

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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Volume 17, Number 28

Page One of Three



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TV/FILM: The **CRTC** has approved Qatar-based **Al-Jazeera's** application for an English-language specialty news network, a decision it says is in keeping with a policy of promoting a diversity of editorial points of view. Al Jazeera English is broadcast on TV in 100 countries and delivered on-line and employs roughly 1,200 journalists. The Managing Director is **Tony Burman**, a former Editor-in-Chief at **CBC News... CBC** will allow political ads outside of election periods, a decision that follows a

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Supreme Court of Canada ruling which described the previous policy as unconstitutional. The issue arose this past summer after the Corporation refused to air **Conservative** party ads opposing **Liberal** Leader **Michael Ignatieff**... The **CRTC** is asking consumers about the so-called TV tax and the affordability of BDU services. The Commission also wants Canadians' views on the availability of local news and public affairs programming. Further, it says, it's looking at the various options, including negotiations between local stations and BDUs to determine the value of the signals. But at least one observer says asking people if they want to pay more is hardly an unbiased question. Of course they're going to say no. And law professor **Michael Geist** of the **University of Ottawa** was quoted as saying: "Here we are sitting and debating proposals that are as if we are back in the 1960s and '70s and consumers have no choice but to watch a program when the broadcasters tells us it will be available." The local programming that broadcasters say needs to be saved is "a bit of local news" and there are other ways to find the equivalent information, he added... Speaking of "unbiased questions", U.S., cable company **Time-Warner** has a message on its website asking subscribers if it should either "roll over" or "get tough" with broadcasters: "No one likes paying more. You don't. We don't. Yet, every time our contracts with TV program providers come up for renewal, that's what we face. Price increases. Big ones. Up to 300% more. Sometimes we can avoid passing them on to you. Sometimes we can't. Sometimes, a network will threaten to take your shows away if we don't roll over. Whenever that's happened in the past, we'd make the best deal we could and hope that would be the end of it. But it never was. So no more. The networks shouldn't be in the driver's seat on what you watch and how much you pay. You're our customers, so help us decide what to do. Let us know if you want us to Roll Over, or Get Tough. We're just one company, but there are millions of you. Together, we just might be able to make a difference in what America pays for its favourite entertainment"... This next item isn't news. Rather, it's a slice of historical perspective about the TV-BDU war, and it played out in a single e-mail exchange this past week. This correspondence underscores yet again the maxim that "History is a great teacher".

E-Mail #1 – "In the beginning, station owners demanded that signal carriage be a condition of licence for cable operators. The only thing that concerned them was being low on the numerical scale of channels. Once carried

they proceeded to tell media buyers that 'you don't have to put as much (or any) campaign dollars in markets like Kitchener on the local station because you can get metro Kitchener rating points simply by purchasing our Toronto station.' With convergence, major market licensees acquired smaller market stations and became victims of their own corporate marketing. So the universe has unfolded - secondary market TV stations will have to survive primarily on local ad dollars and be reorganized with structure and services that can be supported by market revenue potential. On the surface, fee for carriage is not a totally unreasonable premise, however it means that the broadcasters now wish to re-write the rules of the game without dealing with the realities of a significantly altered and fragmented marketplace."

E-Mail #2 – "You can go back even further. Colour TV set sales were slow because viewers needed a new antenna, so cable was a salvation as it delivered a 'perfect' clean colour signal and we could all take our antennas down; and cable was only \$6 per month! Smaller market stations got carriage both ways, e.g. CFTO Toronto now covered Kitchener, CHCH Hamilton covered London and CKVR Barrie covered Toronto. Everyone loved the added audience and viewers loved the added choice. Then came the debate about simulcast substitution; CFTO could cover CKCO Kitchener in Toronto, CKCO could cover CFTO in Kitchener? Then the shemuzzle over DTH. The CRTC needed a competitor to cable because small markets and rural viewers were signing up to U.S. DTH services. And so, we allowed DTH (Bell and Shaw) to carry out-of-market signals and not carry local signals (not enough capacity although they could still deliver a pay movie exactly to my set). This resulted in the largest competitor for Global Halifax being Global-balanceofcanada, etc. CTV Timmins lost audience to CFTO, etc., unmonetized because no seller was ready to stand up to the buyers who refused to pay (fragmentation had allowed every buyer to "buy-around" any seller – and clients didn't know how their buys were being executed anyway)."

RADIO: The \$5,326,911 sale by **Newcap** of its two Thunder Bay stations – **The Giant (CKTG-FM)** and **Magic (CJUK-FM)** – to **Northwoods Broadcasting**, itself owned by Saint John-based **Acadia Broadcasting**, has been approved by the **CRTC**. The new owner has stations in Kenora, Dryden, Fort Frances, Red Lake and Sioux Lookout... The historic **CFUN** Vancouver call letters, in place since early 1955 and owned by **CHUM Radio** for decades, now belong to **Rogers Vancouver**. CFUN-FM succeeds **CKCL-FM at 104.9 Vancouver** while the former CFUN-AM has become **CFTE (Team 1410)**... As you know, the format at **The New Country 95.3 (CING-FM) Burlington** was recently dropped in favour of a Greatest Hits format. While on-air talent won't begin until the new year, the station's imaging voice is using the new **Vinyl 95.3** ID... **Al Hebert** has been honoured in Bathurst for his more than 50 years on the air. Although he retired from full-time work in 1997, Hebert's been doing a weekly Sunday evening show on **MAX 104.9**, the successor to **CKBC-AM Bathurst** which he joined while still a teenager in 1959. He began in Copy, moved up to on-air, became PD and then went on up to be GM. A private reception was held for Hebert at the station and included some old workmates, including **Gary Aube** who later worked at some of the biggest stations in the country. Aube is now living in Bathurst after retiring two years ago... **CBC Moncton's** ninth annual **Tree of Hope** radiothon raised a record \$245,000 for cancer research and treatment. The goal of the four-hour event, held at **New Brunswick Community College** in Dieppe, had been \$200,000... **SparkNet Communications** has reached an agreement under which **Passion Radio Oxford** (PRO) will work to expand **JACK FM** throughout the UK. PRO is already a licensing partner of SparkNet and operates the JACK format in Oxfordshire... At **Q104 Sault Ste. Marie**, the **Stuff a Bus** program result – toys for the **Christmas Cheer** depot – is being described as "phenomenal" by **100.5 EZ Rock** APD **James Warner-Smith**. Christmas Cheer provides gifts and a baskets of food to as many as 1,800 families. While Stuff a Bus is Q104's baby, Warner-Smith and the staff from sister **Rogers** station EZ Rock get fully involved, too... **Larry Resnitzky's** second book is out – **On the Brink, the untold story** – covering the business side of running **Polar Productions**, the Charlottetown-based radio syndication company that gave rise to **SportsRap** and **CTV Radio News with Lloyd Robertson**. The book is also a memoir that provides insights into the characters of several sports celebrities with whom Resnitzky and his sportscaster partner, **Postie Connolly**, rubbed shoulders with between 1983 and 1992. It's available at Indigo, Chapters and Coles or online at www.retromedia.ca.



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GENERAL: The road outside **Rogers Communications** HQ in downtown Toronto was renamed **Ted Rogers Way** yesterday (Wednesday) on the first anniversary of his passing. It is the section of Jarvis Street running south from Bloor to Charles... In another Toronto event yesterday, **Rogers Media Television** cut the ribbon and dedicated its new **Citytv Toronto/OMNI Television** broadcast centre in honour of RCI founder **Ted Rogers**. Rogers Media Television CEO Leslie Sole said, "*Housing two iconic Canadian television brands, OMNI Television and Citytv, in one landmark broadcast facility fulfills a commitment Ted Rogers made when he acquired Citytv. He had always envisioned a vibrant, high profile location that would become a part of the city of Toronto and the GTA (greater Toronto area).*" **Broadcast Dialogue** magazine's February cover story will be the new Citytv/OMNI building in downtown Toronto's Dundas Square... **Canwest Global Communications** lost \$111 million in the three months ended in August. Revenue was down by 13% to \$624 million. The fourth-quarter loss was an improvement over the same period a year ago when it lost \$1.02 billion. On an operational basis – before subtracting special charges – Canwest posted a profit of \$25 million in the fourth quarter, off from \$60 million a year earlier. For fiscal 2009, Canwest posted operating earnings of \$310 million, down from \$551 million one year earlier... **Rogers Communications** will own nearly one third of the equity of **Cogeco** and about one-fifth of **Cogeco Cable** after announcing late last week that it would spend \$163 million to increase its stake in the family-controlled Quebec cable company. Cogeco is Canada's fourth-largest cable company and the second-largest in Ontario... **Melanie Berry**, President, **Canadian Academy of Recording Arts and Sciences (CARAS)**; **Lisa de Wilde**, CEO, **TVO**; **Denise Donlon**, Exec Director of **CBC English Radio**; **Céline Galipeau**, Journaliste-présentatrice at **Radio-Canada**; and **Audrey Ho**, Sr VP/General Counsel/Corporate Secretary at **TELUS** are among **Canada's Most Powerful Women**. This past week, the **Women's Executive Network** announced the recipients of the **2009 Canada's Most Powerful Women: Top 100 Awards**, representing each region of the country... **General Electric** has an agreement to buy the 20% stake in **NBC Universal** held by **Vivendi**. That \$5.8 billion deal is necessary before GE can sell control of NBC to **Comcast**, the largest U.S. cable TV. If it goes through, the sale price to Comcast is estimated at about \$30 billion.

REVOLVING DOOR: **Stu Ferguson**, ex of **CHUM Vancouver**, has been appointed Director Talk Programming at **AM 650 (CISL) Vancouver**. He'll be creating a hybrid programming model featuring lifestyle content 6 p. through 6 a. Music programming will fill the other 12 hours of the day... Sportscaster **Rick Hodge** is no longer with **Astral Media Radio Toronto**. His job at **EZ Rock** was eliminated as was fellow morning show staffer **Kim Stockwood's** position. Hodge had also been doing commentary on sister station **CFRB Toronto**... **Rob Chambers** has succeeded **Vladimir Rybarczyk** as Director of Engineering at **CTV Vancouver**. It's a promotion for Chambers. Rybarczyk will leave in June... **Darilyn Magnusson** has been promoted to Retail Sales Supervisor at **Astral Media Radio's CKMM-FM/CFQX-FM Winnipeg**. The former Account Manager has been with the stations for six years... **Dan Blakely**, a **CHUM Toronto** news veteran of 28 years who then went to **XM Canada** and then part-time to **680News Toronto**, takes on the ND position at **107.5 Kool FM Barrie**. He begins Dec. 7... **Stacey Walyuchow** is the new National Account Manager at **Corus Radio Calgary**. Her previous experience is outside of broadcasting... New Promotions Director at **Classic Rock 101 Vancouver** effective Dec. 21 is **Aaron Buckley**, ext of **Virgin 953**. He succeeds **Crosby McWilliams**... **Bryan Bodnar**, Director, Programming is no longer with **The Weather Network**... **Charles Gibson** will retire from **ABC News** Friday, Dec. 18. His successor as Anchor of the network's evening news is **Diane Sawyer**.

SIGN-OFF: **George Atkins**, 92, of kidney failure at Warton, ON. The former **CBC** farm commentator was CBC's farm and gardening host in the 1950s and 60s. He was also the founder of **Farm Radio International**.

LOOKING: **The Weather Network Oakville** - Manager, Broadcast Technical Services; **MusiquePlus Montreal** - Chef de service, relations publiques; **CTV Ottawa** - Electronic Graphic Artist; **CBC Toronto** - Promotions Manager; **CBC Vancouver** - Senior Broadcast Technologist; **Newcap Newfoundland & Labrador** - Chief Engineer; **Astral Media Radio Fredericton** - News Reporter/Announcer; **FM96 CFPL FM London** - Morning Show News Announcer; **VINYL 95.3 (CING-FM) Hamilton** - Midday Show Host, Evening Show Host, Weekend Show Host.

SUPPLYLINES: The **Canadian Manufacturers & Exporters** have presented Kitchener-based **Christie Digital Systems Canada** with the **2009 Innovation Award for New Technology**. CME cites "... innovation in the area of advanced projection technologies and digital media..."

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Volume 17, Number 29

Page One of Four

GENERAL: After last Tuesday's *Canadian Association of Broadcasters* board meeting in Ottawa, it became almost a certainty that the CAB would no longer represent the interests of TV broadcasters and instead would move back to its roots of serving the radio sector. To that end, new CAB Chair **Elmer Hildebrand** (and CEO of *Golden West Broadcasting*) was handed the responsibility of determining a new association strategy. It's expected that Hildebrand will report on the feasibility of the association's future by the end of next month. The demise of the TV side becomes easily understood since we've seen *Canwest* and *CTV* too often circumvent the CAB lobby group, instead representing themselves with the federal government. Further, any commonalities that once existed with *Citytv/OMNI* stations and the *Corus* channels has been lost based on the *Rogers* and *Shaw* control of those properties... The *British Columbia Association of Broadcasters* (BCAB) says it is going to present its annual convention – May 5-7 at Victoria – as a national event, and is inviting members of the broadcast industry from all across the country to attend. For more information on contact and website information, see the BCAB ad in this edition... After years of claiming Canadian consumers disrespect copyright, there is an irony to having the recording industry face a massive lawsuit brought by artists for that very infringement. The defendants are *Warner Music Canada*, *Sony BMG Music Canada*, *EMI Music Canada* and

Universal Music Canada, the primary members of the *Canadian Recording Industry Association* (CRIA). They were served with the lawsuit just over a year ago after artists decided, they said, to turn to the courts. The action, they said, came after decades of frustration with the "rampant" infringement. The claims arise from a longstanding practice of the recording industry in Canada involving the use of works often included in compilation CDs or live recordings. The record labels create, press, distribute and sell the CDs, but do not obtain the necessary copyright licences. The artists argue that "the conduct of the defendant record companies is aggravated by their strict and unremitting approach to the enforcement of their copyright interests against consumers"... *Canwest* lawyer **Lyndon Barnes** told a judge in Toronto that the fight with *Goldman Sachs* over *Canwest's* specialty TV assets could hinder the restructuring of the entire company. The judge, presiding over *Canwest's* court-supervised restructuring, was told that a disagreement between the two over ownership of a division that holds specialty TV assets is a move by

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the investment bank to gain an unfair advantage. Goldman Sachs claims that after filing with the courts, Canwest shut down a numbered company (shared between the two) that housed the specialty TV assets. The channels, which include **HGTV**, **Showcase** and **Diva**, were acquired by Canwest and Goldman Sachs in 2007 as part of a joint agreement. Goldman Sachs says Canwest broke the terms of that agreement when it started tinkering with the division, shifting its assets into another piece of the company. Canwest says the specialty assets need to be tightly controlled by the company, or they risk being sold by Goldman. The New York-based investment company wants the change overturned... **Phyllis Yaffe** has been added to the **Astral Media Inc.** Board of Directors. The announcement was made yesterday during *Astral's Fiscal 2009 Annual and Special Meeting of Shareholders* in Toronto.

REVOLVING DOOR: **Max Keeping**, the long-time Anchor at **CTV Ottawa**, has announced his retirement. After 51 years in journalism – and nearly 40 years at **CJOH-TV** – Keeping says his last day on the air will be March 31. Succeeding him will be CTV Reporter **Graham Richardson**, who will work alongside Keeping's long-time co-anchor, **Carol Anne Meehan**... **Newcap New Brunswick** GM **Hilary Montbourquette**, who runs **FRED-FM Fredericton** and **CJMO-FM/CJXL-FM/CFRK-FM Moncton**, will move to become GM/GSM at Newcap's **Alberta Radio South Group** of stations (**CKGY-FM** and **CIZZ-FM Red Deer**, **CIBQ** and **CIXF-FM Brooks**, **CJPR-FM Blairmore**, **CKDQ Drumheller** and **CKSQ Stettler**), based at **Z99/KG Country Red Deer**. He succeeds Ron Thompson who retired Sept. 30. As a result of Montbourquette's move, expected to be complete by mid-January, **Dan Fagan** has been promoted to GM/GSM of the Moncton stations and **Dan Gallant** has been promoted to GM/GSM of the Fredericton station. **Brad Muir** has been promoted to Operations Manager of Moncton and will continue to program FRED-FM Fredericton... **Nelson Millman**, the VP/GM of **The FAN Toronto**, has moved to another **Rogers** property, **Sportsnet**, to lead its news division. His official title is Executive Producer of Studio Productions which means he'll be overseeing everything Sportsnet produces in-house. Millman succeeds ND **Mike English** at Sportsnet. There has not been an announcement regarding his successor at The FAN. Millman will continue to run the **CTV-Rogers Olympic Consortium's** radio operations... **Astral Media Radio Montreal** has seen some changes, including **Chris Bury** becoming PD/Interim ND at **CJAD**. Bury, formerly of **940 News Montreal** who then worked on contract at **CBC Montreal**, begins at Astral Jan. 4. He succeeds **Steve**

Kowch who was in Montreal on a six-month contract after leaving **CFRB Toronto**. Kowch remains with CJAD until Dec. 18 and will then move back to his home in Toronto. He may be reached by clicking opsmanager1010@hotmail.com... Also at Astral Montreal, **Mark Bergman** becomes Interim PD at **Virgin Radio**, adding that responsibility to his MD/afternoon drive duties. As well, **Mathew Wood** has been appointed **CHOM-FM** Promotion Director, **Melissa Mancuso** is the new Virgin Radio Promotion Director, **Bianca Bayer** is the Virgin Radio Promotion Co-ordinator and **Lisa Fuoco** becomes Promotion Director at CJAD... **Casey Wilson** is the new GM for **Clear Sky Radio's** two stations – **CJOC-FM Lethbridge** and **CJCY-FM Medicine Hat**. He had been GM/GSM of CJOC after a series of promotions that began after he started as CJOC's Local Sales Manager... News Anchor **Sandra Blaikie** has left **A Channel Ottawa** to pursue other interests. The station's newscast was cancelled last March... Further to the changes at **CHUM Ottawa** as reported





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The BC Association of Broadcasters 63rd Annual Conference takes place May 5-7, 2010 in Victoria, BC. To register online, please visit www.BCAB.ca on December 17. For more information, please email Vanessa Ong vanessao@icsevents.com or call 604 639 3928

a couple of weeks back, **Al Smith** is Operations Manager of the Ottawa cluster (**TEAM 1200**, **580 CFRA**, **Majic 100** and **93.9 BOB FM**); **John Rodenburg** adds Sports Director for the cluster and Program Coordinator for TEAM 1200 to his duties as that station's morning show co-Host; **Ian March** is APD/MD at both Majic 100 and BOB FM; and **Steve Winogron**, along with his ND responsibilities, will also focus on day-to-day programming at CFRA... **Bryan Bodnar**, who had been Director, Programming at **The Weather Network**, has moved to **CTV Creative Agency Toronto** as Manager, Design Production. He'd been with The Weather Network for 11 years.

RADIO: The **Fall 2009 BBM** diary numbers will be released this morning (Thursday) at 11 a.m. EST. After that time, click bbm.ca/en/radio_top_line.html for the results covering the period Sept. 7 through Nov. 1... On Friday, **Astral Media Radio** invites agencies, advertisers and media to discover the first 13-week PPM radio data in English Canada on the web in real-time. Beginning at 3 p.m. EST tomorrow (Friday), a 30-minute presentation and analysis of the first PPM results in Toronto, Vancouver, Calgary and Edmonton will take place. If you want to watch, click <http://survey.astralmediaradio.ca>... The **CRTC** has approved a new frequency for the proposed **Touch Canada Broadcasting Limited Partnership** station in Red Deer. The Gospel AC station moves from the 101.7 in the original application to 90.5 at 15,000 watts... **Operation Keep the Change** in Fredericton – which began Nov. 16 and runs through Dec. 20 – is collecting change in support of the **Fredericton Food Bank**, the **Salvation Army** and the **Fredericton Community Kitchen**. The annual fundraiser began in 2006 as a partnership between **106.9 Capital FM/105.3 FM The Fox/Today's Country KHJ Fredericton** and the local newspaper, the **Daily Gleaner**. Last year's change amounted to \$26,400 and **Astral Media Radio Fredericton** Promotion Director **Jennifer Cox** says 2009 is shaping up as being another good year.

TV/FILM: **Statistic Canada** says cable and satellite company revenues were up 14.4% in 2008, the third consecutive year of double-digit increases. Operating revenue at the BDUs totaled \$10.3 billion for the year. The cable firms had a profit margin before interest and taxes of 25.9% – and have had a profit margin of more than 20% since 2004. The satellite industry's profit margin before interest and taxes was 4.1% in 2008, and it continues to build its market share... **CRTC** Chair **Konrad Von Finckenstein**, addressing a row of BDU execs Tuesday in Gatineau, said: *"Why are we frightening consumers, why are we putting out big figures rather than trying to figure out how to solve this problem? The problem is we want to keep a viable Canadian TV system. Instead, we seem to have a debate that nobody understands, we have a huge publicity campaign that nobody understands and we have figures and concepts swirling around that don't make sense."* A little later, the Chairman discussed what the hearing was all about: *"What does it mean for the consumer in terms of affordability and what does it mean for the industry in terms of digital transition?"* In advance of the hearing, the Commission received 189,700 comments from the public, plus an additional 4,000 that arrived too late. The overwhelming majority – 173,000 – came from the campaigns set up by both sides (*Local TV Matters* and *Stop the TV Tax*). One appearing consumer – **Gord Bontje** of Red Deer – said he wanted his local television (**Canwest's CHCA-TV Red Deer** is no longer on the air). The Chair said the station is closed but is still on the web with ads, daily news and so on. Bontje replied that he had no idea, *"I never looked for it after I saw [in] the paper that it was gone."* **Broadcast Dialogue** made contact with **Global Television** and was told that the website was an old one that kept kicking-in current dates but that it was not being updated. It was overlooked, we were told, and has now been taken down. Other participant observations this week include:

Phil Lind, Rogers – *"Now, BDUs can hardly be accused of stealing local signals if broadcasters are required by law to provide them over-the-air for free, and BDUs are required by law to distribute them, but that didn't stop CTV, CBC/SRC and Global."*

Alan Cruise, former GM of **CKX-TV Brandon** (now off the air): *"Satellite providers should be required to carry local stations. Two weeks prior to CKX signing off forever, Shaw added an HD American college sports channel that took up as much space on their system as five local CKX-TV type stations. How is this helping our Canadian broadcast system?"*...

Appearing together yesterday (Wednesday), the CEOs of **CTV**, **Global** and **CBC** presented what they described as a "consumer-first" solution. CBC's **Hubert Lacroix** said an affordable bundle of basic TV channels would be a start. *"With a regulated capped rate,"* he said, Canadians would be protected from fee hikes with a skinny basic bundle of channels, including the local TV channels. CTV's **Ivan Fecan** said moving forward with implementation of a negotiation-for-value regime would lay the groundwork for a sustainable future for local TV. And Canwest's **Leonard Asper** said local TV viewers deserve access to the local stations they are already paying for... A **Rogers** exec warned that dropping a number of services to a "skinny" basic doesn't automatically result in halving the price. The fixed costs won't go away and that means any reduction in consumer cost would be minimal... The **Vancouver Winter Games** will be beamed live in HD at 64 **Cineplex** theatres across central and western Canada. It would

cost fans \$9.95 for individual, one-day tickets, or \$29.95 for unlimited access to broadcasts throughout the 17 days of the Olympics... Official Washington is leery of **Comcast's NBC Universal** purchase. The **FCC** was hardly jubilant in its terse reaction: "*The FCC will carefully examine the proposed merger and will be thorough, fair, and fact-based in its review.*" And on Capitol Hill, the House Commerce Chairman (**Henry Waxman**) said, "*This proposal raises questions regarding diversity, competition, and the future of the production and distribution of video content across broadcasting, cable, online, and mobile platforms. It is imperative that the FCC, the Justice Department, and the FTC rigorously assess whether this transaction is in the public interest*"... Specialty channel **Drive-in Classics** is being replaced. Effective March 1, **Robert Redford's** film and lifestyle **Sundance Channel** – owned here by **Corus Entertainment** – will be carried in Canada... As *the World Turns*, the 54-year-old soap opera on **CBS**, won't be back next year. It's not being renewed, and that leaves just two soaps on CBS: *The Young and the Restless* and *Bold and Beautiful*.

SIGN-OFFS: **Ian Trevor Kent**, 46, of a heart attack at his home near Halifax (Martin's Brook). Kent was the GSM at **CHNS-FM/CHFX-FM Halifax**... **David Hankinson**, 64, in a traffic accident on the Alaska Highway, west of Fort Nelson. Before leaving broadcasting in 1989, he'd worked for a number of Western Canada stations including **CBC Winnipeg**; ND at **CHQR Calgary**; Ass't ND at **CJOR Vancouver**; ND at **CIOF/CKXY Vancouver**, and ND at **CKRD Red Deer**.

LOOKING: **Global Halifax** - ENG Camera Operator; **Teletoon Toronto** – Director, Communications; **Canwest Broadcasting Toronto** – Manager, Broadcast Engineering, File Based Technologies; **Astral Media Radio** – Content Manager Interactive; **CKWX News1130 Vancouver** - Program Director; APTN Winnipeg - Communications Coordinator; **Astral Media Radio Vancouver** – Promotions Coordinator Programming; **91.7 The Bounce Edmonton** – Evening Personality; **BIG 105/1067 the DRIVE Red Deer** – On Air Swing; **CBC Regina** – Associate Producer English Radio and Producer-Current Affairs English Radio; **CBC Calgary** – Reporter/Editor; **CBC Montreal** – Director Regional Communications; and CBC Toronto – Senior Technical Analyst.

SUPPLYLINES: **Evertz Technologies** saw its fiscal second-quarter profits cut nearly in half as weakness in North America drove revenue down 20%. The company's net income for the three months ended Oct. 31 totalled \$17.5 million or 23 cents a share compared with \$34.1 million or 46 cents a share in the same period last year. A 30% decrease in sales in Canada and the U.S. reduced Evertz's overall revenues to \$73 million in the quarter compared with \$91.3 million last year... **WideOrbit** and **Axia Audio** have partnered to deliver radio automation and IP-Audio routing.

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December 17, 2009

Volume 17, Number 30

Page One of Three

TV/FILM: Two people aboard a **Groupe TVA** helicopter were injured early yesterday (Wednesday) after it crashed during the morning rush hour. The chopper was attempting an emergency landing at a heliport on the outskirts of south-end Montreal. Reporter **Réjean Léveillé** was trapped inside the wreckage for nearly an hour before firefighters were able to get him out. Pilot **Antoine Léger** and Léveillé are conscious and out of danger but doctors say they're both suffering multiple orthopedic injuries... **Dennis Watson** appeared as a private citizen at the **CRTC** Gatineau hearing into a report to be made by the Commission to the Heritage Minister on affordability and digital transition. Watson, the VP/GM of **CTV (CKCO-TV) Kitchener**, stressing that he was speaking for himself and not for the company, said that among tangible benefits his station and its staff has brought to the community during the previous year is the support of over 700 community organizations. He also said the business model for OTA is outdated and broken. The BDUs, he said, "have destroyed the old business model which allowed TV stations to achieve profitability on advertising revenue alone. Many stations have no carriage on DTH and local consumers must forgo Amber alerts, weather warnings and local news while the DTH companies overstep the program rights of the OTA stations in favour of distant signals and masses of U.S. football packages and pornography." Further, he said, cable companies now sell consumers distant signals in order to



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to compete with DTH services thus making local stations available all across Canada. And in the end, he said, "the BDUs increase revenue while the local stations are pushed out of business." As an example of what he calls the imbalance in the system, Watson pointed to Hamilton, where **CHCH-TV** with its Ontario rebroadcasters was sold for \$12 and shortly thereafter **Mountainview Cable**, which covers only a portion of Hamilton, roughly 40,000 subscribers, was sold for \$300 million... Executive Committee members of the new Board of Directors at the **Television Bureau of Canada** are: **Rita Fabian** (Chair), Exec VP, **CTVglobemedia Toronto**; **Errol Da-Ré** (Vice Chair), Exec VP, **Canwest Toronto**; **Chris McGinley** (Treasurer), Sr. VP, **Canwest Calgary**; **Mitch Dent** (Secretary), Exec VP, **Rogers Media Television Sales Toronto**; and **TVB** President **Theresa Treutler**. Completing the Board are: **Sally Basmajian**, **CTVglobemedia/Discovery Networks Toronto**; **Bill Hanson**, **CTVglobemedia Winnipeg**; **Richard Hiron**, **Rogers Television Edmonton**; **Lori Legault**,

Canwest Toronto; Cal Millar, Channel Zero Toronto; Scott Moore, CBC Television Toronto; Jim Nelles, SUN TV Toronto; and Don Shafer, Astral TV Terrace/Dawson Creek... Marcia Martin, the former VP with **CHUM Television** and Sr. VP with **CTV**, is the newest member of the **National Screen Institute** Board of Directors. Martin is an advisor for the **Brian Linehan Charitable Foundation**.

REVOLVING DOOR: Yesterday (Wednesday) was **Global BC News** Anchor **Tony Parsons'** last night on the job, after anchoring that evening news program for 34 years. Parsons was initially expected to remain on the air as a part-time anchor through the end of the **2010 Olympic Games** in Vancouver. There has been talk – unconfirmed at press time – that he may turn up anchoring at **CHEK-TV Victoria** beginning in March. He had reduced his workload this year to two newscasts a week... **Gary Perrin** is the new GSM at **101.9 DAWG FM Ottawa**, the new All-Blues station owned by **Torres Media** and which is aimed at being on the air by June. Perrin, who has experience in the capital city as GSM at **CHEZ-FM**, joins new GM **Todd Bernard**, who's also VP/GM of **Skywords'** Ottawa and Eastern Operations... At **CHIN/CHIN-FM Toronto**, **Theresa Lombardi** is now VP/GM, **Dario Amaral**, is GSM, **Adriano Cremonese** is RSM and **Walter Pastorious** is Director, National Accounts. Amaral had been VP Programming/Operations & Production... At **CHIN (CJLL) Ottawa-Gatineau**, the new GM/GSM is **Francesco Di Candia** while **Gary Michaels** is now PD. Interesting to note that when Michaels was GM at CHIN Ottawa he hired Di Candia from his long-time Sales Rep duties at CHIN Toronto to become GSM there... **Chris Shine** is the new morning Host at **101.5 ENERGY FM (CKCE) Calgary**, Shine, who moves north from mornings at **MOVIN' 107.5 Dallas**, teams up with **Meg Tucker** beginning Jan. 4... **Susanne Reber**, the investigative Editor/Producer of **CBC Radio's** investigative unit, has been hired by **NPR News** in the States to lead its new investigative program as Deputy Managing Editor. She begins Jan. 4.

RADIO: Portable People Meters in the U.S. may, in some broadcasters' eyes, be disseminating a bit too much information in that what people say they do and what they actually do is different.

Research Director, a U.S. ratings consultancy, says more men (40.1%) are listening to Soft AC than was said in diaries (34.7%) and that fewer people are listening to Classical music stations than the diaries would have us believe. And Talk radio, says Research Director, shows a 2.6% decline in the study of areas where the meters were used. But other shifts to the positive include mainstream formats such as Oldies, News and Country. **Jaye Albright** of **Albright & O'Malley** was quoted as saying about diary entries: "People tended to look at it almost like an election — they would vote for the things they liked"... **STREETZ 104.7 (CIUR-FM) Winnipeg** is on the air, having launched this past Monday. Owned by **NCI (Native Communications Inc.)** and playing Aboriginal hip-hop and indigenous music from around the world, the 3,000 watt'er targets Aboriginal youth, the fastest growing demo in the Manitoba capital... **SparkNet Communications**, led by **Pat Bohn**, has formed a new syndication company that will focus its business on the Canadian radio industry. **SparkNetworks** will represent an array of global companies that specialize in syndication, marketing and services for radio. The new company, to launch in January, will be based in Toronto... Members of the new Board of Directors at the **Radio Marketing Bureau** are: **Gary Belgrave**, President, Radio Marketing Bureau; **Derek Berghuis**, Second Vice Chair, **Rogers Media Radio**; **Glenn Chalmers**, **Astral Media Radio**; **Lesley Conway-Kelley**, Chair, **Astral Media Radio Sales**; **Chris Gordon**, **CHUM Radio/CTVglobemedia**; **Patrick**

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Grierson, Past Chair, **Canadian Broadcast Sales**; Elmer Hildebrand, Treasurer, **Golden West Broadcasting**; Breydon MacDonald **CHUM Radio Sales/CTVglobemedia**; Jacques Parisien, **Astral Media Radio**; Sandee Reed, First Vice Chair, **Rawlco Radio**; Gerry Siemens, **Jim Pattison Broadcast Group**; Stephen Sienko, **Target Broadcast Sales**; and Paul Ski, **Rogers Media Radio**... **Corus Radio's** 52 stations have helped raise the equivalent of more than \$21 million (through air time support, gift-in-kind services, local fundraising assistance and cash donations) so far this year for hundreds of charities. **Corus Entertainment** President/CEO **John Cassaday** said that "despite a tough economy this year, we increased our support and contributions by \$2 million over last year."

GENERAL: Thirty-four percent of Americans cite TV as their favourite medium, up from 27% last year. Second through fourth in **Deloitte's** fourth annual **State of the Media Democracy Report** were the Internet, music and books. The average consumer says, according to Deloitte, that all four choices are perceived by them as being less expensive than going out to the movies. Americans increased their TV viewing by two hours this year over last to 17.8 hours a week. Asked to rate the effectiveness of ads across media, consumers said TV was first at 83%, followed by magazines at 50%. The rest were, in order: online, newspapers, radio, billboards, in-theatre, DVDs, mobile phones and video games... Meanwhile, in Toronto, the intelligence company – **Synovate** – says its global study on media and advertising shows that 80% of people in Canada cannot live without the Internet or would miss it a great deal if it were not there, thus edging out TV – at 70% – as the favourite medium. About 67% still want newspapers and magazines but say they don't feel that they need them. And 16% of Canadians said they couldn't live without radio and that 37% would miss it a great deal... The Ontario court overseeing the restructuring of **Canwest Global Communications** ruled Tuesday in favour of the company and changes it made to the ownership structure of its prized specialty TV assets. U.S. investment bank **Goldman Sachs** had wanted the court to overturn a move by Canwest to shut down the numbered company that housed the specialty TV assets in which both companies hold a stake... The combined efforts of **IAI MORNING Ottawa** and **BOB FM Ottawa's Food Drive** has raised 60,500 lbs. of food for the local food bank, along with more than \$27, 000.

SIGN-OFFS: Ken Hutcheson, 85, at Port Alberni. Before he moved north in 1946 and became an owner of **CJAV Port Alberni**, he was an Announcer at **CKNW New Westminster**... John Daly, age unknown, in Ottawa. Daly was the Sports Director and then GM of the former **CKOY/CKBY Ottawa** between 1951 and 1979.

SUPPLYLINES: **The Bear (CKQB) Ottawa** bought some new **Wheatstone** equipment (two E6 and four E4 control surfaces along with 12 IP-88a Analog Blades, Glass E, Navigator and a PC-XY Site Licence) through Canadian dealer Marketing **Marc Vallee**. Installation at The Bear and at Astral Media's newly licenced Ottawa station will begin in Feb... **LARCAN** has partnered with **Sumavision Technologies** to provide the low power TV broadcast market with an MPEG encoding platform of integrated encoder-multiplexers.

LOOKING: **Global Winnipeg** - News Anchor/Reporter; **Teletoon Toronto** – Brand Manager; **Teletoon Retro Toronto** – Brand Manager; **CTV Toronto** – Supervising Writer/Producer; **CTV Edmonton** – Writer/Producer; **CBC Charlottetown** – Reporter/Editor; **TVO Toronto** – Senior Research Officer; **CTV Winnipeg** – Managing Editor; **Rogers Radio Vancouver** - Retail Sales Manager; **Orbyt/Astral Media Radio Sales Toronto** – Traffic Manager; **Newstalk 1010 Toronto** – Reporter/Anchor; and **Newcap Radio Halifax** – Account Manager.

EDITOR'S NOTE: The **Broadcast Dialogue Electronic Briefing** will be published next week, delivered Wednesday evening for consumption the morning of Thursday, Dec. 24. After that, we'll be taking two weeks off – Dec. 30 and Jan. 7 – and will return with weekly delivery on Jan. 14.

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Volume 17, Number 31

Page One of Two

GENERAL: *The Supreme Court of Canada* has upheld a new libel defence for journalism that strikes down a \$1.5-million libel award against *The Toronto Star*. This new defence allows for factual errors as long as journalists (print, broadcast or others) acted responsibly in the public interest while pursuing a story. **RTNDA Canada** President **Cal Johnstone** says the ruling "is an important victory for freedom of the press". Before this ruling, Canadian media had often been muzzled by the threat of libel action and, said Johnstone: "The chill created by substantial libel awards based on little more than technicalities often undermined journalists' efforts to report stories in the public interest"... The **CBC** will get \$133 million through the 2003 sale of land around the Toronto Broadcast Centre, which was originally to have been paid in annual instalments until 2027. **CBC** CEO **Hubert Lacroix**, in a notice to employees on Monday, said the sale was an important part of the **CBC's** strategy to balance its budget by March 31, 2010... **CBC St. John's** (Newfoundland and Labrador) has collected more than 4,700 turkeys for a local food bank... There are an awful lot of **Radio-Canada** employees in Montreal who are enormously annoyed about Mary being laid off. The employees, who have enjoyed 36 years of **Mary McGuire's** smiling face as she served coffee, have begun rallying around her with the battle cry, "Sauvons Mary! (Save Mary!)". McGuire, a cafeteria worker employed by **Laliberte**, a company that Radio-Canada sub-contracts, did not have her contract renewed. Radio-Canada people say that starting the day without one of Mary's smiles is unthinkable. Further, they say, her being relegated to oblivion before Christmas is unconscionable. Everyone is invited to voice their indignation to radiocanada@laliberte.qc.ca.

TV/FILM: Canadian network television ratings have bounced back. PPM receivers reveal that far more people are watching hit shows than previously estimated. *Hockey Night in Canada* has been averaging just under two million viewers a week for Game One each Saturday night, almost doubling last year's average. And imports such as *House*, *Survivor*, *The Amazing Race* and *Dragon's Den* have seen ratings nearly twice as high as last year's. **CBC's** Sunday evening family drama, *Heartland*, went from an average of 574,000 last season to 1,014,000 each week this season. At **Global Television**, the PPM bounce sees numbers up by an average 33%. Global Sr. VP **Kathy Gardner** says there's been a shift in viewership within specialty, with sports and family channels featuring children's programming trending up while "rerun" channels featuring seen-it-before shows slide down. Some execs speculate that the economy has led to more cocooning, with more viewers staying home... **Brett Manlove**, the VP/GM of **Global BC**, writes to say that while Anchor **Tony Parson's** last day on Global BC happened last week, he's now using up his holidays until his contract runs out March 1. Manlove says Parson is looking at some new endeavours and that Global BC is having discussions with him in that regard... **CBC** and the **National Post** have an agreement to collaborate in providing coverage of the **2010 Olympic Winter Games**. The initiative will include a co-branded website that will offer reports from a joint collection of digital, print and broadcast journalists... Plans for **Current TV**, **Al Gore's** interactive television network, to enter Canada are on hold, according to Sr. VP **Michael Streefland**. In June, the **CRTC** approved plans to launch Current TV here but the news organization recently laid off 80 people as part of the tough media environment in the U.S. The television service, which concentrates on covering international and domestic stories missed by traditional news outlets, was to partner with **CBC**... The **Royal Canadian Air Farce** is reuniting for another New Year's Eve show on **CBC-TV**. It's the 18th New Year's Eve special for Air Farce, which first was a radio show, then became a New Year's Eve TV special, then became a weekly TV show before signing off a year ago.

SIGN-OFF: **Dean Chevalier** (Shavalier), 69, in London, ON of cancer. A native Londoner, Chevalier was a News Anchor at **980 CFPL London** for many years.

RADIO: Citadel Broadcasting, one of the U.S.'s largest radio broadcasters with 224 stations, has filed for bankruptcy after agreeing to turn over control of the company to its creditors in exchange for reducing its debt. The filing was not unexpected since it reflects the troubles plaguing the American radio industry, including big debt loads. One day later, **NextMedia** also filed for Chapter 11 protection prompted by a recent raid on NextMedia's cash by its senior lenders. NextMedia owns 36 stations in seven medium and suburban markets... **K97 Edmonton's Terry Evans**, of the *Terry, Bill & Steve show*, moved into an 18-wheeler early last Monday morning. Three days and five hours later, he moved out because the trailer had been filled with non-perishables. Also raised were monetary donations exceeding \$20,000, all to benefit the **K-97 Christmas Rig for Edmonton's Food Bank**... **Q99 Grande Prairie** collected 8,666 food items over a four-week period during its second Stuff A Bus promotion for the Salvation Army. This year's results double those of last year's effort... **The Q (CFQR) Montreal's 12 Days of Starlight** has raised \$137,291.00, almost 85% more than expected. In its second year, The Q's 12 Days of Starlight appealed to Montrealers as well as local businesses to make a difference in the lives of seriously ill children and their families.

REVOLVING DOOR: Jordan Hennessey, ex of **Newcap Calgary**, will become Sales/Operations Manager at **CJCY Medicine Hat** Jan. 4... **Laura Knop** becomes the new ND at **CHQR Calgary** Jan. 4. Knop, who has three decades of radio broadcast experience, moves to QR from her mid-day editor's gig at **660 News Calgary**... At **Q99 Grande Prairie**, morning Host **Kent Schumaker** moves to become PD at **YL/KIX Peace River**. He departs Q99 Jan. 15... **Natalie Fournier** is the new Promotions Director at **Lite 92.9 (CFLT-FM) Halifax**. She had been with a public relations agency and, before that, did a four-year stint with **Skywords Media** in Halifax... **Lindsay Rae** will move to **KRAZE 101.3 (CKIK-FM) Red Deer** after she wraps up her morning co-Hosting gig with **101.3 The River (CKKN) Prince George** at year-end. She'll also be a morning co-Host at KRAZE... New Promotion and Marketing Director at **ENERGY 101.5 (CKCE-FM) Calgary** is **Sonya Koson**, an industry newbie. She succeeds **Khazma Tichon** who is now Promotions Director at **92.5 JOE FM (CKNG-FM) Edmonton**. Koson begins next Monday, Dec. 29... **Mike Cornacchia** is the new Business Manager, Broadcast Engineering and Technology Services at **CW Media** in Toronto effective Jan. 12.

LOOKING: APTN Montreal – Video Journalist; **APTN Edmonton** – Video Journalist; **APTN Winnipeg** – Research/Writer on-line and a Programming Analyst; **CTV Toronto** – Director of Sales, CTV Digital Media and a News Producer (Canada AM); **CBC Ottawa** – Regional Communications Manager and a Senior Industrial Relations Consultant; **CBC Montreal** – Corporate Communications Officer and a Senior Manager, Advertising; **CBC Toronto** – Creative Head, TV Drama and a Manager of Planning, Communications; **CBC St. John's** – Senior Communications Officer; **CHEK News Victoria** – Maintenance Technician; **Teleton Toronto** – General Accountant; **TVO Toronto** – Manager, Digital Media Services; **93.3 The Peak Port Alberni** – Operations Manager/Sales Manager; **Astral Media Radio Vancouver** – Broadcast Technician; **CJOB/CJKR/CJGV Winnipeg** – Account Manager; **Island Radio Nanaimo** – Senior Account Executive; **Island Radio Courtenay/Campbell River** – Account Executive; **Rogers Broadcasting Calgary** – Broadcast Technician; and **VOCM St. John's** – Broadcast Journalists.



SUPPLYLINES: Rohde & Schwarz has won the Best Innovative Technology award for its R&S CMW500 wideband radio communication tester at the **Mobile Industry Congress of China**, held in Beijing Dec. 10-11.

PUBLISHER'S NOTE: We're taking the next two weeks off to celebrate Christmas and the New Year. Be back with you with our Jan. 14/10 edition.