finckenstein** says: "We are examining various facets of the Canadian broadcasting system as it adapts to an environment that is rapidly changing." On the agenda is the examination of the affordability of cable and satellite services, the availability of local TV services, the implications of digital communications on the industry and how financially well-equipped local stations are to make the switch from analog to digital signals... Meanwhile, back to the PR war, the broadcasters – united under a **Local TV Matters** banner and responding to a BDU campaign of what they call "misleading information," is encouraging Canadians to stand up against providers' threats to again hike basic cable fees and pass costs along to consumers. "It is unfortunate the cable and satellite providers have resorted to scare tactics and misleading information," said **Paul Sparkes**, the Exec VP, Corporate Affairs at **CTVglobemedia**.

## Steele COMMUNICATIONS

A DIVISION OF NEWCAP INC.

### ACCOUNT MANAGER POSITION GRAND FALLS WINDSOR N.L.

Steele Communications, a division of Newcap Radio and a leader in radio broadcasting, seeks to attract multi-talented, diverse individuals to our sales team for **620 VOCM** and **101.3/102.3 K-Rock** in Grand Falls Windsor N. L. We provide a sales training program and mentor new employees.

The Account Manager will manage current accounts and attract new clients. The position requires a person with some previous sales experience who:

- Understands the basic principles of marketing and enjoys the challenges of selling
- Is confident about their ability to attract new clients
- Has strong interpersonal skills and is an effective problem solver
- Can understand and interpret client needs
- Demonstrates creativity in making sales presentations and is versatile in computer skills.

Steele Communications is a progressive employer with an attractive compensation and benefits package. Our work culture respects differences, and supports balancing work and home life. Come work for a company that believes that our biggest resource is our people.

Reply in confidence by October 18, 2009 to:

**General Manager, Steele Communications,  
P.O. Box 620  
Grand falls-Windsor NL A2A 2K2  
or click [dhillier@vocm.com](mailto:dhillier@vocm.com)**

Steele Communications values diversity in its workforce and is committed to Employee Equity. We thank all applicants for their interest in this position, however, only those who are considered for an interview will be contacted.

"Consumers already pay for local TV," said **Steve Guiton**, **CBC's** Chief Regulatory Officer. "Cable and satellite companies have chosen to intimidate consumers with increases on basic cable rates and threats of more fee hikes." John Pollard, CEO at **CHEK Media Group** in Victoria says "Cable and satellite providers take our signals for free and charge Canadians for them, making billions in profits." and **Charlotte Bell**, **Global's** Sr VP of Regulatory and Government Affairs, says "the current campaign of misinformation only confirms the need to protect consumers from cable and satellite companies by regulating the cost of basic services." Local TV Matters also asserts that the BDUs are paying over \$300 million a year to U.S. cable channels. Executives from **A Channel**, **CBC**, **CTV** and **Global Television** will hold an extraordinary news conference this morning in Toronto. On hand will be **Paul Sparkes** (CTV), **Peggy Hebden** (A Barrie), **Charlotte Bell** (Global) and **Bill Chambers** (CBC)... Absent from **Local TV Matters** is **Rogers Communications**, owner of the **Citytv** and **OMNI** stations, and **Quebecor**, owner of the **TVA** television network in Quebec and **Sun TV Toronto**. Quebecor also owns **Videotron Cable**... **CBS** has ordered another 13 episodes of **CTV's** cop SWAT drama, **Flashpoint**. The show debuted on both networks in 2008... While **Jay Leno's** new show on **NBC** is stuck in last place, **David Letterman's** **CBS** late night offering has never had better ratings. His affairs with employees and the alleged extortion plot have proven to be an even bigger draw. This week's Monday night **Nielsen's** show Letterman was up 36% over last Monday, and up 19% over his season-to-date average.

**REVOLVING DOOR:** **Terry Williams** has been hired as PD of **LITE 92.9 Halifax**. Most recently, Williams was PD at the local **CHUM** stations, **CJCH** and **C-100**. Williams is already on the job at the newest Rogers radio station... **Rogers Vancouver** has named **Murray Brookshaw** PD of its **JACK-FM (CKLG)** and **FM 104.9 (CKCL)**. Brookshaw was with **CHUM Windsor** for 20 years before joining **Newcap Calgary**... **Michelle Pereira**, the Sales Manager at **HANK-FM (CHNK)/CKJS Winnipeg** has moved to **CHUM Radio Winnipeg** as Agency Liaison... **Kath Thompson** has been appointed PD/MD at **MIX 97.7 Calgary**. It's a promotion from her position as APD. Thompson's background includes **CBC**, **CHEZ 106 Ottawa**, **The Bear Ottawa** (now **Virgin**) and **Sound Source Networks**... **Stephen Tapp**, a former President/COO of **XM Satellite Radio Canada** and an Exec with **CHUM Television**, has been appointed CEO at **Cineflix Rights**... **Julie James**, who moved back east from her PD position at **JOE-FM Edmonton** for reasons not related to professional, is doing weekend and swing shifts at **CHFI Toronto** as well as assisting in the programming and music departments.

**SIGN-OFF:** **Lorie McNaughton** of lymphoma in Calgary. The former **CBC-TV** Host was diagnosed with cancer more than a year ago. McNaughton worked at **CKSA Lloydminster**, **CBC-TV Regina**, **CBC-TV Winnipeg** and anchored **Canada Now** in Calgary from 1999 to 2003.



ONTARIO ASSOCIATION  
OF BROADCASTERS

**AWARDS LUNCHEON**  
Wednesday, October 28

KEYNOTE SPEAKER: CRTC Ontario Commissioner RITA CUGINI

**LIFETIME ACHIEVEMENT AWARD WINNER**  
-- JIM SWARD

For tickets, contact:  
Valerie Skivington by clicking  
[memberservices@oab.ca](mailto:memberservices@oab.ca)  
or by calling 905-554-2730



**RADIO:** John Yerxa's **HOT 107 (CJNW-FM) Edmonton** launched Tuesday. Located at the West Edmonton Mall (with the **Newcap Radio Edmonton**), HOT 107's format is Current Pop and Dance, targeting females 15-34. Right now, ahead of an announce staff, 10,000 songs in a row are on the air. The PD is **Russell James**, GSM is **Bill Shepansky** and Promotions & Marketing Director is **Faiza Ramji**... **Rawlco Radio** will become the 22nd member of the **Saskatchewan Business Hall of Fame** Oct. 24 in Saskatoon. The Business Hall of Fame recognizes those businesses which have demonstrated excellence over an extended period of time and which have contributed significantly to the economic well being of Saskatchewan and its residents. Rawlco owns and operates 12 radio stations in the province... The **CRTC** has approved **The Jewel (CJWL-FM) Ottawa's** application to increase the average effective radiated power from 485 watts to 1,100 watts and to decrease the effective height of the antenna above average terrain from 117.5 metres to 100.5 metres... **Newcap-owned Magic 99.9 (CJUK-FM) Thunder Bay** will be moving to a Class A1 designation after the **CRTC** approved a power increase. The station goes from 37- to 250- watts... Union Gap, Washington Mayor **Jim Lemon** spoke with **Gary Puckett** on **Radio NL 610 AM Kamloops** earlier this week. Although Puckett now *lives in Canada, he's originally from Yakima, not far from Union Gap. And because his group is named after the small Washington town, the station thought it'd be fun to put the mayor and Puckett together. Gary Puckett and the Union Gap, you may recall, have such Gold hits as Young Girl, Woman, Lady Willpower and Young Girl. Mayor Lemon declared last Monday to be Gary Puckett Day in Union Gap.*

**LOOKING:** **CHUM-FM Toronto** – Afternoon Drive Host; **CHOM 97,7 Montreal** – Morning Co-Host/News Announcer; **CTS Edmonton** - Camera operator/editor; **CBC Toronto** – Managing Director; **Teleton Toronto** – Director of Marketing; **Global Toronto** – Executive Producer News; **CBC Brandon** – Reporter/Editor English Radio; **Astral Media Radio Toronto** – Director, Local Interactive Sales; **Astral Media Radio Hamilton** – Creative Writer; **CTV London** – Finance Manager; **CHLW St. Paul** - News Anchor/Morning Show Co-host; **Newcap Television, Lloydminster** - Videographer; and **CKOI 104,5 FM Sherbrooke** – Directeur de programmation.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** Curtis Pippin, *Integrated Tower Solutions, Saskatoon.* Welcome!

**EDITOR'S NOTE:** Duff Roman's article – *Radio at the crossroads – again* – in the October **Broadcast Dialogue** magazine did not give his contact e-mail address. It is [duffromanmedia@bell.net](mailto:duffromanmedia@bell.net).

**Jeff Rose-Martland**, who has written volumes in the **Broadcast Dialogue** magazine, has a new book out. **Game Misconduct** (ISBN: 978-0-557-09236-9) is available through [amazon.ca](http://amazon.ca) or, alternatively, it can be ordered from BetterWorld books by clicking: <http://www.betterworldbooks.com/detail.aspx?ItemId=0557092361>.

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

Christensen Communications Ltd. \* 18 Turtle Path \* Lagoon City ON \* L0K 1B0  
www.broadcastdialogue.com \* howard@broadcastdialogue.com

October 15, 2009

Volume 17, Number 21

Page One of Three

**T****V/FILM:** The PR battle for hearts, minds and cheque books continues between Canada's TV broadcasters and the BDUs. The latest was a new campaign launched at week's end by **Local TV Matters** – comprised of **CTV, Global, CBC, A Channel** and **CHEK Victoria** – calling proposed new fees "critical" for the survival of OTA television. The cable and satellite providers say that could cost their customers up to \$10 a month. Upwards of 30 local TV stations, say the broadcasters, are at "immediate risk" if they can't convince BDUs to begin paying for local programming. Conventional TV providers saw their profits plummet by almost 93% in 2008. CTV VP, Corporate Affairs **Paul Sparkes** says the BDUs are taking private TV's content, selling it to subscribers and that there's nary a thought given to the content providers who do the heavy lifting. Global's **Charlotte Bell**, the Sr. VP of Regulatory and Government Affairs, says it's the price of doing business, that suppliers of product need to be paid. The BDUs (**Bell, Bell Aliant, Cogeco, EastLink, Rogers** and **Telus**), on the other hand, have a campaign called **Stop the TV Tax**. Their collective position is that the broadcasters already get enough money from the **LPIF** (Local Programming Improvement Fund). This, they claim, is just asking for more handouts. The

**CRTC** has two hearings coming up on fee-for-carriage; Nov. 16 to work on determining the value of broadcasters' signals, and on Dec. 7, to allow for public comments on whether a fee should be implemented. The **Department of Canadian Heritage** issued an order-in-council asking the CRTC to take consumer feedback on the financial implication into consideration, then report back. Heritage Minister **James Moore** was quoted as saying that the Commission will not impose fee-for-carriage without the government's consent... .. Meanwhile, the PPM has energized the Canadian TV industry. For example, the numbers for **House**: 4.4 million on **Global** Sept. 21, by far the highest ratings in the show's history. While ratings seemed to be trending down the last few seasons, they are now higher than ever. The second episode of **House** drew 3.5 million. **Survivor** returned to 3.1 million and **Grey's Anatomy** was back with over three million. Canadian specialty networks are up, too. **BBM Canada** President/CEO **Jim MacLeod** was quoted as saying that the new PPM data is finding viewers "we were blind to

**MEDIA MONITORS®**

**Connect your music scheduler directly to your PPM™ listeners.**

Introducing  
**AUDIENCE REACTION™** + **GSelector**  
music scheduling reinvented

**RCS** Sound Software langbell@rcscanada.com 604.986.4468  
www.mediamonitors.com www.gselector.com

Copyright 2002-2009 Media Monitors. All Rights Reserved. All trademarks are the property of their respective owners.

before.” The pager-size PPM receptor follows people wherever they’re watching TV thus adding upwards of 12% more viewers – from homes of friends, at bars, etc. – to the total audience picture. Overall TV ratings are up at least 20% so far, attributed to a bigger survey panel (4,350 homes, up about a thousand and including around 9,000 individuals), more strategic neighbourhood placement and, the receptor’s ease of use. One glitch, however, has been discovered in rating late night TV. Numbers are down. One possible reason is that the device is not being carried and is, instead, in a docking-station mode. When that happens, it’s not recording a person’s viewing habits, particularly when he or she is in bed... **Canwest Global Communications** wants its restructuring to be dealt with quickly but is facing stern resistance from U.S. investment firm **Goldman Sachs**. It’s afraid that a multibillion-dollar agreement with Canwest could be jeopardized by too speedy a process. Yesterday (Wednesday), Canwest made its first appearance in a Toronto court since filing for creditor protection last week. Lawyers for the company set out a timetable that could see it exit the restructuring process by the end of January. A lawyer for the court-appointed monitor of Canwest’s restructuring said that neither the company nor Goldman should use time as a weapon to pursue their own interests. Judge **Sarah Pepall** approved the proposed time frame for Canwest’s restructuring, but told Goldman’s lawyer that he will be allowed to address any future concerns over the length of the process... The *Crystal Award* winners of the 21st annual **Women in Film & Television-Toronto**, to be presented Nov. 30, are: Outstanding Achievement – **Christine Shipton**, Sr VP, Drama/Factual Content, **Canwest**; Creative Excellence – **Tassie Cameron**, Screenwriter & Producer; Mentorship – **Lisa Meeches**, Exec Producer, President, **Eagle Vision, Meeches Video Production**; and Special Jury Award of Distinction – **Christa Singer**, Independent Producer & Director (retired)... **Astral Media** has launched **The Movie Network OnLine**. It allows subscribers who receive their home service through **Bell TV** to watch the channel’s content on their computers at no added cost. Authentication and access are linked to the subscriber, rather than to the home Internet connection, enabling users to stream content to their laptops, or any other computer on a high-speed connection in Canada.

**RADIO:** The **CRTC** has approved a second radio station for the **Evanov Radio Group’s HFX Broadcasting** in Halifax. The new FM’er will join **CKHZ-FM Halifax** and will program Adult Album Alternative at 105.1 with power of 32,000 watts. Other applicants in Halifax – all denied – were **Acadia Broadcasting, Frank Torres** and the **Parrsboro Radio Society**, which sought a power bump for its **CICR-FM Parrsboro**, a low-power community station. The Commission said HFX’s application will provide Evanov with the synergies needed to compete with **CHUM Radio Halifax, MBS Halifax, Newcap Halifax/Dartmouth** and **Rogers Halifax**... **660News Calgary**, the **Rogers**-owned station, donated a new scholarship to the **Radio-Television News Directors Foundation** (of Canada) to be known as the **660 News Diversity Scholarship**. It will be awarded to a student enrolled in any year of a qualified Broadcast Journalism program who submits a story, feature or series, which best explores the issue of diversity... **Astral Media Radio Sales** is the national rep for **John Yerxa’s** new station, **Hot 107 Edmonton**... Up on the stage at the **KISS** concert in Oshawa – twice – was **94.9 The Rock Oshawa**, which won a rare “Presents” designation for the event.



ONTARIO ASSOCIATION  
OF BROADCASTERS

## AWARDS LUNCHEON Wednesday, October 28

KEYNOTE SPEAKER: CRTC Ontario Commissioner RITA CUGINI

LIFETIME ACHIEVEMENT AWARD WINNER  
-- JIM SWARD

For tickets, contact:

Valerie Skivington by clicking  
[memberservices@oab.ca](mailto:memberservices@oab.ca)  
or by calling 905-554-2730



**GENERAL:** Leaders of the **Associated Press** and **News Corporation** say it's time for search engines and bloggers to pay for content. At a meeting of 300 media leaders in Beijing, the AP's **Tom Curley** and **Rupert Murdoch** of News Corp., told delegates that they are among news companies which have not been fairly compensated for their articles, photos and video. The content creators, said Curley, have been too slow to "react to the free exploitation of news by third parties without input or permission." He said they've got to "quickly and decisively" take back control from the likes of **Wikipedia**, **Youtube** and **Facebook**. The AP plans to roll out a system that will track its content online and detect unlicensed uses... **Angus Reid Strategies** has been re-branded as **Vision Critical** and **Jeff Vidler's** title is now Sr. VP & Managing Director, Radio Research. He may be reached at [jeff.vidler@visioncritical.com](mailto:jeff.vidler@visioncritical.com) ... The Edmonton chapter of **Canadian Women in Communications** invites those in the area to attend *Adaptation, Success or Extinction? Understanding the Impact of the Evolving Communications Trends and Industry on Your Career* Nov. 17 at Grant MacEwan University. For details, click [cwcafc@cwcafc.com](mailto:cwcafc@cwcafc.com) ...

**REVOLVING DOOR:** **Score Media** management promotions include: **Asha Daniere** to Sr VP and General Counsel; **Don Moen** to Sr VP, Sales; **Sam Nasrawi** to VP, Creative Services; and **Greg Sansone** to VP, Television... New Station/Sales Manager at **The Eagle 100.9 (CKUV)/AM 1140 (CHRB) High River** is **Tara DeWitt**... **Al Ford** has been appointed Ops Mgr for the **Rogers Radio Edmonton** properties. He remains PD at **SONiC 1029 Edmonton**... **Greg Murphy**, Chair, School of Contemporary Media at **Fanshawe College** in London has moved to **Durham College** in Oshawa as Dean, School of Media, Art & Design... **Ian Caldwell** returned to **CTV Toronto** as Managing Editor. He'd held that position for several years before leaving two years ago... **Andrew Hopkins**, ex of **NL Broadcasting Kamloops**, moves to the Peace Region as News Director at **Astral Media Radio Fort St. John**... Former **CJME Regina** Anchor/Reporter **Geoff Smith** moved to sister **Rawlco** stations **CJNB/Q98/93.3 The Rock North Battleford** as ND... **Rob McBride** moved to **WIRED 96.3FM (CFWD-FM) Saskatoon** as Station Engineer. He had been with sister **Harvard** stations **The Fox/GX94 Yorkton**... New morning show Co-host at **103.9 MAX FM Moncton** is **JC Coutts**, ex pm drive Host at The **101.7 ONE Wingham**...

**LOOKING:** **CHUM Brockville** – News Coordinator/morning Co-host; **CTV News Toronto** – Manager, Communications; **BNN Toronto** – Studio Technician; **CTV Edmonton** – Graphic Artist; **CHUM Kingston** – Account Executive; **Corus Radio Calgary** – Promotions Coordinator; **Ocean 100/K-Rock 105.5 Charlottetown** – On-Air Talent; **Steele Communications St. John's** – Web Designer; **CBC Yellowknife** – Producer; **CBC Montreal** – a Manager, Studios Operations, a Director, National and Multiplatform Sales and an Intermediate Audio Technician; **CBC Toronto** – Director, Broadcast Engineering; National Account Manager; and **CBC Winnipeg** – Producer, English Newsgathering

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** **Geoff Thrasher, CHCH-TV Hamilton.** Welcome!

# Dialogue BROADCAST

The Best Broadcast Briefing in Canada

Christensen Communications Ltd. \* 18 Turtle Path \* Lagoon City ON \* L0K 1B0  
[www.broadcastdialogue.com](http://www.broadcastdialogue.com) \* [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

October 22, 2009

Volume 17, Number 22

Page One of Three

**R**EVOLVING DOOR: Elizabeth Roscoe, the Exec VP Strategic Policy & Public Affairs Planning at the *Canadian Association of Broadcasters*, leaves that post in two weeks time. She's headed to *Hill & Knowlton* in Ottawa Nov. 2 as Sr. VP, Client Services... *CTV* National Deputy Bureau Chief **Rosemary Thompson** has resigned that position and will move to Ottawa's *National Arts Centre* as Director of Communications and Public Affairs. She starts her new job Nov. 2... **Vince Cownden**, the PD at *Lite 96 (CHFM-FM) Calgary* – after 45 years in the business – has announced his early retirement, effective Dec. 31. Cownden began his career at *C-FAX Victoria* when he was 18, continuing his career's journey with stops at radio stations in Vancouver, Winnipeg and Calgary... **Natasha Rapchuk**, ND at *Corus Radio Calgary*, has resigned after 10 years with the company. She's moving to Toronto for family reasons. Her last day at *QR77* will be Dec. 11... New Retail Sales Manager at *CKPC-AM/FM Brantford* is **Simon Constam**, ex of *The Wave Hamilton*. He begins Nov. 2. **Peter Jackman** remains VP Sales/GM of the stations... *SHORE 104 Vancouver* has lost a member of its morning show. **Hugh (Moose) Evans** and his family have decided to return to England. Beginning Nov. 3, veteran **Steve Dunbar** moves from middays to mornings and **Gord Rutherford** moves from weekend/swing to middays.

**TV/FILM:** *NTV (CJON-TV) St. John's* and *V Quebec* are the newest members in the *Local TV Matters* campaign. They join *CTV, 'A', CBC, Global* and *CHEK NEWS*. Meanwhile, Global, CTV and CBC say zero is an appropriate fee for consumers to pay to support local programming, not the \$5 to \$10 monthly that cable providers say it would cost subscribers if the *CRTC* moves to have BDUs pay for over-the-air signals. *Rogers Communications* Vice-Chairman **Phil Lind** says his company doesn't have "the flex" to afford fee for carriage. He says Rogers' margins on cable are slim while satellite providers like *BCE* struggle to turn a profit. The broadcasters will ask the Commission to let them have the right to negotiate with BDUs on fees for OTA signals at a hearing beginning Nov. 16. A decision is expect ahead of next spring's licence renewals (see the radio angle in **RADIO**). *The TV Alliance* – an ad hoc non-partisan coalition of consumers – has called on



ONTARIO ASSOCIATION  
OF BROADCASTERS

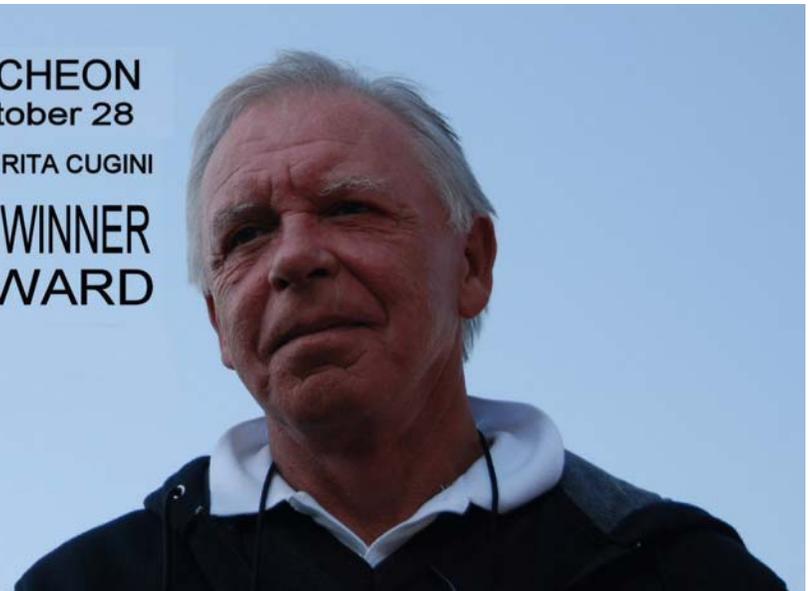
AWARDS LUNCHEON  
Wednesday, October 28

KEYNOTE SPEAKER: CRTC Ontario Commissioner RITA CUGINI

LIFETIME ACHIEVEMENT AWARD WINNER  
-- JIM SWARD

For tickets, contact:

Valerie Skivington by clicking  
[memberservices@oab.ca](mailto:memberservices@oab.ca)  
or by calling 905-554-2730



Heritage Minister **James Moore** to provide fair treatment and a level playing field for meaningful consumer participation in the upcoming public hearing on billing practices for TV services. The group contends that consumers are being denied fair treatment in the process. Nine out of 10 Canadian households subscribe to either cable or satellite. The feds ordered the Commission to hold public hearings Dec. 7 so that consumers may table their opinions... **Canwest Global** has been ordered to file a report detailing how much money is in the pension plan for retired staff of **CHCH-TV Hamilton**. The 100 affected retirees have been demanding the information since Canwest sold the station and said it would walk away from the underfunded pension plan. The order from the **Office of the Superintendent of Financial Institutions** requires Canwest to detail how much money will be needed to meet the plan's obligations... **Canwest** has launched specialty service **DIY Network Canada**, geared toward home improvement projects... The **National Film Board of Canada** has launched an **iPhone** application that will allow the viewing of documentaries, animations and alternative dramas as well as trailers, upcoming online releases and playlists. Personal use is free-of-charge... For a complete listing of **Gemini Award** winners from this past weekend, click <http://www.geminiawards.ca/gemini24/main.cfm>.

**RADIO: Local TV Matters** issued a talk radio challenge this past week, encouraging special reports on the debate (see **TV/FILM**). Members believe that consumers will fall on their side of the fence once they talk and learn about the issues. **Broadcast Dialogue** posed this question to Canada's call-in-based radio stations: *Will (or has) your Talk station done a phone-in program on the TV/BDU debate?* Of stations responding, 38% said they had not done such a show and, further, that they had no plans of doing so. Six per-cent of stations said they will attempt to do one in the near future, bringing both sides together in a "face-off". And, 56% of stations said that they had already dealt with the debate but may revisit the issue... **99.1 CKXS-FM Wallaceburg** hit the air on Tuesday, beginning with upwards of 3,000 Adult Rock tunes played commercial-free. Co-GM **Greg Hetherington** says a grand opening, including station tours, will take place Nov. 7. **Gary Patterson** shares GM responsibilities... **Joe Easingwood** of **C-FAX Victoria**, has had his own "Day" as proclaimed by **Dean Fortin**, the city's mayor. Easingwood, now celebrating 55 years as an on-air Host, was feted for his service to the community and for his being "one of our most prominent and recognizable citizens"... *The Impact of New Technology on Radio Revenue*, an **Ontario Association of Broadcasters** panel discussion, will follow the OAB Awards Luncheon in Toronto Oct. 28 (see the ad on Page 1). The session may be attended separate from the luncheon. For details, click on the e-mail address within the ad.

**GENERAL:** There are some visual and aural changes coming up at **CBC** next Monday. The public network will launch a 10-minute late-night local newscast and a 10-minute online version of *The National*, available online from 6 p.m.. Further, *The National* itself will have a new look and a new format. **CBC Newsworld** will be renamed **CBC News Network (CBC NN)**. The rationale behind the changes is to prepare for consumers' demands for news from a variety of sources while also providing news 24/7. More than 1,000 people within the CBC News organization have been reassigned to accommodate the changes to TV, radio and online



**BROADCAST Dialogue**  
The Voice of Broadcasting in Canada  
NOVEMBER 2009 \$1.95

**CHUM Toronto:**  
What it was is  
not what it is

**Canadian  
Traffic  
Network**

**DIALOGUE 11045**

**COMING SOON!**

**The November Edition of  
Broadcast Dialogue  
magazine has all kinds  
of surprises.**

**Watch for it to  
arrive soon... or...  
Pick up an edition at  
the Western Association of  
Broadcast Engineers  
Annual Convention in Calgary**

**November 7 - 10.**

news. At **CBC Radio**, an extra edition of *World Report*, the national morning radio newscast... **Radio-Canada** employees in Quebec and Moncton, without a contract since March 29, have ratified a new deal. It calls for a 1.5% pay increase over a three-year term and some concessions for contract and temporary employees... With Canadian broadcasters being major users of the Internet to distribute and stream programming, the **CRTC** decision regarding throttling traffic becomes an imperative. The Commission introduced a framework to guide ISPs in their use of Internet traffic management practices while also setting forth requirements that they inform consumers of their practices. CRTC Chair **Konrad von Finckenstein** said: "Our framework will foster an environment where ISPs, application providers and users have the utmost freedom to innovate." ISPs are now required to inform retail customers at least 30 days, and wholesale customers at least 60 days, before an Internet traffic management practice takes effect, and how that practice will affect them... Internet advertising appears to be regaining momentum even as broadcast and print remains in a slump. **Lauren Rich Fine**, a **Kent State** professor and long-time media analyst, says the reality is that much of the advertising in long-established media will never rebound to pre-recession levels. But even when advertisers do use mainline media vehicles, they'll also use the web because, experts say, a straight line can be drawn from the time people hear or see an ad to when they do an online search for that company. **PricewaterhouseCoopers** and **Wilkofsky Gruen Associates** say that these trends will see TV remain on top through 2013, with \$168 billion, or 36% of the global ad market, down from 35% in 2004. Newspapers would still be No. 2, but their \$92 billion in ad revenues is projected to account for 20% of the global ad market, down from 28% in 2004. Internet advertising is projected to be 19%, or nearly \$87 billion, of the 2013 worldwide ad market, up from 4%, or about \$18 billion, in 2004... Broadcasters honoured in B.C. during the **23rd Jack Webster Awards** were: Bruce Hutchison Lifetime Achievement Award – **Bill Good**; Best Reporting of the Year - Radio – **Steve Lus, Paisley Woodward**, and **Jennifer Leask, CBC Radio**; Best Reporting of the Year - Television – **Kathy Tomlinson, Enza Uda, Eric Rankin** and **Paisley Woodward, CBC News at Six**; Best Reporting Chinese Language – **Winnie Hwo** and **Claudia Lau, Fairchild TV News**; Best Feature - Radio – **Curt Petrovich, CBC Radio**; Best Feature - Television – **Frédéric Zalac** and **Alex Shprintsen, CBC/Radio-Canada**; Jack Webster Business, Industry & Economics Award – **Shannon Paterson, CTV British Columbia**; and the Jack Webster Award for Excellence in Online Journalism:– The CBC News Team, **CBC News**. The Jack Webster Foundation was established in 1986 to recognize excellence in journalism in British Columbia... **RTDNA** doesn't roll off the tongue as easily as **RTNDA** but, in the States, the **Radio-Television News Directors Association** is now the **Radio Television Digital News Association**. Association Chairman **Stacey Woelfel** says there may have been a thought by those who aren't NDs that the association isn't meant for them. The new name reflects that RTDNA is for all electronic journalists.

**SUPPLYLINES:** **Tim Thorsteinson** is stepping down as President of **Harris**. The company says he's going to "pursue other interests". A search is in progress for a successor... **Rohde & Schwarz Canada** is collaborating with **Moseley Broadcast** and the **Communications Research Centre (CRC)** to create one of North America's first single-frequency network (SFN) test beds for both ATSC fixed and mobile digital television (ATSC Mobile DTV). The research and development agreement is being conducted under the auspices of the CRC.

**LOOKING:** **Corus Radio Calgary** – News Director; **Corus Radio Kingston** – Account Executive; **Energy 101.5 Calgary** – Morning Show Co-Host/Announcer; **CTV Toronto** - Mobile Engineering Technician; **CTV Edmonton** – Reporter/Producer; **CTV Canada AM** – Overnight Writer; **TVO Toronto** – Manager, Digital Media Services; **CBC Toronto** – Associate Producer (Interactive) and an Executive Producer Newsworld; **CBC Iqaluit** – Reporter/Editor; **CBC Yellowknife** – Producer; and, **CBC Ottawa** – Senior Director, Shared Services.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** **Curtis Pippin, Integrated Tower Systems, Saskatoon**, **Scott Hammond, Hammond Manufacturing, Guelph** and **Andrew Alexander, For-A Corporation of Canada, Toronto**. Welcome!

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

THIS PUBLICATION MAY ONLY BE DISTRIBUTED WITHIN THE SUBSCRIBER'S LOCATION.  
PLEASE DO NOT FORWARD IT BEYOND YOUR STREET ADDRESS.

Christensen Communications Ltd. \* 18 Turtle Path \* Lagoon City ON \* L0K 1B0  
www.broadcastdialogue.com \* howard@broadcastdialogue.com

October 29, 2009

Volume 17, Number 23

Page One of Three

**R**ADIO: **SHORE FM Vancouver**, on the air for just five months, has won the award for *Cause Related Benefit* at the **B.C. Events Awards Group** for the **Vancouver Adapted Music Society's VAMS Music Saves Video** project. It was developed to create awareness of VAMS and the work it does to help create a level playing field for the disabled. See the video by clicking [shore104.com](http://shore104.com). It opens with SHORE FM Saturday night Host **Jim Byrnes**, himself a legendary blues singer, who lost both legs in a car accident some years ago... **Rawlco Radio** in Saskatoon has raised more than \$340,000 in its **10th Annual C95 Radio Marathon for Breast Cancer** research – a record. All proceeds go to the **Saskatchewan Cancer Agency**... **Lloyd FM Lloydminster** morning Host **Kurt Price** has won the **City Ambassador Award** at the local **Chamber of Commerce Awards Gala**. The award is presented annually to the person who best promotes and represents Lloydminster in a positive manor.... **FM 95.9 (CJWF-FM) Windsor** will, says management, launch by mid-November. PD **Rod Martens** says local news will be a programming staple as evidenced by the sell line, *Windsor's interactive Local News connection*... The **CRTC** has approved **CBC Radio's** application to flip **CFWH Whitehorse** to FM at 94.5 with power of 3,300 watts. The new FM'er will continue to rebroadcast on the Whitehorse signal on transmitters at: Watson Lake, Mayo,

Elsa, Teslin, Beaver Creek, Swift River, Carmacks, Ross River, Atlin, Faro, Destruction Bay, Haines Junction and Dawson City... **CD 98.9 Simcoe's** and the **Norfolk General Hospital's Lend A Hand** radiothon raised \$117,096.29. CD 98.9 broadcast the radiothon Oct. 21 over a 12-hour period from the Simcoe Town Centre... At the **British Columbia Country Music Association Awards** this past weekend, broadcast winners were: **On-Air Personality of the Year (604) Area Code: Curtis Pope, Country 107.1 Abbotsford; On-Air Personality of the Year (250) Area Code: Kelly Moore, Country 103.1 Kamloops; and Radio Station of the Year: 93.7 JR FM Vancouver.**

**InfoSys Radio PPM**

- Analyse audiences not just sample sizes
- Research, programming, and sales insight for one price
- Complete customer service at no extra cost
- Track your PPM audiences minute-by-minute
- Flexible, easy to use
- Understand listener loyalty and engagement
- Create audiences based on listening habits
- Trend data by day, week or month
- Profile multiple stations in a single analysis

**One Software. Many Answers.**

If you would like to know more, please contact Erica, Nini, Judy, Jack or Isabelle. Our contact details are on our website.

**bbm analytics**

www.bbmanalytics.ca

**G**ENERAL: The **Ontario Association of Broadcasters Community Service Awards Luncheon** yesterday (Wednesday) in Toronto saw presentations made to: the winner in **Small Market Radio – 104.1FM The Dock Midland**; the winners in **Large Market Radio – K-Rock Kingston and Durham Radio Oshawa** (tie); and the winner in **Large Market Television – Global Toronto... Astral Media** lost



Coming Up in  
The November  
Broadcast Dialogue

\$273.6 million in the fourth quarter because of a large impairment charge on its radio licences which wiped out operating profits. The \$4.87 per share net loss for the quarter ended Aug. 31 compared to a 68% profit a year earlier when Astral earned nearly \$39 million. Earnings before the net non-cash charge of \$317.5 million increased 7% to \$43.9 million, or 78 cents a share, from \$40.8 million or 72 cents a year earlier. While revenues decreased 5% to \$219.4 million from \$229.9 million, the results beat expectations. Analysts had been expecting 68 cents of adjusted earnings on \$221 million of revenues... **Rogers Communications** reports a strong third-quarter thanks to the **Apple iPhone**. While there were declines in Rogers' media sector, overall revenue at the cable, Internet, wireless and media company edged up 2% to \$3.03-billion, compared with \$2.98-billion last year. Rogers reported that profit far exceeded expectations: \$485-million or 79 cents a share for the quarter ended Sept. 30, compared to year-earlier earnings of \$495-million or 78 cents a share. After adjustments, the company's profit totalled \$505-million or 82 cents a share, up from 73 cents a year earlier... **Shaw Communications'** net income was \$124 million or 29 cents a share for the three months ended Aug. 31, down 6.3% from \$132.3 million or 31 cents a share in the year-ago period... Still with **Shaw**, the **CRTC** approved its application to buy Hamilton's **Mountain Cablevision**, thus giving the westerner a foothold in a part of the country dominated by **Rogers Communications** and **Cogeco Cable**... **Shaw-owned Corus Entertainment** delivered a slightly higher profit in the fiscal fourth quarter despite the radio side's faltering due to the ad squeeze

caused by the recession. Corus posted \$18.7 million in profit or 23 cents a share for the period ended Aug. 31, up from earnings of \$17.4 million or 21 cents a share last year. But that was off from analysts expectations of 32 a share for the quarter. Revenue for radio fell to \$60 million from \$68.5 million last year. But, overall, Corus revenue for the quarter increased to \$195.2 million from \$185.8 million as higher sales in TV operations more than offset the radio decline... The **Songwriters Association of Canada** and **Astral Media** have launched a Web portal for songwriters and composers. It will enable them to share compositions, get advice from the pros and offer their work for sale to media music buyers... **Rogers Communications** has made a multimillion dollar investment to become a minority stakeholder in a web video studio being spun off by former **Disney** Chairman **Michael Eisner**. The **Vuguru** studio had been entirely held within Eisner's private media investment company, **Tornante**... Recommendations for improving Ontario's **AMBER Alert Program** are now in place. Click <http://files.newswire.ca/380/AMBERAlertReview.pdf> to see the entire Review report. **Doug Kirk**, the President of the **Ontario Association of Broadcasters**, says "the OAB is honoured to partner with police on this very worthwhile initiative and believe that the changes to the AMBER Alert will provide police with an enhanced tool to help keep our children safe". The program was established in 2003 as a cooperative plan between radio and TV stations, the Ministry of Transportation and provincial law enforcement agencies.

**REVOLVING DOOR:** Jessica Rankin joins the **Q Halifax/Dartmouth** morning show Nov. 16, succeeding **Lisa Blackburn**, a 15-year Q veteran. Blackburn begins co-hosting **Lite 92.9 Halifax** mornings in a few weeks with her husband, **Jamie Paterson**. Rankin has been in the broadcast business for seven-years, most recently at **Moose FM North Bay**... **Jamie Petrie**, Account Exec for the past five years at **Astral Media Radio Hamilton**, has been promoted to Retail Sales Manager while **Michelle Armstrong** has been promoted to Retail Sales Manager at **Astral Media Radio Niagara**... New PD/morning Host at **Mountain FM (CKQR-FM) Castlegar** is Justin "Drex" Wilcomes, having moved to Canada from Australia where he also worked in radio. He succeeds **Rudi Parachoniak** who went to **The River Kamloops** last month.

**T****V/FILM:** Canada's BDUs continue promoting their message that to rescue local Canadian OTA TV broadcasters would be nothing more than an unnecessary and costly federal bailout. At the same time, the **Local TV Matters** association pushes being paid by the BDUs for their signals. Senior Execs from **Rogers**, **BCE** and **Shaw** told a **National Post** editorial meeting that it's high time regulators reconsidered the existing broadcast structure as a whole. The broadcasters' side sounds good, said BCE Sr. VP **Mirko Bibic**. "Who doesn't want to save local TV?" he asked. If the **CRTC** uses a method put forth in previous hearings that allows broadcasters to charge 50-cents per local station signal, he said, that would kick some \$450-million back between **CTV**, **Global** and the **CBC**. "But for what?" Bibic argues. Both sides in the debate have aired aggressive ad campaigns in the lead-up to the Commission hearing... Meanwhile, in an address to the **Ontario Association of Broadcasters** yesterday (Wednesday) in Toronto, **CRTC** Commissioner **Rita Cugini** said the Commission will not reconsider its negative stance on fee-for-carriage. Instead, the matter before the regulator will be whether or not to allow OTA broadcasters to negotiate fees from the BDUs. The CRTC has two hearings scheduled to deal with the proposed charges. The first one Nov. 16, is aimed at determining the value of broadcasters' signals, while another Dec. 7 gives the public a chance to comment on the proposed fees... **RTNDA Canada** has made its voice heard in the debate over whether or not over-the-air TV should win fee for carriage. It is urging all stakeholders to "recognize the importance of local television" and calls on the **CRTC** and the federal government "to find ways to ensure that this critical voice for Canadians remains strong and clear"... **Global Television** has **CRTC** approval to expand its descriptive video programming commitments to include variety and general entertainment/human interest. They have been added to a list that includes long-form documentaries, dramatic series, sitcoms, theatrical films among others. Earlier, the Commission opened the door for traditional TV broadcasters to expand their licensing requirements to "take into account requests from persons with disabilities for a wider choice of described video programming"... The **Canadian Paediatric Society** says it will not recommend TV for children under two years of age, a reversal of its long-standing position. The recommendation will change, says Gatineau pediatrician **Danielle Grenier**, because all of those things that make up normal development are better "when you have a live person smiling at the child and interacting with the child." A review of 78 published international studies this year suggested infant TV-viewing can be associated with delayed language, a shortened attention span and delayed cognitive development.

**L****OOKING:** **Q99 Grande Prairie** - Producer/Writer; **CTVglobemedia Toronto** - VP, Programming, Radio; **CBC Edmonton** - Managing Director; **CBC Montreal** - Sales and Marketing Officer; **Teletoon Toronto** - Manager, Traffic; **CTVglobemedia Toronto** - Production Manager, Entertainment Group and a National Promotions Associate Manager; **BNN Toronto** - Chase Producer; **CTV Toronto** - Technical Team Lead tsn.ca and a National Promotions Associate Manager; **Canwest Broadcasting Toronto** - Manager, Product and Content Integration and a Web Designer; **CTV Winnipeg** - News Promotion Writer/Producer; **CBC Toronto** - Associate Producer (Interactive); **Lite 92,9 Halifax** - Promotions Director; **CJAD Montreal** - Producer; **Corus Radio Edmonton** - Interactive Account Manager; **CHUM Radio Winnipeg** - Creative Writer; and **CHUM Radio Brockville** - Morning News Co-Host.

**N****EW SUBSCRIBERS THIS WEEK INCLUDE:** Dale Smith, **CBC Mobile Toronto** and Bruce Dalgamo, **Canon Canada** in Toronto and Bob Valinski, **Omneon**, Sunnyvale, Ca. Welcome!

The Broadcast Dialogue website and all e-mail destined for Broadcast Dialogue staffers' took a nasty hit Monday evening that lasted through to mid-day Wednesday.

E-mail - sent during that period - did not reach any of us. If you did send mail to either Howard, Ingrid, Barry, Jane or Su @ broadcastdialogue.com, please re-send it. And kindly bear with us as we attempt to bring the website back up-to-date.

Thank You.