

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

Thursday, January 13, 2011

Volume 18, Number 33

Page One of Three

RADIO: **Astral Media** has turned to the Federal Court of Appeal over the **CRTC** decision allowing **Cogeco** to own three radio stations in Montreal. The same-market policy restricting the number of stations held by a single owner was relaxed by the Commission when it granted Cogeco's application to purchase 11 Quebec stations from **Corus**. Astral Media says the decision penalizes other broadcasters who may have avoided buying certain radio stations in order to respect the existing policy. Astral also wants an injunction against the decision pending the case being heard... The **CRTC** has approved an application by **Haliburton Broadcasting** for a new FM station at Barry's Bay, Ont. The new station will operate at 106.5 with power of 12,000 watts and will program AC... **Paul Lefebvre** has won an FM licence at Nipissing (Ont.) for a French-language station. It will operate at 97.1 with power of 47,100 watts and program Adult Pop... **OZ-FM St. John's** has been cited by **the Canadian Broadcast Standards Council** for airing the unedited version of *Money for Nothing* by **Dire Straits**. The presence of the word "faggot" in the song contravened the Human Rights Clauses of the **Canadian Association of Broadcasters' Code of Ethics** and *Equitable Portrayal Code*. Details can be found at www.cbsc.ca... The **CRTC** approved **CTV's** purchase of **The Flow (CFXJ-FM) Toronto** from **Milestone Radio**. Purchase price was \$27-million plus \$574,306 for assumed leases... **Blackburn**-owned **Country 92.7 (CJSP)**

Leamington will switch to Adult Hits and a new ID beginning Jan. 17. The move to **Max-FM** will eliminate duplication of programming with two of the Blackburn chain's nearby country stations; **CJWF-FM (95.9) Windsor** and **CFCO-FM (92.9) Chatham**... **CHUM Winnipeg** has made another change to one of its stations. **FAB 94•3 Super Hits of the 60s and 70s**, which had been **CURVE 94.3**, launched on Boxing Day. There was a juggling of morning personalities that saw **Beau, Tom and Frazier** move across the hall from **99.9 BOB FM** to FAB 94•3 and **Jay and Andrea** (ex of CURVE 94.3) move to BOB. It was late August/2008 that CURVE 94.3 succeeded **HOT AC Q94** and was billboardled by CHUM as being "North America's first Pop Alternative station" — the merging of Pop and Alternative and aimed at 25-40s. Last fall, BBM showed the station with a 4.0 share while this fall's number was 2.9... **Silk FM Kelowna** became **101-5 EZ Rock** Jan. 1. All personalities remain in place and, says Brand Director **Mark Burley**, it brings SILK "in line with our brother and sister stations in the Astral Family in British Columbia and the rest of Canada"... **CHFM Calgary**, formerly **Lite 96**, is now Lite **95.9**. The music has been tweaked to be more contemporary and some



Job Posting

Position: (Full Time)	General Manager
Reports to:	General Manager – Harvard Broadcasting
Station(s)	CKRM, LITE 92, THE WOLF
Location:	Regina
Application Deadline:	January 28, 2011

Only those candidates selected to interview will be contacted and no phone calls please

Harvard Broadcasting Regina is looking for a GM who is ready for the challenge, a community focused, enthusiastic self starter, with a reputation as team player & coach, to oversee all aspects of the Regina 3 station cluster.

Essential Duties and Responsibilities:

- All aspects of day to day station operations
- Submission, scrutiny and achievement of revenue, expense and capital budgets
- In concert with programming & promotions the enhancement of station branding of the Regina Radio stations
- Development and enhancement of community positioning and presence of the Regina Radio stations
- Oversee staff management, hiring, training and evaluation reviews

Essential Requirements:

- High level of communication, organization and interpersonal skills
- Computer proficiency in Microsoft Office products
- Experience working in a team-oriented, collaborative environment
- Exceptional leadership, analytical & problem solving skills
- 3-5 years of management experience

Send Resumes to:

Cam Cowie
General Manager – Harvard Broadcasting
ccowie@harvardbroadcasting.com

Harvard Broadcasting, values diversity in its work force and is committed to Employment Equity.

Wheatstone E1

12 FADER RADIO CONTROL SURFACE WITH ROUTER



→ \$12,995.00

Call us for BEST pricing - Toll Free 1.866.460.3119



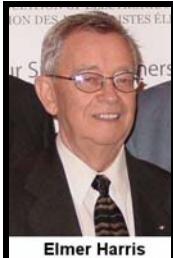
RON PALEYBROADCAST.COM

of the “tired” gold has been deleted from the playlist. The sell line is *Today's Best Music*, *Lite 95.9*... **Rogers Media**, owner of **FAN 590 Toronto**, **FAN 960 Calgary** and specialty channel **Sportsnet**, has rebranded the two radio stations, putting them in sync with Sportsnet. The new IDs are **Sportsnet Radio FAN 590** and **Sportsnet Radio FAN 960**... In a remarkable coincidence, **TSN** President **Stewart Johnston** says TSN is looking at starting a sports radio network. **CHUM**, the TSN sister company, has AM signals in Toronto, Montreal, Ottawa, Winnipeg and two in Vancouver. All but Toronto are 24/7 sports... **Rogers Communications** has won **CRTC** approval to acquire **Bob FM (CHST-FM) London** from **CTV**. The station won't be moving from its location at CTV's **A1** location, though. Instead, Rogers will become a tenant... **Slacker**, the Internet subscription radio service, is now available full-time in Canada. The ad-supported service offers a high number of formats or, depending on listeners' wishes, the ability to create and share customized music stations, e.g. by artists' names or song titles.

TV: In a brief to the **CRTC**, **Cogeco** is seeking safeguards in **BCE's** proposed takeover of **CTVglobemedia** and, Cogeco says, it wants to appear at the Feb. 1 hearing. If the purchase is approved as is, Cogeco says it would green-light the “*the BCE-CTVglobemedia conglomerate to disadvantage competitors . . . and potentially inflate prices for services to the detriment of Canadian consumers*”... Meanwhile, **Rogers** has given conditional support to the **BCE** acquisition of **CTV**. At the same time, it renewed its opposition to the proposed introduction of a value for signal regime... The **CRTC** approved **Bluepoint Investments'** application to purchase the **Saskatchewan Communications Network** (SCN), a satellite-to-cable programming undertaking that distributes educational programming in the province. Bluepoint is wholly-owned by **Bruce G. Claassen**. The Commission approved commercial-free children's and educational programming between the hours of 6 a.m. to 3 p.m. Other periods would air educationally and culturally themed programming as well as programming designed to attract ad revenues. Bluepoint was granted up to 882 ad minutes per week (14 minutes per hour during the 63 hours per week of proposed commercial content)... **Newcap Alberta's** TV stations at Lloydminster are now repped by Edmonton-based **Linda Samletzki** of **WTR Media Sales**. Newcap's in-house **Western Media Sales** has been discontinued... The **Banff World Television Festival** is now the **Banff World Media Festival**. Organizers say the name change reflects the evolution of the industry... **CTV British Columbia's (CIVT Vancouver)** reporting that an accident victim was likely to die did not breach the **Canadian Association of Broadcasters'** Code of Ethics nor the **Radio Television News Directors Association of Canada's** Code of (Journalistic) Ethics. The full **Canadian Broadcast Standards Council** (CBSC) decision may be read by clicking www.cbsc.ca... A video-streaming study dubbed *Project Canada*, performed by **Credit Suisse**, has found that average cable fees would jump \$12 monthly for non-cable or telco service, e.g., **Netflix**. The increase in broadband data usage – in a test case – was about 20 gigabytes of data for the month or roughly 1 GB per hour of standard definition online viewing. The \$12 added cost was determined using the **Rogers Communications'** data pricing structure.

REVOLVING DOOR: **Kirstine Stewart**, no longer “interim”, is now Exec. VP of the **CBC's** English services. She'd been doing the job since August after **Richard Stursberg** resigned from the post... **Michael Olstrom**, the Regina-based Station Group Manager for **Harvard Broadcasting**, resigned just before Christmas. He's bound for **Astral Radio Regina** as VP/GM. He succeeds **Ryan Zimmerman** and begins Feb. 15. Olstrom became Station Group Manager at Harvard when he succeeded **John Huschi** when he retired Jan. 1/02... **BNN** Executive Producer **Mike Omelus** will move to **Global News** as Eastern Regional Director. Omelus, who was the national News Director at **Broadcast News** in Toronto before moving to **Report on Business Television** (ROBtv), begins at Global Feb. 7... The **CRTC's** **Steve Parker**, Senior Broadcasting Analyst, Radio Policy, has retired after 24 years of service... Former Senior VP with **CBC/Radio-Canada**, **George Smith**, has been named a Fellow in the School of Policy Studies at **Queen's University** in Kingston... **Ron Wilson**, after 12 years at **CBC Radio 740 Edmonton**, has moved away from his morning show Host's role. He is now an Assignment Editor for CBC web, radio and TV... At **Shaw Media**, **Christine Shipton** has been bumped to VP of Original Content across the over-the-air and specialty channels, and **Daniel Eves** is VP of Programming and Scheduling... **Christian Hall**, the Ops. Mgr./PD at **X92.9 Calgary**, adds responsibility as National Program Manager for the **Harvard Broadcasting** stations... **Gary Perrin** is gone from his GSM position at **101.9 DAWG FM Ottawa**, the All-Blues station owned by **Torres Media**. Perrin's background includes GSM positions at **KROCK/KIX/The BORDER Kingston**,

CHUM Kingston, CJET/CFMO-FM Smith's Falls and **CHEZ-FM Ottawa... Rick Briggs-Jude**, VP of Production at **Rogers Sportsnet**, left the company last Friday... **CTV Atlantic** (Halifax) Assistant ND **Peter Mallette** is no longer with the operation. He moved to a position outside broadcasting... New Broadcast Engineer at **CHUM Halifax** is **Tim Belanger**, new to broadcasting. He had been with an engineering firm. Belanger's wife, **Mel**, is in Accounting at the stations.



SIGN-OFFS: **Elmer Harris**, 71, in St. John's after a lengthy illness. Harris, a long-time **VOCM St. John's** broadcaster and humanitarian, began his career as a reporter and eventually became Sr. VP of VOCM, where he worked for more than 40 years. He was the first Newfoundland elected as the national President of the **Radio-Television News Directors Association of Canada**. After his retirement from broadcasting in 2000, Harris went on to receive several national awards for his humanitarian work, including the *Queen Elizabeth Silver Jubilee Medal* in 2003 and the *Governor General's Caring Canadian Award* in 2005... **Lesley Graham**, 50, of a heart attack at her home in London. She had been a copywriter at **Corus Radio London** the last 17 years... **Fred Ursel**, 76, in Burlington, of Alzheimer's Disease. Ursel worked at **CKOC Hamilton, CKTB St. Catharines, CFOS Owen Sound** and **CKSL London** before joining **Standard Broadcasting** in Toronto. Ultimately, he retired as President of **Standard Broadcast Sales' TV Division** in 1985... **Thomas J. Robinson**, 91, in Vancouver. Robinson began his on-air career at **CKWX Vancouver**, then moved to **CBC Vancouver** as Duty Announcer. He was the first on-camera news reader when television came on the scene. In 1958, he was appointed Chief Announcer and remained with CBC until his retirement in 1984... **Les McLaughlin**, 69, of cancer at his Ottawa home. McLaughlin was a longtime **CBC** broadcaster and producer best known for promoting musicians from Canada's North.

G**ENERAL:** **Corus Entertainment** saw its first-quarter revenue increase by 8% over last year to \$240.6 million. Television accounted for \$167.5 million of the total, up 11% cent from \$151.2 million a year earlier. Radio advanced by 3% to \$72.1 million. In the three months ended Nov. 30, Corus net income was \$46.2 million or 56 cents per share on a diluted basis... The **Canadian Broadcast Standards Council** has released two separate decisions related to the **2010 Winter Olympics** and, specifically, men's figure skating and a U.S. skater in particular. The first decision was about the Olympic morning information program *Le réveil olympique* broadcast on both **Réseau des sports** (RDS) and **V**. The second related to comments made on *Dupont le midi*, a talk show broadcast on **CHOI-FM Quebec City**. CBSC said the remarks made about men's figure skating on *Le réveil olympique* were acceptable under the broadcast codes of standards but that the comments made on *Dupont le midi* went too far because the hosts used derisive, denigrating terms for homosexuals. Decisions may be found by clicking www.cbsc.ca... **Howie Meeker** and **Shelagh Rogers** are among 54 appointments to the **Order of Canada**. Meeker is cited for his contributions to hockey as a broadcaster on *Hockey Night in Canada* and as a coach of the **Toronto Maple Leafs**. Meeker, who served one term as a Conservative MP, also ran youth hockey camps across Canada. Rogers, host of **CBC Radio's The Next Chapter**, was formerly host of *Sounds Like Canada, This Morning* and *The Arts Tonight*... **Canadian Women in Communications** Edmonton has a Jan. 27 event called "How to Help Your Company Be More Social". For details, jafc@shaw.ca.

L**OOKING:** **Harvard Broadcasting** is looking for a General Manager for its Regina stations: **CKRM, LITE 92** and **THE WOLF**. See the display ad on Page 1... Other jobs we've heard about this week include: **Global Saskatoon** - Morning Show/Web Producer; **CTV Toronto** - Director, Technical Operations, a Manager, User Experience, a Mobile Project Manager – all 3 for CTV Digital Media, and a Research Manager, Specialty; **Newcap Television Lloydminster** - Weekend News Producer ; **Zoomer Media Toronto** - Broadcast Research and Sales Administration Analyst; **CBC Toronto** - Producer, Community Desk (CBCNews.ca), a Research Officer, a Product Manager, Mobile and a Director of Technological Maintenance; **CBC Calgary** - National Reporter; **CBC Regina** - Broadcast Technologist; **Newcap Lloydminster** - Promotions Director; **Astral Radio Kelowna** - Account Executive (Inside Sales); **Newcap Radio Athabasca** - Account Manager; **98.9 THE DRIVE Kingston** - Morning Show Host; **Jim Pattison Broadcast Group Nanaimo** - Creative Writer; and **CHLW St. Paul** - Morning Show Host/Music Director. (Details on some opportunities listed here may be found in the CAREERS section at www.broadcastdialogue.com.)

SUPPLYLINES: Fifteen of **TVCOGECO Quebec's** stations have been shifted to the **Panasonic P2HD** workflow, using it for news gathering, current affairs programming, sporting events and a variety of high-definition station-produced content.

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

Thursday, January 20, 2011

Volume 18, Number 34

Page One of Three

MEDIA MONITORS®

Introducing **AUDIENCE REACTION™**

Connect your music scheduler directly to your PPM™ listeners.

RCS Sound Software + GSelector music scheduling reinvented

dlee@rcsworks.com 1.877.774.1074
www.mediamonitors.com www.gselector.com

Copyright 2002-2010 Media Monitors. All Rights Reserved. All trademarks are the property of their respective owners.

at **K97 Edmonton** where **Dire Straits** also took centre stage for an hour of repeat plays. Meanwhile, as of a few hours before this week's BD distribution, the CBSC said it has received no complaints from listeners after stations aired marathons of the Dire Straits tune... **Newcap's The Fox (CIXF-FM) Brooks** has switched from a Classic Hits format to Mainstream Hot AC, and a new ID: **The One @ 101.1**. The tag line changed from *We play everything* to *Playing today's best music*, with the variety of the 80s and 90s. First song played Jan. 18 at 1:01 p.m. was *Raise Your Glass* by **Pink**. Target demo 25-54... The Call for Entries for the **2011 New York Festivals Radio Program & Promotions** Awards begins Jan. 31. The deadline for submissions is March 31, with the awards ceremony to be held in June.

TV: In the **GENERAL** section, we note **Deloitte's Top 10 Canadian Technology, Media and Telecommunications Predictions for 2011**. Two predictions related to television; Television's "super media" status strengthens and, 2, PVRs proliferate! The 30-second spot doesn't die. Deloitte Research Director **Duncan Stewart** said the Internet helped boost TV's status as the current super media rather than

RADIO: Jeff Mauler of **Hot 89.9 Ottawa** will be co-Host for a day on *Live! With Regis and Kelly*. He's one of five radio hosts selected after a week of voting and nearly 900,000 votes cast. The other four radio men are **Bobby Bones, 96.7 KISS FM Austin**, **Eric Ferguson, 101.9 FM Chicago**, **Fitz, 100.7 the Wolf Seattle** and **Mike Catherwood, KROQ Los Angeles**. Each will fill **Regis Philbin's** seat the week of Jan. 24-28. Still with Philbin, on Tuesday he announced on his show that he'll be retiring this year, probably at the end of the summer. The 79-year-old has been with the morning show for more than a quarter-century... At least two Canadian stations had hour-long *Money for Nothing* marathons this week, aimed at battling for "freedom of expression". The **CBSC** recently found that the song, aired on **OZ-FM St. John's** and where a complaint originated, was in violation of **CAB** Human Rights clauses because the lyrics include the word 'faggot'. **Q104 Halifax** says it's a matter of supporting artistic integrity and guarding against excessive political correctness. It became a credibility issue

destroying it. Says Stewart: "There are websites that are devoted to nothing but the shenanigans of people who are on TV . . . TV is the hub around which many other media revolve." The report also predicts viewership and advertising revenue will increase over the next 12 months. Viewers around the globe will watch 140 billion more hours of TV this year than they did last year, and the global TV audience will grow by 40 million to total 3.7 billion viewers. TV advertising will increase by \$10 billion and TV shows will be the subject of more than one billion tweets. On PVRS, Stewart said plenty of Canadians own and use PVRs but the majority of the TV viewing is still live... The federal Conservatives have rejected a demand by **CBC** to withdraw its file footage from new Tory ads. CBC Spokesman **Marco Dube** said the Conservatives didn't seek permission to use CBC content in three ads that are being aired and are posted online... While the **CRTC** is expected to publish its decision on PSA requirements next month regarding the transition to digital, the arguing between those wanting more spots and those wanting fewer continues. Advocacy groups want the Commission to create a coordinated national campaign while broadcasters say too many spots would be annoying to viewers and would hurt their bottom lines. The CRTC closed its call for comments last week. The proposed rules would require those broadcasters affected to start airing the PSAs six months before the switch to digital. **Shaw Media** argues that only about 7% of Canadian households will be directly affected and that the proposed blitz – six times a broadcast day, increasing to eight times a day Aug. 1 – would be way too aggressive for such a small audience. Besides, argues **CTV**, the plan would be far too costly. **Mike Woollatt**, CTV's VP of government relations, questions why the feds aren't contributing anything toward educating the public and aiding in the transition. After all, the reasoning goes, they are the ones mandating the switch... The **CBC-TV** analogue tower that serves Fredericton and Saint John is about to be replaced by a digital transmitter that will serve Fredericton only, if their application is approved. Saint John will be without over-the-air CBC TV services. The change would reduce the number of potential viewers in the region from 303,465 to 113,930, or by 62.5%. Further, the application proposes to use channel 19, which is inconsistent with Industry Canada's regulatory plan. **CBAT-TV** has been allotted channel 42. The Commission also says that the CBC application is inconsistent with broadcasting policy because CBC isn't proposing digital coverage that matches its existing analog coverage. The deadline for commenting on the public consultation is Feb. 17... Meantime, in the London market, **CBC** intends to shut off its **CBLN-TV** (Ch. 40) analogue transmitter on or before Aug. 31, without replacing it with a digital transmitter... It's a done deal. The U.S. **Federal Communications Commission**, by a vote of 4-to-1, said yes to the purchase by **Comcast** of **NBC Universal**. The deal combines the largest American cable company with NBC plus other key communications assets. Principals expect to close the transaction by month's end... **Crossroads/CTS** has partnered with U.S.-based **ComStar Media LLC**, which includes an investment in ComStar's broadcasting arm, **ComStar Networks, LLC**. It provides CTS with Canadian rights to the media libraries of U.S. cable channels **Family Net** and **American Life**... Burnaby-based **Knowledge Network Corp.** has purchased the assets of **BBC Kids** from **Shaw Media** and **BBC Worldwide**. BBC Kids is a national digital children's channel aimed at viewers 2-17... **Global BC** Reporter **Ron Bencze** faces five charges related to the sex assault of a minor. He appeared in Surrey Provincial Court Tuesday afternoon and was released from custody on a number of conditions... **Kirstine Stewart**, the new head of **CBC** English-language services, has told the **Globe & Mail** that she plans replacing *Wheel of Fortune* and *Jeopardy!* with Canadian shows. Her decision, she said, is the result of a much larger fix at the CBC over the last few years. This has allowed the broadcaster to compete with private networks, she said. The CBC has also gone through a marked turnaround in morale.

GENERAL: In Toronto Tuesday morning, **Deloitte** revealed its *Top 10 Canadian Technology, Media and Telecommunications Predictions* for 2011. They are: 1. Smartphones and tablets: More than half of all computers aren't computers anymore 2. Tablets in the enterprise: More than just a toy 3. Operating system diversity: No standard emerges on the smartphone or tablet 4. Social network advertising: How big can it get? 5. Television's "super media" status strengthens (*details on this point in the TV section*) 6. PVRs proliferate! The 30-second spot doesn't die 7. Push beats pull in the battle for the television viewer 8. What's "in-store" for Wi-Fi: Online comparison shopping on aisle three 9. Getting to 4G cheaply: Will many carriers opt for 3.5G instead? 10. Wi-Fi complements cellular broadband for "data on the move"... The **CRTC** is proposing a regulatory change that would give TV and radio more leeway to broadcast false or misleading news. Right now, the regs have a blanket prohibition on broadcasting "... false or misleading news." The change is skedded to go into effect Sept. 1 but the Commission is accepting comments up until Feb. 9... **Brad Shaw**, the recently-appointed CEO of **Shaw Communications**, will address the **Broadcast Executives Society** luncheon Feb. 15 at Toronto's Four Seasons Hotel. For tickets, <http://www.eplyevents.com/BroadcastExecutivesSocietyFeb15-11219313> or call **John Tucker** at 416 899-0370... The **Western Association of Broadcasters**' 77th annual conference takes place June 8-10 at the Fairmont Banff Springs Hotel & Golf Course. Online registration and hotel details are available at

www.wab.ca. The **Banff World Media Festival** and **nextMEDIA Banff** follows up immediately upon WAB's closing event. Details for it are at www.banffmediafestival.com... **Astral Media's** first quarter financial results showed earnings at 94 cents a share, with revenue at \$267.1 million. Net income in the first quarter of fiscal 2011 was \$64.64 million or \$1.14 per share before adjustments or \$48.2 million (86 cents per share) after adjustments. Astral's revenues were up from \$250.7 million in the same period a year earlier as advertising and subscriber-related revenue rose 16% and 3% respectively.

REVOLVING DOOR: **Don (Stevens)** & **Joanne (Johnson)**, for 18 years the morning show at **Rogers Lite 96 Calgary**, will move "across the street" to **Newcap's XL 103** beginning Monday, Jan. 24. Stevens will also be XL 103's PD, a role he has had before at **CJAY 92** and **AM 106**, as well as **CFTR** and **CKFM** in Toronto... **Dan 'Tarzan Dan' Freeman**, the morning co-Host at **Sun FM Kelowna** will leave the Astral station at mid-March for an undisclosed destination... **Jamie Schouela** has been appointed VP, Marketing at **Shaw Media** in Toronto where he'll oversee marketing, publicity and creative efforts for **Global Television** and Shaw's 19 specialty networks. Most recently, Schouela was VP, Marketing Strategy-Global... **Ryan Zimmerman**, ex GM at **Big Dog 92.7 Regina**, has moved to sister stations **Astral Fredericton** as Ops Manager, Atlantic Region... **Newcap** has some changes in its Alberta management structure. **Chad Tabish**, who had been GSM at **Lloyd FM Lloydminster**, becomes GM of Lloydminster/Alberta East Radio and TV. He succeeds **Tim Weinberger** who moves to become GM at **CHFT-FM Fort McMurray**. **Rick Colliou** moves from Fort McMurray to GSM at the Red Deer/Alberta South Hub. Succeeding Tabish as GSM of Alberta East Radio is **Carla Beaupre**, Station Manager at **KROCK Cold Lake**. Also at Lloydminster, **Brad Asselstine** is now the Lloyd FM Station/Sales Supervisor, a move up from Sales Rep... **Joe Fingered** is **JAZZ.FM91 Toronto**'s new PD. Fingered was one of the architects of the jazz programming at **CBC Radio**. He begins in this new position Jan. 25... **Bernie Finkelstein**, after 26 years, has announced his retirement from the Chairmanship of **MuchFACT** in Toronto. Finklestein has been a prominent figure in the Canadian music industry for 40 years, is a member of the **Order of Canada** and has been inducted into the **Canadian Music Industry Hall of Fame**... **Jim McCourtie** is the new PD at **Y108/Vinyl 95.3 Hamilton/Toronto**. He had been PD at **FM96 (CFPL-FM)/1031 Fresh FM (CFHK-FM London)**... **Jon Rees**, ex Production/Marketing Coordinator at **Citytv Edmonton/OMNI**, is now the Marketing Manager at **Rogers Media Television** in Toronto. He started Jan. 17... **Peter Tensen**, with **Rogers Radio North Bay** since 2002, has been promoted to Promotions Director. **Kevin Oschefski**, who'd held the position, was appointed morning show co-Host on **EZ Rock 100.5 FM North Bay**... **Garett Chisholme** has returned to **Rogers Radio Timmins** as Assistant News Director. His first time around began five years ago... **Robert Bakish**, ex President of **MTV Networks International**, has been appointed President/CEO of **Viacom International Media Networks**. He is based in New York.

LOOKING: **Sun FM Kelowna** - morning show co-Host; **CBC Toronto** - Senior Manager, Digital Sales, a Manager, Business Rights & Content Management and a Senior Systems Architect; **CBC Ottawa** - Corporate Manager, CRTC Reporting and Analysis; **Global News Ottawa** - Broadcast Engineering Supervisor; **Global Edmonton** - Retail Writer/Producer; **Rogers Radio Fort McMurray** - Broadcast Technician; **Rogers Radio Timmins** - Weekend Swing Announcer/Web Master; **100.5 The PEAK Vancouver** – Promotions Coordinator; **Rogers Radio Winnipeg** - Promotions Director; **Newcap St. John's** - Traffic Supervisor; and **CKLN Toronto** - Station Manager.

SIGN-OFF: **Ron Thompson**, 68, in Brandon of cancer. Thompson brought Brandon its weather forecasts for 37 years on now defunct **CKX-TV**. He was also a radio PD and Announcer on **CKX Brandon**.

SUPPLYLINES: **Yves Rathe** has become **Director of Technical Services at Sennheiser Canada in Montreal**. Rathe began his career at Incospec Telecommunications as service manager. Over the years he has served at such companies as **Norbec Communication** and **AVW Telav**.

Dialogue BROADCAST

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

Thursday, January 27, 2011

Volume 18, Number 35

Page One of Three

Wheatstone E1 12 FADER RADIO CONTROL SURFACE WITH ROUTER



→ \$12,995.00

Call us for BEST pricing - Toll Free 1.866.460.3119



RON PALEYBROADCAST.COM

RADIO: In an unprecedented move, the **CRTC** has asked the **Canadian Broadcast Standards Council** to take another look at its **OZ-FM St. John's** ruling as it relates to the 1985 **Dire Straits** hit, *Money for Nothing*. The **CBSC Atlantic Regional Panel** found the tune at odds with the **CAB Code of Ethics** in that the lyrics include use of the word 'faggot'. Most of the 250 letters received by the Commission disagreed with the finding. The CRTC asked CBSC to appoint a panel with a "national composition" to review the complaint and to issue a fast ruling. The CRTC has no actual authority over the CBSC. The standards council is a private independent body which

does not report to the Commission... **Golden West Broadcasting** has won **CRTC** approval for two new FM stations, one in Humboldt at 107.5 with 59,000 watts programming Variety Hits and an FM'er in Estevan. It will operate at 106.1 at 100,000 watts and will format Classic Rock and New Rock.... ... **HANK FM**, the made-in-Manitoba Country music format, is being nationally syndicated. **Howard Kroeger** of Winnipeg's **Kroeger Media** (the company behind the HANK FM brand), has partnered with **Envision Radio Networks** for syndication. Kroeger is also the person behind the **JACK** and the **BOB FM** brands... **CHSR Fredericton**, the campus and community station, has turned 50. Oldtimers recall that in the early years there were "only 75 volunteers". Fifty years later, close to 3,400 volunteers have passed through the station... Morning shows from some large market **Rogers** radio stations will broadcast live from **Canadian Music Week**. Included are **Larry and Willy** of **JACK FM Vancouver**, **Matt and Eric** of **JACK FM Calgary**, **Garner Andrews** of **SONiC 102.9 Edmonton**, **Carter and Sandra** of **KISS Ottawa** and **Roz and Mocha** of **KiSS 92.5 Toronto**. Canadian Music Week is set for March 9-13 at the Fairmont Royal York Hotel... **Corus Radio** says it has created what it calls a Production Centre of Excellence at its Toronto HQ. The initiative will see Corus offering "a one-stop shop for production services" with a team of writers and producers for radio imaging, promos, commercials and other on-air requirements. Corus says it will leverage the talent on hand and share it across the Ontario station clusters.

GENERAL: A recent survey identifies 18-34s as the group most receptive and engaged in advertising. The survey, conducted by **Ipsos Reid** for the **Institute of Communication Agencies**, shows that 36% of Canadians in that demo actively share memorable ads online. The national average of 23%. And one in every five young adults (18%) has searched online to find ads they have enjoyed in the past. Survey results were announced on the first day of Canada's third annual Advertising Week, taking place all this week in Toronto, Montreal, Edmonton and Vancouver... Kelowna municipal politicians have voted 7-2 in favour of a motion requiring the two local newspapers to bid for the city's advertising contract. With the rationale of fewer people turning to newspaper ads and a desire to save money motivating the move, Kelowna council took steps to reduce print ad expenditure from two newspapers to the one which comes with the lowest bid. City council figures to save about \$30K annually in the printing of Kelowna's legally required ads (public meetings, rezonings, etc.)....

TV: Regarding the **CBC's** dispute with the federal **Conservatives** over use of the public broadcasters file footage in the most recent (non) campaign ads, **Bob Tarantino** of Toronto law firm **Heenan Blaikie LLP**, writes, in part: "This seems to be a bit of a recurring theme with the Conservatives: I had written earlier about

the 2007 spat which arose because the Conservatives used footage from the 2006 Liberal leadership debates. As I noted then: The incident afforded an opportunity to reflect on a larger issue: should there even be a possibility of infringement in situations like this? In Canada, this appeared to be a case of *prima facie* infringement - while American readers might have been thinking that there was at least a plausible argument that the use qualified as "fair use". But Canada lacks a "fair use" concept, instead having a more limited "fair dealing" concept . . . I concluded then that the chances that the unauthorized use of footage in a political ad would constitute "fair dealing" under Canadian copyright law would be slim . . . The 2007 copyright dispute does not appear to have ever had a publicly disclosed resolution - and I suspect the 2011 dispute will end in much the same way" . . . The **CRTC** has denied a **CBC** application to distribute regional news programming in B.C. on a separate **CBC NN** feed. While CBC said regional programming wouldn't exceed 10% of the broadcast day, **Canwest Television** argued in its intervention that approving CBC NN's conditions of licence would deviate from standard conditions of licence for the mainstream national news genre... **Global Television's** drama series, *Combat Hospital*, has been picked up by **ABC**. The 13-episode series will air in simulcast with ABC this summer... The revamped **Canada Media Fund**, which pumps money into film, TV and digital media production, is winding up its first year with an 85% increase in demand for money. The \$350-million fund was designed to support projects that bring TV programs to the Internet. In March, 2009, the old **Canadian Television Fund** and **Canadian New Media Fund** were streamlined into one entity to speed Canadian producers' entry into the digital age... **TSN** has indicated it will ask for between 50% to 60% more money for continued access to the channel during coming renewal negotiations with BDUs, according to a source. Whatever TSN now derives per subscriber, certainly over \$2.00 each per month, will likely be bumped up another dollar. The source said such a hefty hike goes "well beyond what's reasonable" . . . The love affair with HDTV by Canadians remains high while interest in 3D TV is minimal. The annual **Canadian Media Research TV Quality Survey** learned that 35% of respondents indicated that they already owned an HDTV set. Conversely, over 95% of respondents said that it was "unlikely" or "very unlikely" that they would purchase a 3D TV set in the coming year (the survey used a price point of \$2,000). Some other findings: * The average person can receive roughly 180 channels on their main TV set, which is seven years old. The second TV set is about two years older and can receive 145 channels on average; * The number of hours spent using the Internet was about 11 hours per week, while people reported watching TV for about 19 hours per week; * Less than one in five stream TV shows to their computer or surf the net with their phone; Two-thirds of respondents never order pay-per-view; * Generally, Canadians are quite satisfied with TV. Less than 4% said they were very dissatisfied with it in 2010... A woman who was interviewed on camera at the door to her home, and who asked that the clip not be broadcast, had her right to privacy breached after the clip was in fact aired. The **Canadian Broadcast Standards Council** decision, as it related to a **CHCH-TV Hamilton** broadcast, is that she was within her rights to deny the video's use. Further, said CBSC, she was neither the subject of, nor involved in any way in, the root of the story. Details are at www.cbsc.ca.

REVOLVING DOOR: Lesley Harmer is Mike Omelus' successor as Executive Producer at **BNN**. She is a former Producer and Assignment Editor at **ROBTV/BNN**, and a former Director of Communications for the federal immigration minister. Omelus moved to a management role at **Global Television**... Brad Gibb, PD



Owen Sound • Orillia • Port Elgin • Wasaga Beach • Goderich

**Bayshore Broadcasting
in Owen Sound**
is Looking for the
Next, Great
BROADCAST JOURNALIST.

If that's you, you're
Eager to get your
Feet wet in an
Award-winning
Newsgathering
Environment.

Send your information to
General Manager Ross Kentner at
[**rkentner@bayshorebroadcasting.ca**](mailto:rkentner@bayshorebroadcasting.ca).

at **Classic Rock FM 96/CKWS-FM Kingston** since March 2008, returns to **FM 96 (CFPL-FM) London** Feb. 7, also as PD. He had been MD/APD in London from 2001 to 2008. Gibb succeeds **Jim McCourtie** who joined **Y108/Vinyl 95.3 Hamilton/Toronto...** **Robert Hardy** has become VP of Development at **Paperny Films** in Vancouver. Previously, he ran CTV Vancouver's Program Development Office and has been Executive In Charge of Production for CTV on more than 40 productions. Most recently, Hardy was the Director of Corporate Development for the **National Screen Institute of Canada...** **Bhupinder Hundal** has been named News Manager at **OMNI BC Vancouver**. Hundal has been with OMNI since 2004, working as an Assignment Editor, Producer and Reporter. **Doug Cheng** takes over as Assignment Editor. Cheng joined OMNI in 2008 after working with **CBC Radio** in Toronto, Thunder Bay and Windsor.

2 Publisher's Note

3 The 2011 Consumer Electronics Show
The 2011 International CES came alive with innovation January 6-9.

7 Five innovations in the next five years
"Next Five in Five" is a list of innovations that have the potential to change many of the ways people conduct their lives.

8 Engineer Opinion Survey Part 1 - The good news
Broadcast Dialogue's survey to determine Engineers' levels of job satisfaction; to identify factors influencing job satisfaction; and to explore opinions in general about working in the broadcast industry.

11 Transmission Systems for Mobile TV
By Bill Harland

14 Top down, bottom up or sideways?
With significant shifts in leadership at several organizations, does this suggest a need for a different approach in leadership and visioning?
By Laurie Kennedy

17 SupplyLines
Brief updates on what's happening on the supply side of the business.

19 Revolving Door
Broadcasting's comings and goings.

21 The PAL 2011 Trade Show
Navigating Change, Inspiring Growth

21 Events Calendar

This issue is brought to you by

Linear Systems Ltd.
Oakwood Broadcast Inc.

Pippin Technical
RCS Canada Ltd.

Rohde & Schwarz Canada Inc.
S.W. Davis Broadcast
Technical Services Ltd.

On the off-chance you didn't receive the new Broadcast Dialogue by e-mail yesterday, it's available

HERE

LOOKING: **Bayshore Broadcasting** in Owen Sound seeks Broadcast Journalist. See the ad on Page 2... Other jobs we've heard about include: **Rogers Radio Atlantic** – General Sales Manager; **Classic Rock FM 96/CKWS-FM Kingston** – Program Director; **Corus Radio Toronto** – Creative Director; **Q92 Timmins** - Morning Show Announcer; **Astral Regina** - Account Executive; **Virgin Radio Montreal** - Afternoon Host; **Astral Kelowna** - Inside Sales; **The Drive Kingston** - Morning Announcer; **CHQR Calgary** - Talk Show Producer; **AMP Radio Calgary** - Mid-Days; **Q13 Brooks** - Morning Show Host; **APTN Whitehorse** - Camera/Editor; **CTV Toronto** - Senior Assignment Editor-(Marilyn Denis Show); **CBC Montreal** - Technical Director; **CBC Ottawa** - Consulting Technologist; **CBC Toronto** - Director of Finance; **CBC Edmonton** - Reporter; **Rogers Radio Lethbridge** - Promotions Director; and **Maple Leaf Sports and Entertainment Toronto** - Technical Director/Producer, Live Events.

SUPPLYLINES: **Astral Television Networks** has signed with Portland, OR-based **Rentrak Corporation** to supply Astral with its OnDemand Essentials service... **Global TV** has chosen **mDialog**, a provider of in-stream video and rich media ad technology on iOS devices, to power ad content on its new iPad video offering... The **Canadian Department of National Defence** has a contract valued at \$2.8 million with Ottawa-based **International Datacasting** for the continued operation of **Canadian Forces Radio and Television**. It's the second of two renewal options, part of the overall contract IDC won in a competitive tender process at the end of 2008.