

BROADCAST Dialogue

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Thursday, October 6, 2011

Volume 19, Number 22

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Theresa Treutler, President & CEO of the Television Bureau of Canada (TVB), is pleased to announce the following appointments to the TVB management team:

Duncan Robertson has been promoted from Manager, Resource Centre to Director of Media Insights & Research. Duncan has been a valuable member of TVB's management team for more than 10 years. He continues to lead the TVB in strategic development of market research initiatives for Canadian broadcasters and specialty stations. Along with his team of research analysts, Duncan delivers insightful advertising and marketing metrics regarding television viewership and consumer perception to TVB members. Duncan works closely with the TVB Research and Executive Sales Committees.

Rhonda-Lynn Bagnall has been promoted from Manager, Telecaster Services to Director of Telecaster Services. Rhonda has more than 15 years of television commercial clearance experience and has been a vital member of the management team for over 7 years. Leading her team of commercial analysts, Rhonda is responsible for executing compliance standards and guidelines for the approval of all advertising messages; public service announcements, Infomercials and commercials that go to air across the country. Rhonda also works closely with the TVB Telecaster Committee, ASC Children's Committee and ICA.

Kim Alison Fraser joins the TVB as Senior Communications Officer. Kim Alison is a communications professional with extensive experience in public relations, media relations and corporate communications. In this newly created position, Kim Alison will work closely with the TVB Public Relations Committee to build national awareness for TVB initiatives both within the industry and with the general public.

T**V**: Canada's transition to digital TV went off without a hitch. **Department of Canadian Heritage** and **Shaw Direct** data said there was little, if any, consumer drama. **Chaouki Dakdouki**, Heritage's director of distribution and access policy, says there were 175,000 visits to a government website about the transition, and 10,000 calls to a Service Canada website. Of the calls, nearly a quarter were about digital converter boxes. Many of the rest ran the gamut from technical questions to general ones about why the government had forced the transition. Shaw Direct had a deal with the CRTC to provide free satellite service for five years to any Canadians facing the possibility of being out of a digital signal's range, part of the package when they bought **Global Television**. Bottom line for Shaw – only 300 homes went for the deal... Companies such as **Netflix** won't face **CRTC** regulation in the near future. In a decision released yesterday (Wednesday), the Commission said there were inconclusive results in a fact-finding exercise on online and mobile broadcasting activity. The situation will

be revisited next spring as part of the CRTC's tracking of trends in technology and consumer behaviour. The evolving communications environment, it said, and its growing activity will be the focus of the Commission's annual consultation with the broadcast industry next month. One of the main reasons for not taking a decision was that measurement tools now in use aren't able to accurately reflect trends in consumer behaviour... Meantime, and notwithstanding the **CRTC** decision, **CTAM Canada** says that while TV remains the dominant player, 48% of Canadians have watched a movie or a TV series episode online. Called *Over the Top (OTT) Broadband TV Viewing Experience in Canada*, the inaugural research shows that "*the appetite Canadians show for OTT services to view video content is substantial and growing*". Men (32%), 18-34 year-olds (46%) and those with no TV service provider (54%) are most likely to use the OTT alternatives. CTAM Canada is the Canadian chapter of the Cable Telecommunications Association for Marketing... The **Supreme Court of Canada** will step into the battle over whether broadcasters can charge BDUs for carrying their programs; whether the **CRTC** has the right to establish a system allowing it. The Commission referred the matter to the Federal Court when it announced plans for a



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Responsibilities include:

- * Manage, recruit, mentor and motivate a large team of broadcast professionals
- * Oversee and monitor implementation of all station operating budgets
- * Recommend and monitor capital projects as required
- * Oversee the operations of the 2 FM stations in Sudbury
- * Build and maintain a strong working relationship with General Managers and Department managers in the other Ontario North markets
- * 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
- * Co-ordinate the work of regions, divisions and departments
- * Represent the stations in their local communities.

Qualifications:

- 1 Minimum 10 years progressive general management experience within the broadcast industry, preferably in radio
- 2 Post secondary education in broadcasting or media, business administration, finance, programming or other related discipline
- 3 Excellent communication and interpersonal skills
- 4 Strong understanding of BBM ratings and ability to effectively utilize results to profile stations in the market
- 5 Knowledge of Microsoft and Oracle Financial an asset
- 6 Competitive mindset with strong analytical and organizational skills.

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Maclear, Johnny Esaw, Dennis McIntosh, Morrison, Tim Kotcheff, Arthur Weintal, Gary Maavara, Jack Ruttle, Robert Hurst, Peter O'Neill and Pip Wedge. Also there was Rita Fabian, a 25-year CTV veteran who is now Exec VP of Sales and Marketing at **Bell Media**.

REVOLVING DOOR: Tim Jones, the Station Manager/GSM at **Global Winnipeg** has retired after a 35-year career at Global. He began with **CanWest Global** in 1977 and positions such as Operations and Production Manager at Global Winnipeg, Executive Producer of the Jets NHL hockey package, overseeing the start-up of the CanWest's Specialty television broadcast centre in Winnipeg and then becoming Director of Operations until the channels were combined with the former **Alliance Atlantis** assets in Toronto. His last day was Sept. 30... New Station Manager/News Director at **Global Winnipeg** is Brent Williamson, most recently **Global Regina**'s ND. Before Regina, he spent 11 years at Global Winnipeg. Jon Lovlin moves into the Managing Editor's chair... Dianne Best, for many years associated with **Annapolis Valley Radio** owned by Neil MacMullen and later by **Maritime Broadcasting System**, is no longer with the operation. Best, who had been GM and an Account Exec, is now teaching business and marketing at **Nova Scotia Community College**... Promotions and

"value for signal" regime. The **Federal Court of Appeal** had previously ruled 2-1 that the CRTC did have the power to set up the system. Cable and satellite providers appealed the decision, arguing that the value-for-signal issue is beyond the Commission's jurisdiction... **CTV News** Channel has added new anchors and programming, as well as adjusted its format. It moved to a two-anchor format for most of the day, adding four new faces: **Amanda Blitz, Rudyard Griffiths, Tasha Kheiriddin** and **Scott Reid**... **Citytv Toronto** has launched its **CityNews Channel**, along with a redesigned CityNews.ca website and improved iPhone and iPad mobile apps. **Rogers Media** says the channel will become the only Toronto news TV station to be available live wherever viewers want. The format follows the news-wheel radio programming on Rogers' radio; traffic and weather together on the ones, sports at :15 and :45 as well as business news at :26 and :56... British Columbia's attorney general, **Shirley Bond**, has directed Crown lawyers to ask judges to allow cameras in their courtrooms when people accused in the **Stanley Cup** riots go on trial. Critics call it a stunt to grab eyeballs, to boost ratings. Premier **Christy Clark** wants the trials aired because "*those guys had no trouble committing those crimes with the cameras flashing and video rolling,*" referring to the numerous onlookers who pulled out their digital equipment alongside news reporters. Formal guidelines were created in 2001 outlining when TV cameras should be allowed into B.C. courtrooms and what restrictions should be placed on them... Vancouver police began showing up at local TV newsrooms last week demanding video shot during the **Stanley Cup** riot by **Global TV, CTV** and **CBC**. The last time Vancouver had a sports riot, following the Canucks' loss during the 1994 Stanley Cup series, police asked newsrooms to voluntarily turn over their photographs and video, but media outlets refused. Eventually, though, after some legal back-and-forth, warrants were issued and material was seized... While the original **CTV** affiliates first went on the air in the first few months of 1961, and have already celebrated their 50th anniversaries, it wasn't until Oct. 1, 1961, that those affiliates first carried the weekly **CTV Network** program schedule. At the time, it was just eight hours. In Toronto Sept. 29, 2011, a group of former CTV executives and on-air staff gathered at a dinner to mark the network's 50th. In attendance were **Lloyd Robertson, Pamela Wallin, Michael Gail Scott** and former VPs **Peter Sisam, Keith Campbell, Eric Maavara, Jack Ruttle, Robert Hurst, Peter O'Neill** and **Pip Wedge**.

a new hire at the **Television Bureau of Canada** see **Duncan Robertson** move from Manager, Resource Centre to Director of Media Insights & Research; **Rhonda-Lynn Bagnall** to Director of Telecaster Services from Manager, Telecaster Services; and **Kim Alison Fraser** joining TVB as Senior Communications Officer... **Neil Cunningham**, Director of Sales at **Corus Radio Alberta** and based in Edmonton, left that position to become VP/Ops Manager at **Spence Diamonds**. Cunningham's Corus position will not be filled. Instead, his duties are now shared amongst four sales management staff.

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the PPM-surveyed markets of Vancouver, Edmonton, Calgary, Toronto and Montreal. The offer extends to the three main target groups: Adults 18-49, Adults 25-54 and Women 25-54. Astral also says it will now allow clients to cancel any campaign with a week's notice, down from two weeks' notice... **CBC Radio Windsor's** AM signal at 1550 went off the air last week after 61 years. The station flipped to FM; 97.5 in Windsor and 91.9 in Essex County... **EZ Rock 1400 AM (CKGR) Golden**, on the air since 1975, has been flipped to **FM 106.3**. A well-attended open house and barbecue went along with the button being pushed... Listeners of **Cape Breton Radio (CJCB-AM/94.9 The Cape (CKPE-FM) Sydney)** raised over \$508,428 for the **Cape Breton Regional Hospital Foundation** during a 12-hour radiothon late last week. The annual **Cape Breton Cares Radiothon**, in its four years, has raised more than \$1.5 million to support specialized care at the regional hospital... **Accessible Media Inc.**,

RADIO: G 98.7 (CKFG-FM) Toronto, targeting 25-54s with R&B, Soul, Reggae, Soca, Hip Hop, Worldbeat, Gospel and Smooth Jazz, has launched in Toronto. The signal, at 98.7, has an average effective radiated power of 446 watts (maximum ERP of 1,000 watts). It's owned by **Intercity Broadcast Network Inc.** and led by Founder/President **Fitzroy Gordon**, who's also the Station Manager. PD is **Wayne Williams**, most recently PD at **FLOW 93.5 Toronto**. **Adriana Steele**, with a background that includes GSM at FLOW 93.5 Toronto and the **Evanov Radio Group** in various markets and **The Canadian Traffic Network**, is GSM. **Jai Ojah-Maharaj**, ex **CHIN Toronto**, is ND... The **Canadian Association of Broadcasters** has congratulated the Ministers of Industry and Canadian Heritage on the copyright bill released Thursday, describing it as "*balanced copyright legislation that aims to make Canada's copyright laws work for all stakeholders, including artists and creators as well as innovative businesses such as the radio industry*". In Bill C-11, the government has taken steps to eliminate the redundant payments radio makes for the necessary digital file reproductions for on-air purposes. Radio contributed \$115-million in direct funding and copyright payments to the music industry over the last year... The **CRTC**, citing a violation of its licence trafficking policy, has stopped the sale of **Shore 104 FM (CHHR-FM) Vancouver** to **Astral**. The Commission's primary objection relates to a 2010 document – described as a Put and Call Agreement and Loan Agreement – in which terms agreed upon included a pre-determined price with adjustments and safeguards to ensure Astral's eventual purchase of Shore Media. Included was an exclusivity clause that prevented Shore from negotiating the potential sale of the station with other parties... **Bell Media** has extended the **TSN** brand with the re-formatting of its AM radio stations in Montreal and Winnipeg. **THE TEAM 990 (CKGM) Montreal** is now **TSN Radio 990** and **Sports Radio 1290 (CFRW) Winnipeg** is **TSN Radio 1290**. The two stations will "leverage the natural synergies already in place" including TSN's bureaus in Montreal and Winnipeg along with TSN's regional TV packages for **Canadiens** and **Jets** games. They will also sync with Bell Media's sports stations in Vancouver and Ottawa (see **GENERAL** for the **Sportsnet** item)... **Astral Radio** says it will guarantee gross rating points (GRPs) to 95% for advertisers in



the operator of **VoicePrint** – the world's largest broadcast reading service – has moved from one national feed and four regional feeds to two feeds, East and West... **570 CKSW Swift Current**'s 28-hours of broadcasting the third *Your Family's Health* radiothon from the lobby of the **Cypress Regional Hospital** resulted in \$220,000 being raised. The money will be distributed to Cypress Regional and to all health care facilities in the area. A sidelight to the radiothon was a 28-hour walkathon, pitting CKSW staffers against the local BodyFit gym. Not hard to conclude who won but CKSW put up a good fight, walking 114 miles and raising \$1,800 in the process... **Moose FM Haliburton** and community station **Canoe FM Haliburton** raised \$35,590 in a combined effort to purchase X-ray machines for two local hospitals. The giving is described as "huge" in light of the fact that the median income of year-round residents is one of the lowest in Ontario and that all of the summer residents and tourists had gone home... **Frank Martina**, a 45-year radio veteran, has been "dragged out of retirement" to do *The Saturday Kiss Classics*, a three-hour show on **1075 KISSFM Vernon**. "Old guy, old music. What a concept!" he quipped.

G**ENERAL:** **Sportsnet** launched an integrated brand offering across multiple platforms this past Monday. The unified brand – Sportsnet – spans TV, radio, print, digital and mobile (see **RADIO** for the **Bell Media/TSN** item).

L**OOKING:** **Rogers Radio** seeks a VP/GM of Ontario North Radio based in Sudbury. See the ad on Page 2... Other jobs we've heard about include: **Corus Calgary** - Promotions Director; **Corus Winnipeg** - Engineer; **Corus Edmonton** - Creative Writer; **Corus Cornwall** - News Anchor/Reporter; **Astral Penticton** - News Anchor/Reporter; **Astral Kelowna** - Creative Writer; **Newcap Television Lloydminster** - Sports Anchor/Reporter; **CTV News Channel Scarborough** – Senior Producer; **CTV News Channel Ottawa** - Chase Producer; **CBC Toronto** - Reporter/Editor (cbcnews.ca); **CBC Regina** - Regional Web Developer; CBC Edmonton - Regional Web Developer; and **CPAC Ottawa** - TV graphics designer/character generator operator.



Save the Date:
Next BES Luncheon November 1st

Our Fall luncheon series continues Tuesday, November 1, with special guest speaker, **Kirstine Stewart**, Executive Vice President, English Services, CBC, addressing members and guests of the Broadcast Executives Society.

Location: Four Seasons Hotel, Avenue Rd at Bloor St. W., Regency Ballroom
Time: 12 noon.

Tickets: Use [this link](#) for secure ticket purchase.

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Thursday, October 13, 2011

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GENERAL: A number of Canadians lost all communications after **Telesat's Anik F2** satellite suddenly stopped working. The disruption late last week or "loss of earth lock" affected **Shaw Direct TV**, government agencies and **The Canadian Press**. Other companies that use C-band, Ku-band and Ka-band services, primarily used for telecommunication and broadcast services, were also affected. Telesat said the satellite suddenly ceased operations at about 6:30 a.m. Thursday and turned away from Earth as it is programmed to do in safety mode... **SelectCore** and **iSign Media Solutions** in Toronto say they're joining forces to provide retailers with technology to send ads to wireless mobile devices near their stores. They aim to equip up to 7,000 convenience and grocery stores in Canada and the U.S.



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RADIO: **Larche Communications** is on the shortlist of finalists in the **Greater Barrie Chamber of Commerce's Barrie Business Awards**. Larche, which owns **104.1 The Dock (CICZ-FM) Midland** and **KICX 106 (CICX-FM) Orillia**, is cited for having raised \$500,000 for **Royal Victoria Hospital's** regional cancer centre. Winners will be announced Nov. 30... **Golden West Broadcasting's** specialty station, **CFEQ-FM Winnipeg**, has **CRTC** approval to change technical parameters from A to C1 by bumping power from 920- to 100,000-watts, to change the antenna height from 92.1- to 223-metres, and to relocate the transmitter to the same site as sister transmitter (for **CHVN-FM Winnipeg**) is located. CFEQ's format requires that 95% of all music during the broadcast week be from subcategory 35 (Non-classic religious)... Still with **Golden West**, its new **107.5 Bolt FM (CHBO-FM) Humboldt** was launched yesterday (Wednesday), the format being Variety Hits. The first song played was *Start Me Up*. Station Manager is **Brian Kusch**... After 13 years as **Energy FM, CHRX-FM Dawson Creek/Fort St. John** has moved to a new brand: **SUN-FM**... **KBS (CJAT-FM) Trail** is now **EZ Rock**, aligning the Kootenay/Boundary station with sister **Astral** radio operations in B.C... A group of **Ryerson University** students in Toronto are seeking to re-claim the former **CKLN** frequency, once associated with their school. CKLN, at 88.1, had its licence pulled by the **CRTC** earlier this year. Two radio and television arts students have spearheaded a campaign to use a portion of the \$250,000 set aside for CKLN to apply to the CRTC for a student-run radio station. Each Ryerson Students Union member paid \$10.35 as part of the 2011/12 tuition. The 88.1 frequency is wide open and is the subject of a call for

applications... **Pritchard Broadcasting** has been denied a frequency and contour change for its low-power **CJRP-FM Saint John**. The CRTC said the technical amendment is like a new application and, as such, couldn't be approved without a call for applications. Were it to do so, such a decision would circumvent the normal competitive market entry process since it would allow Pritchard to transform its station into protected class A status... **CHSR**, the **University of New Brunswick's** radio station, celebrates 50 years on the air today (Thursday) with a *Shake It and Bake It* concert tonight. The show, between 9 p.m.-1 a.m. at UNB, will help the radio station celebrate while also promoting East Coast talent... **Canadian Satellite Radio Holdings**, the parent of **Sirius XM Canada**, says it has now exceeded two-million subscribers... The ninth annual **B100 Kamloops Variety Children's Radiothon** raised \$37,500 over two days, slightly lower than last year's results. Variety Children's Charity provides families and children with help in dealing with devastating illness and physical challenges, e.g. travel expenses, medical equipment and so on... **Two Boobs in a Bucket**, a fund-raiser by **92.3 The Dock Owen Sound**

during Breast Cancer Awareness month, raised over \$6,500. Morning show co-Host **Bob Wallace**, along with a sponsor, spent the morning in the bucket of a fire truck – 103 feet in the air – working listeners for donations to **The Canadian Cancer Society**... Five couples won fertility treatments in a controversial **HOT 89.9 Ottawa** contest called "Win a Baby!" All five had competed for three in-vitro fertility treatments worth \$35,000, the winner being the couple that received the most votes from the public. But that's not how it worked out. After all the votes had been cast, the **Newcap** station awarded all five finalists the prize. Station personnel said they knew how devastating it would be for the couples who lost. As a result, Newcap's HOT 89.9 approved the added budget... **Humble and Fred** are launching what they describe as "*hyper-localized, social and interactive*" www.HumbleandFredradio.com. The former Toronto morning radio duo say the show will cover all platforms and depend on viral distribution. Humble Howard Glassman says that the alternative radio experience will feature "*raw uncensored commentary, news, fresh music, exclusive special guests and just the right amount of fart jokes.*" The site is set to launch Oct. 15.





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TV: **CBC** President **Hubert Lacroix** says **Quebecor** is determined to damage the public broadcaster's reputation so as to weaken it. And, he says, he's determined to set the record straight. Beginning today (Thursday) in Ottawa, MPs will be examining the CBC's current court battle with the Information Commissioner over access to information. Even as that hearing begins, CBC is being bombarded on three fronts: The **Conservative Party of Canada** is polling members on the value of the CBC; the **National Citizens Coalition** has mounted a campaign to defund the CBC; and **Sun Media** has published a months-long series of articles and editorials targeting the CBC for its refusal to provide expense information requested under access to

information. Lacroix accuses Quebecor of attacking the CBC out of bald commercial interest. Its Quebec TV stations compete directly with French-language **Radio-Canada... Bell Satellite TV** will replace all of the MPEG-2 HD satellite receivers now in use with MPEG 4 HD receivers, allowing it to make the migration of all HD programming to MPEG-4. It offers greater video compression than MPEG-2. As well, with MPEG-4 compression Bell will be able to free up capacity so it can comply with a CRTC ruling requiring Bell to add 43 local standard-def channels by Aug. 31/12. Bell expects to replace roughly 240,000 receivers in 193,000 homes... *Television Viewing Preferences and Online Synergy 2011*, the recent research from the **Television Bureau of Canada**, concludes that 94% of 18-49s prefer watching their favourite shows on their home TV screens. Other choices were smartphones, tablets and computers. TVPOS also found that 70% of the same demo think watching video on a computer or mobile device could not replace viewing on a TV set... **CTV British Columbia** will be adding new morning and lunchtime shows. *CTV News at Noon* begins Oct. 31 while *CTV Morning Live* premieres two weeks later, Nov. 14.

REVOLVING DOOR: Robyn Bresnahan will become Host of **CBC Radio's** *Ottawa Morning* Dec. 5, succeeding **Kathleen Petty**. Bresnahan, who has spent nearly a decade abroad as a Reporter, returns to the show that launched her journalism career... Todd Smith, the former ND at **Quinte Broadcasting's** three Belleville-area radio stations (**CJBQ/Mix 97 [CIGL] Belleville** and **Rock 107 [CJTN-FM] Trenton**), is a newly-elected Progressive Conservative MPP after last week's Ontario provincial election. Smith upset Education Minister **Leona Dombrowsky** who'd held the seat for the Liberals the last 12 years... Andrew Johnson and Barbara Shearer have joined the **Shaw Media** content team as Production Executives. They will oversee a range of original factual programming on **Global Television**, **History Television** and **Tvtropolis**. Johnson moves from **CBC** where he was Commissioning Editor of *The Lens* and, most recently, with *The Passionate Eye*. Shearer is a Writer/Director/Producer of factual and reality programming. Most recently, she worked on **History Television** programming and as a Production Executive at **W Network**.

SIGN-OFFS: Bob Arnold, 73, at Bonnyville, AB. Born **Robert William Rud**, he was the morning Host at **CJCA Edmonton** from the early '70s through to the early '90s. As Arnold would say when he signed off the air, "I will go now....Hello!"... Jack Cruikshank, 79, in Halifax. He was a co-Founder of **CFDR Dartmouth** and best-known for operating **Sackville Downs Raceway** for over 30 years... Robert "Bobby" Ng in Edmonton after what was described as "a brief health challenge". Ng emigrated from the Philippines in 1972 where he was a well-known television and radio personality. He was a staff announcer with **CJVB Vancouver** for five years before moving to **CHQT Edmonton** where he was a Host from 1977 to 1993.

LOOKING: **Global TV Regina** - News Director; **Corus Radio Vancouver** - Marketing Manager; **Corus Entertainment Toronto** - Senior Manager, Human Resources, Employee Relations; **Rogers Radio Edmonton** - Music Director; **CBC Montreal** - Manager, Post Production Operations; **CBC Calgary** - Reporter/Editor and a Mobile Transmission Technician.

SUPPLYLINES: **Nautel** will hold a Webinar Oct. 26 (Noon to 1 p.m. EDT) to announce new functionality in the Nautel Advanced User Interface (AUI) pertaining to NX Series transmitters: www.nautel.com/webinars.

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Thursday, October 20, 2011

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GENERAL: CBC's silence on *Quebecor Media's* seemingly relentless campaign against the public broadcaster is over. CBC came out swinging yesterday (Wednesday) afternoon when it accused Quebecor of receiving \$500-million in public subsidies over the last three years without having to account to taxpayers.

In its statement, CBC said Quebecor made record profits by using the public subsidy. CBC also says Quebecor President **Pierre-Karl Peladeau** has sent over a dozen letters to the Prime Minister to complain that *Radio-Canada* doesn't spend enough money advertising in his newspapers. As part of a series of articles called *CBC Money Drain*, Quebecor researchers submitted hundreds of access-to-information requests with the CBC. The **Standing Committee on Access to Information** will be hearing from Peladeau this morning (Thursday). The latest CBC news release states: "For more than three years, Quebecor has been using its newspapers, and more recently, its *Sun News Network* TV licence to pursue a campaign against CBC/Radio-Canada. Quebecor has received more than half a billion dollars in direct and indirect subsidies and benefits from Canadian taxpayers over the past three years, yet it is not accountable to them."... Meanwhile, at the **Standing Committee on Access to Information** this week, **CRTC** Chair **Konrad von Finckenstein** said that if there's an appeal to the Federal Court to obtain information that has been provided to the Commission in confidence, the Commission will take no position. Instead, he said, it will deliver documents under seal to the Court, let the opposing party try to convince the Court of its position and then abide by the Court's ruling... **CRTC** Chair **Konrad von Finckenstein** says it's easy to see why the **CBC** and the information commissioner are fighting in court over access to information. The law, he said, is poorly written, particularly the section of the *Access to Information Act* which applies to the CBC. The public broadcaster is before the **Federal Court of Appeals** this week to argue that the information commissioner has no right to review documents the Crown corporation refuses to disclose under the act. CBC says information about its journalistic, creative and programming activities should only be seen by a judge in disputes over access. CRTC spokesman **Denis Carmel** calls the change a correction, "not a change of direction"...



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The **Canada Science and Technology Museum** in Ottawa has opened *CBC/Radio-Canada: 75 Years of Bringing Canadians Together*. It was developed through a partnership between **CBC/Radio-Canada, Library and Archives Canada** and the Canada Science and Technology Museum. It features a series of caricatures of well-known CBC/Radio-Canada personalities, and interactive stations where visitors can listen and view clips representing the CBC's use of technology over 75 years... **Richard Stursberg** will publish a memoir of his time at **CBC**. Stursberg, who ran English Services, has titled it *Tower of Babble: Sins, Secrets and Successes Inside the CBC*. He was hired in 2004 at a time when **CBC-TV** was said to have "sunk to its lowest audience share in its history and Radio 2's audiences were on life support"... Winners at the recent **Broadcasters Association of Manitoba** annual conference were: **Sylvia Kuzyk**, Hall of Fame Award (lifetime achievement). She retired in September after 38 years with **CTV Winnipeg**; **Kelvin Heppner**, Broadcaster of Tomorrow Award (future stars). He's the **Golden West** Farm Broadcaster in Southern Manitoba; and **Al Friesen**, Broadcast Excellence Award (significant contributions to the broadcast industry). Friesen is a Past President of BAM and a co-Host with Golden West.

T**V:** 'Shalt' demands while 'should' only suggests, a significant difference. And that's why the **CRTC** did a one word rewrite on a number of 'shalts' in its decision on vertically integrated companies which was released last month. **BCE** made the challenge whereupon the Commission dropped the command in favour of the suggestion, which reflects the fact that the code was not meant as binding but rather as a guideline... There are stations in the U.S. which are now re-investing in enterprise reporting citing that while expensive, it's vital for their survival. **WRC Washington**, one of several stations in the **NBC**-owned group, has relaunched well-funded investigative journalism teams even though it's expensive and labor intensive. Because returns are hard to quantify, this kind of journalism has been in great decline. Now, though, there are a number of stations – taking advantage of local newspapers' demise and the billions of dollars in U.S. political revenue set to gush in – which are bucking that trend. By doing so, they expect to reinforce their brands, firm up relationships with viewers and increase ratings points and revenue... **Rogers Communications** will begin next week streaming local-market **Toronto Maple Leaf** hockey games at the same time they air on **Rogers Sportsnet** or on **Leafs TV**. But access to those web broadcasts will be restricted to viewers who subscribe to traditional cable. It's a move meant to guard a TV base that is increasingly looking to the Internet for content... Canada's broadcast distributors (cable and satellite) contributed more to the **Canada Media Fund** (CMF) up to March 31/11 than in the year before, \$214.2 million from the \$194.3 million in 2010. The **Department of Heritage** contributed \$120 million to the CMF in 2010 and \$134.1 in 2011. CMF-funded programs were sold in 45 countries and regions and triggered more than \$1 billion in production activity across Canada... The **Canadian Film Centre** (CFC) in Toronto has appointed four new members to its Board of Directors: **Kirstine Stewart**, Exec VP of English Services, **CBC**; **Scott Dyer**, Exec VP, Chief Technology Officer and Head of Shared Services for **Corus Entertainment**; **Corrie Coe**, Sr. VP, Independent Production for **CTV**; and **Rupert Dilnott-Cooper**, a British exec and advisor in the media and investment sector... **CTV (CJOH) Ottawa** is about to be recognized by the **Children's Miracle Network** with its CMN Television Station Founders Award. The award, given annually to a TV station that has demonstrated extraordinary commitment to a CMN hospital, will be presented tomorrow (Friday) at **Walt Disney World** in Orlando. The **Children's Hospital of Eastern Ontario** (CHEO) nominated CTV Ottawa, citing the station's year-round efforts in which, over a 28-year period, has seen \$65-million raised for the children's hospital... **Ron Lancaster**, the former **CFL** football great and a member of **CBC's** CFL broadcast crew from 1981 to 1990, will be posthumously enshrined this year into the **CBC Sports Hall of Fame** at a gala dinner in Toronto Nov. 17... **CBC Toronto** launched its weekend news into a full service cross-platform offering last Saturday as part of local service improvements announced in CBC's five-year strategic plan... **Shaw Communications** has signed a long-term agreement with **Bell Media** to carry 30 of Bell's channels... **CBC** ombudsman **Kirk LaPointe** says **Kevin O'Leary's** heated remarks during an interview with author **Chris Hedges** violated the public broadcaster's journalistic standards. Hundreds of complaints were filed after O'Leary called the Pulitzer Prize-winning journalist "a nutbar" during **CBC News Network's** *The Lang & O'Leary Exchange* a couple of weeks back. In his decision, LaPointe writes: "There is room at the inn for a range of views, but there is no room for name-calling a guest"... No TV is good TV for children under the age of two, says the **American Academy of Pediatrics** in a new report. This one updates a similar finding AAP made in 1999 and, it says, the statement is as true today as it was 12 years ago. But in the period from 1999 to now, AAP says there has been a proliferation of programs and media devices designed for young children – from built-in DVD players in minivans to smart cell phone technology. The main issue in the report is that children under two lack the language and social skills to understand the content of programming and, consequently, are unable to derive any educational value from it.

RADIO: Hearings in Montreal this week for two Montreal AM frequencies heard from the four applicants: **Bell Media, 7954689 Canada** (Paul Tietolman); **Dufferin Communications**; and **Metromedia CMR Broadcasting**. Bell Media wants 690 to beef up **TSN Radio's** current "impaired" signal at 990. Tietolman wants both frequencies to establish News/Talk stations in English (940) and French (690); Dufferin wants the 690 dial position for a French version of its **PROUD-FM Toronto** that would offer a French-language service serving the lesbian, gay, bisexual, transgender communities. And Metromedia CMR, which operates an all-traffic format in French, seeks the 940 frequency for a similar service in English... **SiriusXM Canada** CEO **Mark Redmond** says he's targeting used car dealers and the roughly 15-million Canadian car owners who don't have satellite radio. "*It's a matter of just showing them there's a better alternative to what they've traditionally been listening to,*" he said. One analyst noted that the pre-owned market could represent an attractive growth opportunity for SiriusXM. He also said, however, that there will be more competition from terrestrial radio, Internet radio, iTunes, cable audio and other subscription services... *Crazy Bitch* by **Buckcherry**, which aired on **The Bear (CKQB-FM) Ottawa**, is "distasteful" but not in violation of any codes, says the **Canadian Broadcast Standards Council**. A listener complained that the song was offensive to women. Details can be found at www.cbsc.ca... Husband and wife duo **Raine Maida** and **Chantal Kreviazuk** will be honoured with the *Allan Slaight Humanitarian Spirit Award* next March at the **Canadian Music & Broadcast Industry Awards** gala in Toronto. The award recognizes the pair's longstanding commitment to charitable initiatives... **Clear Channel Radio** in the U.S. has signed an exclusive agreement giving **LivingSocial** status as its sole daily deal provider on more than 500 of its American stations in 90 cities. LivingSocial will use the stations to showcase its daily deals to more than 80 million listeners each week. The company expects the arrangement to leverage Clear Channel's national reach and local activation capabilities... The three **Blackburn** radio properties in Wingham – **CKNX, The Bull 94.5 (CIBU-FM)** and **101.7 FM (CKNX-FM)** – simulcast its *CKNX Health Care Heroes* radiothon last Saturday, raising \$666,443 in this, the tenth year of airing the radiothon. Since its inception, the project has generated close to \$7 million in donations for equipment for local hospitals and healthcare centres... **X103/XL96.9 Moncton** helped raise over \$2,200 in support of **Breast Cancer Awareness Month** by organizing a formation of the world's largest bra. The shape of a giant bra and two pink ribbons was mapped out on a local playing field, then participants took their places to form the world's largest bra. The funds go to **Moncton Hospital**...

R EVOLVING DOOR: **Mark Duggan**, Station Manager at **89.5 Mix FM (CJRL-FM) Kenora**, is no longer there. He was hired in March, 2010 from his GM position at a local hotel... New PD at **Harvard Broadcasting's WIRED 96.3FM Saskatoon** is **Darren Brown**, moving to his new role Nov. 1 from morning Host/APD duties at **CKLM-FM (106.1 The Goat) Lloydminster**... **Michelle Poulin**, after nearly 25 years with **Broadcast News**, recently **The Canadian Press**, has opted for early retirement. The Business Manager's last day is Oct. 28... **Lauren McNabb**, a Reporter with **Global National**, returns to her home province as **Global Winnipeg's** Senior Reporter and host of *Focus Manitoba*, the station's weekly public affairs program... New ND at **CD989 Simcoe** is **John Crawford**, most recently of **680News Toronto** and, before that, **K-Lite Hamilton**. Also at CD989, new morning show co-Host is **Shaena Patton**... **Gordon Lee** is VP/Head of Affiliate Sales at **Corus Entertainment**. He had been Director, Content Distribution. Lee succeeds **Shawn Praskey** who moves to Director, Content Distribution... **Regan Tate** will become ND at **CHAT Radio-TV/MY96 FM Medicine Hat** Nov. 14, moving from her Assignment Editor duties at **Global Regina**... New PD/midday Host at **100.1 Moose FM Fort St. John** is **Brad Russell**. He had been with **Country 103 Kamloops**... **Lawrence Szabo**, ex of **MGM's Worldwide Television Group**, is **Lionsgate's** new Exec VP of North America TV Sales based at the company's HQ in Santa Monica... New MD/afternoon Host at **98-5 Virgin Radio Calgary** is **Tyler Hall**, in from Edmonton.

S IGN-OFF: **Christine Dekker**, 82, of cancer in North Battleford. She began her broadcast career at **CFQC Saskatoon**, then married **Harry Dekker**. Together, they were the station's morning show in the early '50s. They moved to **CJNB North Battleford** in 1954 and maintained their morning show while Harry became GM. CJNB's morning show now has their son, **Harry Michael**, as Host.

L OOKING: **Teletoon Toronto** - Director, Programming; **Disney Junior Canada Toronto** - Brand Manager; **Global BC Vancouver** - Anchor; **CBC Saskatoon** - Station Manager; **Bell Media Toronto** - Programming Specialist, CTV and a Program Obligations Manager; **Global Maritimes Moncton** - Photo-Journalist; **CHEK News Victoria** - Television Anchor; **Astral Radio Regina** - Digital Account Manager; **Astral Radio Calgary** - Account Executive; **CBC Ottawa** - Communications Officer; **CBC Edmonton** - Supervising Technician (Media Operations and Technology); and **Rogers Media Toronto** - Manager, Internal Communications.

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RADIO: Newcap has CRTC approval to sell **CKJS Winnipeg** and **K-Rock 100.7 Winnipeg** to **Evanov Radio Group's Dufferin Communications**. Newcap says it expects the deal to close within 60 days... **C95 Regina** raised over \$296,000 during its 12th annual Marathon for Breast Cancer Research. This is the first year that the woman who started it all – former morning show Host **Lisa Rendall** – wasn't there. She passed away this spring but her mother, **Ruth**, was there. All money raised stays in Saskatchewan where more than 600 women are diagnosed with breast cancer each year... Hamilton city councillor **Tony Whitehead** says **CHML Hamilton** talk show Host **Bill Kelly** treated him unfairly during a call-in broadcast over a controversial city matter. Mayor **Bob Bratina** got 15- to 20-minutes of airtime while Whitehead, opposed on the matter, received about two to three minutes of airtime, and then only after being put in a queue with other callers. While Whitehead has referred his complaint to the **Canadian Broadcast Standards Council**, CHML says there was no ill treatment; that he was treated fairly... **Astral Radio** says an on-demand streaming music and music video service, available online and on mobile devices, is coming next fall. The service will launch across all **Virgin Radio** stations (Toronto, Montreal, Edmonton, Calgary and Vancouver) and the **NRJ** network in Quebec, and various Astral Top 40 formatted stations... **Lite 95.9 Calgary** played requests from its listeners last Friday, but they made them pay for it. The station asked listeners to pledge \$25 to the **Canadian Breast Cancer Foundation** in exchange for their requests. Part of the campaign during *Breast Cancer Awareness Month* included asking those who requested/donated to share the reason they chose the song, e.g. a dedication to a loved one. A song that reminded you of a specific moment?, and so on... **Virgin Radio 95.3 Vancouver** hooked and suspended thousands of bras across the Capilano Suspension Bridge – going back and forth 14 times with all the bras – to raise awareness and support for *Breast Cancer Awareness month*. All bras collected will be washed and donated to a local women's shelter. Funds raised amounted to \$10,000... **Astral's Mix** stations in Terrace, Kitimat and Prince Rupert were rebranded as **ezROCKs** last Friday morning at 11. And **ezROCK (CHTK) Prince Rupert** also flipped to FM. The formats remain the same, and all personalities remain in place... The new **Humble and Fred** daily podcast show attracted nearly 130,000 downloads in the daily show's first week. Available at Humbleandfredradio.com, and iTunes, it's described as an independent alternative to mainstream radio and driven primarily by social media platforms and viral distribution... Saskatoon's first



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Who knew it would come to this?

My journey began, like the Gruenwald brothers — opened a couple of photo developing studios in Montreal's Marché Sainte-Catherine. I grew up in a small town in Ontario, a rural area that had one radio station that operated four hours a day, and more radio stations plus almost two dozen TV stations.

Then Bob Langman Photo arrived in Astral, one of the largest photo studios in North America. My journey has been a remarkable 35 years of interests, a versatile trial that has taken me from photo developing to television, from radio to digital media, from English to French-language stations, from English to French-language news and specialty channels, an adventure that has taken me from Canada to the United States, from the East Coast to the West Coast, plus digital media—and the number of people I've met along the way is roughly 2,000 people.

A lot of lessons:

- In 1961, Jacques Photo started photogrphy with one camera and one enlarger.
- In 1967 those kinds expanded to become a 125-store chain called Astral Photo.
- In 1971, Astral Photo became the first Canadian television picture house, the screen was opened, yet again this time in the form of a movie theatre.
- In 1973, under the new Astral banner, the company became the first Canadian television station to broadcast more than 100 feature films and TV programs/TV audiotext.

BOB LANGMAN (PHOTO) — The Photo Developing & Camera Company

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local Internet-delivered radio station, called **Gen X** at Realradio.ca, launches at 9 a.m. Oct. 31. Founder **Steve Huber**, a PD/Announcer veteran at such stops as **104.9 The Wolf Regina**, **92.9 The Bull Saskatoon** and **Magic 98.3 Saskatoon**, says new media is not being regulated by the **CRTC**. That, he said, gives entrepreneurs an open door to start their own radio stations... The **VOCM Clarenville** radiothon for the **Discovery Health Care Foundation** raised \$36,397. Proceeds go toward the purchase of medical equipment for the hospital in Clarenville... A **97.7 HTZ-FM St. Catharines** contest that was taken to

the streets got some station people handcuffed by Niagara Regional Police – for real. What began as a prank scared the dickens out of people who were targeted with the phrase “Excuse me, get in the truck” by people wearing ski masks. Morning Hosts **Jason Barr** and **Chris Biggs** weren’t aware, they said, of doing anything wrong. Police received reports about masked people in a truck making “ill advised” attempts to get people into the vehicle.

T**V:** The **Netflix** third-quarter financial report included a larger customer exodus than the company had foreseen after announcing an unpopular price increase in July. Netflix lost more than a quarter of its value after the bad news came out. The company ended September with 23.8 million U.S. subscribers, down about 800,000 from June, and particularly grim considering that Netflix had consistently added 1 million to 2 million subscribers per quarter... Meantime, online video sites such as **Netflix** and **YouTube** may be slowly luring North American viewers away from prime-time TV. Waterloo-based **Sandvine**, which analyzes Internet usage, found that 60% of all downloading traffic in North America between 7 p.m. and 9 p.m. is tied to real-time entertainment applications. That number is up 10 percentage points from last year. The most Internet traffic in prime time was associated with Netflix streams, which accounted for almost a third of all the data consumed in those two hours...

CTV Regina and **CTV Saskatoon** will launch live morning shows Oct. 31. National news will continue to be provided by **CANADA AM** on **CTV News Channel** and on-demand... **FX Canada**, the **Rogers Media** specialty channel, launches Monday at 9 p.m. ET... **Corus** and **Disney/ABC Television Group** have a licensing agreement to launch **ABC Spark** next Spring. The channel is described as “*a destination for Canada’s young adult millennial viewer, telling stories that matter most to this audience while utilizing the technology millennials rely on to connect to their world in a corresponding multi-platform offering*”... **Radio-Canada** has a two-year agreement with **France Televisions Distribution**. The deal will ensure distribution of each other’s educational catalogues... **Shaw Communications** President **Peter Bissonnette** said in a conference call with investors that Shaw Cable is not planning to offer more of its channels on a pick-and-pay basis. He said consumers aren’t asking for it and prefer to buy their TV services in bundled packages.

G**ENERAL:** Canada’s access-to-information watchdog, **Suzanne Legault**, told a Commons committee that **CBC** might be using new internal guidelines to quickly dismiss some access requests, making it easier to claim faster response times. The CBC recently released statistics claiming drastically reduced response

times for requests and the number of complaints since 2007. At the same time, it released internal guidelines that said that its access co-ordinators could simply reject requests for information on face value if they seemed to fall under the legally exempted categories of journalistic, creative or programming activities. Legault says she still has 180 ongoing investigations with the CBC over access, in addition to 196 that are on hold pending the result of the Federal Court of Appeal case. Both Legault and **CRTC Chairman Konrad von Finckenstein** are calling on parliament to change the Access to Information Act to make it clearer... Broadcast winners at the annual **Jack Webster Awards** in Vancouver, celebrating journalism in B.C., are: **Best News Reporting of the Year - Radio** – Brett Mineer, **CKNW Vancouver**; **Best News Reporting of the Year - Television** – Hudson Mack, Shachi Kurl, Stephen Andrew, **CTV Vancouver Island** (formerly /AI); **Best Feature Story - Radio** – Yvonne Gall, **CBC Radio**; **Best Feature Story - Television** – Curt Petrovich, Cedric Monteiro, Dennis Genereux, Michelle

Billman, Bradley Stewart, CBC; Jack Webster Award for Excellence in Legal Journalism – Bob Keating, CBC Radio Nelson; and **Jack Webster Award for Science, Technology Health & Environment – Kelvin Redvers, CTV BC...** **Corus Entertainment** earned \$29.2 million or 35 cents per share in the three months ended Aug. 31, up from just 4.2 million or eight cents per share in the same 2010 period. Revenue rose to \$200.2 million from \$187.4 million, almost all of it in TV revenues to \$152.6 million from \$139.9 million. For the year, Corus reported net earnings of \$141.3 million or \$1.79 per share compared with \$119.7 million or \$1.57 per share in 2010. Said CEO **John Cassaday:** “*Corus achieved its segment profit guidance and exceeded free cash flow guidance as a result of tight cost controls in radio, coupled with exceptional revenue and segment profit growth in television*”... **Astral Media** reports higher net earnings in the fourth quarter on a 4% jump in revenues, to \$247.6 million. Net earnings were up 8% to \$47.8 million, up from \$44.3 million in the same period last year. CEO **Ian Greenberg** said Astral expects economic uncertainty to affect advertising on its radio and specialty TV stations in fiscal 2012 but that he doesn't expect it to be as bad as the global financial crisis of 2008-09. Astral has signed a new credit agreement which gives it access to \$700 million in financing in the form of a five-year unsecured revolving facility. This new financing will replace an existing \$100 million revolving facility. The proceeds will be used to reimburse a current \$525 million loan due in Oct., 2012, and for general corporate purposes... Last Friday, Members of Parliament recognized and celebrated **Rogers Communications** for 50 years of driving Canadian innovation, with MPs honouring the late **Ted Rogers**... Meanwhile, **Rogers Communications** says third-quarter profits rose 29% and gives the credit to its wireless operations. Net income rose to \$491 million, or 87 cents per share. That's up from the \$380 million last year (66 cents a share)... **Shaw Communications** results for the fourth quarter and year ended August 31 saw consolidated revenue for the three- and twelve-month periods of \$1.18 billion and \$4.74 billion, respectively – up 26% and 28% over the comparable periods last year. Total operating income before amortization of \$476 million and \$2.03 billion, respectively, improved 12% and 15% over the same periods last year... Winners at the **Ontario Association of Broadcasters** annual convention, held in Toronto last Thursday, are: **The OAB Lifetime Achievement Award** - Richard Sienko, **Target Broadcast Sales; Community Service Award (large market)** - KOOL-FM Kitchener, **Community Service Award (small market)** - 100.5 EZROCK North Bay; and **Community Service Award (television)** - CTV Barrie. After the awards, entertainer **Matt Dusk** – performing **Frank Sinatra's My Way** – persuaded OAB President (**Durham Radio's**) **Doug Kirk** to join him in a duet. See it at <http://www.youtube.com/watch?v=2NMTsXyUKm4>.

REVOLVING DOOR: **Peter Jackman**, the GM and an 18-year veteran of **CKPC Brantford**, has resigned. His last day is Nov. 4. Jackman says he will resume activities at his **InFront Communications** in Waterloo... Also at **CKPC**, **Randy Redden** begins as Retail Sales Manager. Up until about a year ago, Redden had been GSM at **Astral Media Hamilton**. Most recently, he was associated with **Ens Media**... New co-Host of **BOB-FM London** mornings is **Mindy Williamson**. She's a hometown girl with previous stops at **FRESH-FM** and **FM96**, both in London. Williamson joins **Ken Eastwood**... **Judith Campbell** is back with the **Canadian Women in Communications** in Toronto after a three-year absence. She is now CWC's VP, Partnerships. During her time away, Campbell completed a graduate degree in media production at **Ryerson University** and served as Director, Member and Chapter Services for the **Institute of Corporate Directors**... **TSN Radio 990** morning co-Host **Dennis Casavant's** last day is tomorrow (Friday). He's moving to join **RDS** and **RDS 2** in Montreal... **Emma Harding** is the new Promotions Director at **96.9 JACK FM** Calgary beginning Oct. 31. She moves across the road from **Newcap Radio Calgary**.

SIGN-OFFS: **Joel Aldred**, 91, in his sleep at Port Perry, ON. Aldred's career, which began at **CBC** in 1945, spanned more than 50 years. He eventually became one of the most highly sought-after commercial announcers in the U.S., doing live commercials for **GM** and other major sponsors. In the '60s, Aldred partnered with the late **Ted Rogers** to form **CFTO-TV Toronto** (Now **CTV Toronto**)... **Robert Pierpoint**, 86, after complications from hip surgery, in Santa Monica. The **CBS News** correspondent covered six U.S. presidents, the Korean War, the Kennedy assassination and the Iranian hostage crisis in a career that spanned more than four decades.

LOOKING: **Corus Television Toronto** - Affiliate Marketing Manager; **Global Winnipeg** - Sales Manager; **Newcap Television Lloydminster** - Jr. Producer/Director; **Astral Kelowna** - Account Executive and a Creative Writer; **K97 Edmonton** - Promotions Director; **Country 93.3 Fort McMurray** - Music Director/Afternoon Drive Host; **CBC Toronto** - Information Architect and a Senior Systems Designer; and **CBC Ottawa** - National Accounts Manager, Marketing and Sales.