

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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

Thursday, December 1, 2011

Volume 19, Number 30

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REVOLVING DOOR: Andree Noel will become the new National Chair of the **Canadian Broadcast Standards Council** Jan. 1, succeeding **Ron Cohen**, who held the post for 18 years and retires at month's end. Noel, for more than nine years, was the **CRTC's** Regional Commissioner for Quebec... **Marci Ien** is **Seamus O'Regan's** successor on **Canada AM**, taking on her new role Jan. 9. Ien has been with the **CTV** morning show the past eight years and is now on maternity leave. Friday, Nov. 24 was O'Regan's last day at **Canada AM**... New ND at **Newstalk 1010 (CFRB) Toronto** is **Kym Geddes**. She is the afternoon news Anchor at **CHUM-FM & TSN Radio** Toronto and a member of the faculty at **Seneca's School of Communication Arts**. Geddes begins at CFRB Dec. 14... **Ross MacLeod**, in from sister **Astral** station, **The Team 1260 Edmonton**, is **CJAY 92 Calgary's** new Brand Director (BD). Succeeding him in Edmonton is **Rob Vavrek** who adds Team 1260 programming duties to his BD role at **The Bear Edmonton**... **Rock 107 Belleville-Trenton** morning show Host **Tommy James**, after 20 years in broadcasting, is leaving the industry. Succeeding him is **Max Major**, moving from morning show Host at **Rock 92 Timmins**... **TJ Connors** is the new PD at **Mountain FM Castlegar** and Senior PD for the **Vista Group**. He'll also do the morning show on Mountain FM. Connors moved from mornings at **The Wolf Peterborough** and, prior to that, **BOB FM Lindsay**... **Josh Miller** is now Chief Engineer/Director of IT at **Starboard Communications (CJOJ/CHCQ) Belleville**. He had been with the **Evanov Broadcast Group** in Toronto.

GENERAL: Heritage Minister **James Moore** delivered a staunch defence of the **CBC** amid calls by some caucus colleagues to end federal support for the 75-year-old public broadcaster. While CBC won't be immune from government-wide budget cuts, Moore said that it plays an important role that private broadcasters do not or cannot fill. He said one essential role is reaching Canadians in both official languages in the eight aboriginal languages in the North. That's a role, he's quoted as saying, "*that the CBC plays that the private sector does not because if they did, they'd be there*"... **Konrad von Finckenstein**, who once clashed with the Conservative government over usage-based billing says he thinks cabinet directives help the **CRTC** make difficult policy decisions. The outgoing Commission Chairman told an international audience in Ottawa this week that the directives help the CRTC members understand which kind of telecommunications and broadcast policies the government wants... Media conglomerate **Quebecor** – owner of **Sun Media**, **TVA Group**, **Videotron** cable, the **Canoe** website and other properties – is eliminating 400 jobs. The cuts follow a round of buyouts at the **Toronto Sun** last week. A union source says roughly half of the 400 jobs will be eliminated through buyouts, about 100 employees will be laid off and another 100 or so positions will be lost through attrition. Quebecor launched the **Sun News** 24-hour news channel last year... **Corus Entertainment** expects to grow its profitability and raise its dividend in the coming financial year. CEO **John Cassaday** says one of the positive trends Corus is expecting is growth in advertising sales at its specialty TV channels, based on early results for the fiscal first quarter ending Nov. 30. "*We saw continued momentum on our specialty ad sales in Q1, despite what you read and heard and maybe suspected given the economic conditions that we're in*"... **BCE's** and **Rogers'** plan to go "halvsies" on buying **Maple Leaf Sports and Entertainment** went south when the two couldn't divide, to the other's satisfaction, the broadcast and Internet rights they both sought. The two were prepared to pay between \$1.3-billion and \$1.4-billion for the **Ontario Teachers' Pension Plan's** 79.5% stake in MLSE... **Astral** has begun a new national advertising campaign intended to increase consumer awareness of its multi-platform entertainment brands and diverse programming. There are two English-language and three French language 30-second TV spots on Astral channels, as well as radio, out-of-home and online advertising. The creative uses the tagline "*Switch off the ordinary*"... With **Rogers Communications** having launched **RDeals**, which many bloggers and media companies describe as a **Groupon** clone, the originator may now have a serious and competent competitor on its hands. With

no proprietary tech stuff in the mix but instead a database of customers and merchants, Rogers is well-placed to be successful. Rogers' strength is in its stable of magazines, the relationship with **Shopping Channel** clients, their radio and TV advertisers and their huge database of cable subscribers, profits stay in the building... **Whiteoaks Communications** President/CEO **Michael Caine** says his radio stations will host a "Celebration for the life of Harry McDonald" next Saturday, Dec. 10 between 1 and 4 p.m. at the **Harbour Banquet and Conference Centre**, 2340 Ontario St., in the downtown Bronte area of Oakville. All who knew him or worked with him are invited. Harry McDonald died suddenly last week in Israel of a suspected heart attack... The 75th anniversary of the **Empty Stocking Fund** broadcast, which took place in Saint John over eight hours on the weekend, aired on both **Rogers TV** and on **News88.9 Saint John**. By 8 p.m. Saturday, \$148,329 had been raised. The tradition of the Empty Stocking Fund dates back nearly 100 years when, in 1912, Saint John newspaper reporter **Harry (Dutch) Ervin** raised \$700 to buy gifts for needy children. Over the years since then, millions of dollars have been raised to buy Christmas gifts for thousands of children who might otherwise not get any presents.

RADIO: The **Evanov Radio Group**, with the acquisitions of **Newcap's HANK-FM** and **CKJS-AM**, is now operating a three-station cluster in Winnipeg. HANK (CHNK) 100.7 is now **CFJL-FM** and is programming Christmas music. CKJS-AM Winnipeg's multilingual service will be maintained and **Energy 106 (CHWE FM)**

Winnipeg, launched Sept. 1/11 will maintain its Top 40/CHR format. With the ownership change, GM/GSM **Randy Skulsky**, PD **Sandra Dolynchuk** and Promotion Director **Ami Freeman** have departed. **Mike Fabian**, who recently joined Evanov as GSM for Energy 106, heads up the station cluster. ERG retained long-time staffers **Gido Gigliotti** as PD at CKJS and **Nadya Garces** as Administration/Accounting Manager. CFJL FM 100.7 will be branded **The Lounge 100.7**, "Music with style", after Christmas... **Corus-owned 99.1 Groove FM (CJGV-FM)** **Winnipeg** has had its licence renewed with approval to delete conditions of licence related to its operation as a specialty format station. Corus won relief in the area of its Jazz and blues format and the airing of a 70% minimum of those genres' content. It also contended that the Smooth Jazz format is no longer viable in Winnipeg and instead proposed to provide a Mix AC format – a variety of today's pop and rock hits mixed with songs from the '80s and '90s. The station is now airing Christmas music and promises a new launch in January... **Gary Slaight** is the recipient of the **2012 Walt Grealis Special Achievement Award**, recognizing individuals who have made an impact in the Canadian music industry. The **Canadian Academy of Recording Arts and Sciences** (CARAS) says Slaight will be honoured at the 2012 JUNO Gala Dinner & Awards Sat., March 31 in Ottawa... **Shore 104.3 FM Vancouver**'s third video – *Music Saves III* – has been posted, the latest to highlight music's power to change lives. It features some of Vancouver's amazing musical talents, including members of the **Vancouver Adapted Music Society** (VAMS) who have overcome their disabilities to embrace their passion to create music. Watch the video in support of VAMS and the continued efforts of **The Canadian Music Therapy Trust Fund** at www.shore104.com... Starting at 6 a.m. today (Thursday), **Harvard Broadcasting's X92.9 Calgary** will air only air Christmas music in efforts to raise funds for their new charity of choice - **The Canadian Music Therapy Trust Fund**. Once \$5,000 has been raised the station will return to regular programming... Meantime, in Windsor, several of the city's best known musicians were involved in the making of a CD – *A Time For Joy* – which is raising funds for **St. Clair College's Centre for Applied Health Sciences** and **The Hospice of Windsor**. It was recorded at Windsor's **SLR Studios** under producer **Martin Bak**. **St. Clair**



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The Combined December - January Broadcast Dialogue Magazine will be delivered next week.

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College and **Blackburn Radio** financed the project... **Cogeco** has sold two Quebec FM stations to **Leclerc Communication** as part of a divestiture following the company's acquisition of a number of Quebec Corus stations last year. **CJEC-FM Quebec City** and **CFEL-FM Levis** went for an undisclosed amount. Cogeco says it is still working on the sale of **CJTS-FM Sherbrooke** that it also pledged to divest.... The **CRTC** has cracked down on the use of English-language pop music montages on French-language radio stations **CKTF-FM Gatineau (Astral)** and **CKOI-FM Montreal (Cogeco)**. It made limits on such use a condition of licence renewal of the two stations and warned it could take similar measures with others. The Commission was acting on complaints by three Quebec associations representing composers, promoters and the music and video industries about the montages broadcast by the Quebec stations. The three said the succession of English-language songs that were broadcast almost in their entirety shouldn't be counted as a single selection. In the case of CKOI-FM, 101 montages were broadcast in one particular week and all counted as English-language selections – 17.9% of the 126 hours of programming. The CRTC said French language stations must limit their broadcasting of montages to no more than 10% of total programming for the week and made it a condition of their licence... **Fairchild Radio Vancouver's** annual *Winter Warm Wave Clothing Drive* to benefit the **Salvation Army** – in just four hours – collected 2,031 pounds of used clothing and blankets. On Sunday, the station set up a booth outside its office to collect the warm items. Hundreds of listeners showed up, breaking last year's record of 1,212 pounds during the same time frame... **CFMB 1280AM Montreal** raised \$85,000 for underprivileged during a four-hour marathon. CFMB, which bills itself as Canada's first multicultural radio station, and its Italian programming section in association with 10 Montreal Catholic churches, will use the funds to help underprivileged families of each parish... **Mix FM Kenora's** annual *Miracle Marathon*, with contributions of roughly \$35,000, has helped the **Salvation Army's Christmas Hamper** program. The two-day broadcast of Christmas seasonal giving messages encouraged area residents to respond with donations of cash, food and toys... **The Jewel92/Country 1380 Brantford's** Radiothon for a day to give back in support of the Brant Community Healthcare System Foundation raised \$100,814 in 12 hours. Donations support the purchase of medical equipment, maintenance of compassionate patient care and investment in new technology... **KICX-FM Sudbury's** first Great Movember Shave-off saw \$3,000 raised in the fight to raise awareness of men's health, specifically prostate cancer. Listeners bid on the privilege of using an electric razor

to shave off the moustaches of Sudbury Region police force members, including Chief **Frank Elsner**... Two Edmonton stations have been in full Christmas programming mode for a few weeks – **Lite 95.7 FM** and **Up! 99.3 FM**. One warned listeners ahead of time while one surprised them. The holiday programming is a first for both stations. When **EZ Rock** rebranded as top-40 station **Virgin** in February, it ended its Christmas music marathon, leaving the holiday music market wide open.

T**V:** **CHCH-TV Hamilton**, on VHF channel 11 its 1954 sign-on, has applied for a licence to broadcast on UHF channel 15. Owner **Channel Zero's** President, **Cal Millar**, says there are many in the Hamilton area who began having trouble after CHCH shut off its analog transmitter August 15. Up to that point, CHCH was also transmitting a high-def digital signal on UHF channel 18, as assigned under the digital transition plan. But when CHCH moved its digital transmissions to channel 11, the coverage area was found to be significantly smaller than the analog and transitional digital footprints. Under the application, power would go from 6.1 kilowatts effective radiated power on channel 11 to 132 kilowatts on channel 15... A **CBC/Radio-Canada** study performed by **Nordicity Group** concludes that advertising does not detract from the public broadcaster's mandate and that there is no good public policy reason to eliminate ads from its TV services. Removing such ads reduce Canadian content and have consequences for the independent production sector and advertisers... **Shaw Media** and **Rogers Communications** have signed a long-term deal for the continued distribution of all Shaw Media services on Canada's largest cable TV system. The services include such channels as **History Television**, **HGTV Canada**, **Showcase**, as well as on-demand rights to **Global TV** content. Rogers cable subs will continue to have access to Shaw's lifestyle and drama programming through the Rogers Digital VIP package and RogersOnDemand.com.

S**IGN-OFF:** **Andy Stephen**, 84, in the palliative care unit of **Saanich Peninsula Hospital** on Vancouver Island. The TV news pioneer was **CHEK-TV Victoria's** first Anchor. A graduate of the **Lorne Greene** broadcasting school in Toronto, Stephen began his broadcast career after the end of the Second World War at **CFRA Ottawa**. In 1953, he moved to **CKDA Victoria**. When that station's owner, **Dave Armstrong**, set up CHEK TV in 1956, Stephen added TV news to his duties. He did CKDA news in the mornings and CHEK-TV news in the evening, plus reporting from the B.C. legislature and hosting the *Capital Comment* public affairs show for 20 years...

L**OOKING:** **Astral Television Networks Toronto** - Interstitial Programmer; **Bell Media Toronto** - Director, The Marilyn Denis Show and Manager, Brand Partnerships, Retail Sales; **TVO Toronto** - Production Manager; **Newcap Television Lloydminster** - Sports Director; **CBC Yellowknife** - Manager, Media Operations and Technology; **CBC Moncton** - Assignment Editor; **CBC Toronto** - Manager, Digital Programming and a Communications Officer, In-House Publicity; **CBC Regina** - Regional Web Developer; **B 101/PEAK FM Collingwood** - Morning News/Co-Host; **CFLG/CJSS/TheCornwallDaily.com** - News Director; **94X Prince George** - Program Director/Mornings; **Q101 Merritt** - Program Manager/Morning Show Host/Copywriting/Production; and **Newcap Radio Lloydminster** - Marketing Consultant.

S**UPPLYLINES:** The **Evanov Radio Group** has updated its advertising sales, traffic, revenue management and billing software with **WideOrbit's** WO Traffic. Evanov now has 13 stations in Central and Atlantic Canada... **Diana Cantuu** has joined Montreal-based **SENSIO Technologies** as VP, Business Development, Live 3D. Cantuu moves from **International Datacasting** (IDC) where she was Exec Director, Business Development.

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RADIO: **Coleman Insights**, **Arbitron** and **Media Monitors** have released a new study of radio ratings data and commercial occurrence data showing that radio delivers 93% of its lead-in audience during the average commercial break. The study of 18 million commercial breaks was conducted across 48 markets. *What Happens When the Spots Come On: 2011 Edition* updates a 2006 study on radio audience behaviour during commercial breaks. The study shoots holes in the common misperception among advertisers, agencies and even radio executives that audiences during commercial breaks are a fraction of the numbers that were listening to the station just before the commercials began. Key findings include:

- One to three-minute commercial breaks deliver radio audiences levels that are practically the same as the lead-in audience.
- Longer spot breaks of four to six minutes-plus delivered an average minute audience that was nearly 90% of the lead-in audience.
- Commercial breaks in morning drive deliver 97% of their lead-in audience, on average.
- Among teens and persons 18-24, radio delivers nearly 90% of its lead-in audience during commercial breaks.

New findings unique to the more comprehensive 2011 study include:

- There is little difference by market in terms of the average audience delivery during commercial breaks. Of the 48 markets studied, three markets with the highest percentage delivered an average of 95% of their lead-in audience levels during commercial breaks and the three markets with the smallest percentage delivered an average of 91% of their lead-in audience levels.
- Audience delivery during commercial breaks was consistent throughout the year.

A copy of the full report is available at

http://www.arbitron.com/study/spot_study.asp...

CJTS-FM Sherbrooke is off the air, a casualty of realignment in the Quebec market. The station was one of three that Cogeco was ordered to divest after the **CRTC** approved the company's purchase of the Corus Quebec stations... **CKPR Thunder Bay** has a new transmitter in Atikokan, just over 200 km to the northwest, providing a service previously unavailable... **Rogers Radio Ottawa** raised \$170,313 in its annual *Snowsuit Fund Radiothon*. **105.3 KISS FM**, **CHEZ 106**, **Y101 FM** and **1310News** teamed to air the 18th annual fundraiser that each year distributes over 15,000 snowsuits to families in need... **RED 93.1 FM Surrey** has raised more than \$310,000 for **Peace Arch Hospital and Community Health Foundation**, up from the \$200,000 raised in

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last year's radiothon... The second annual **Ronald McDonald House Radiothon** on stations of the **VOCM St. John's/CFCB Corner Brook Radio Network** and **Big Land FM** in Labrador have raised more than \$70,000. The funds go to support the home-away-from-home for families of children who must endure lengthy hospital stays and extensive medical treatments... **92.7 Max FM (CJSP) Leamington's Toys for Tots** radio auction – five different gift packages auctioned off – raised \$4,505. The proceeds will be used to buy gifts aimed at older children since most toy donations are aimed at those under 5... **CBC Radio Montreal** raised \$14,867.66 for **Head & Hands Young Parents' Program** which provides hot lunches for parents under 25 and their children. Every \$1.50 donated equals one hot nutritious lunch for a young parent or child... The 72nd annual **CFOS Owen Sound/Sun Times Christmas Fund Broadcast**, aired over an eight-hour period, raised \$17,569 for 23 charities and organizations... **Virgin Radio 95.3 Vancouver** presented a \$10,000 cheque to the **Canadian Breast Cancer Foundation** this week as the final hook on their *Bras Across the Bridge* campaign. Last month, Virgin suspended thousands of bras across the Capilano Suspension Bridge to raise awareness and support for breast cancer research... **X92.9 Calgary** took itself hostage last Thursday morning by switching from New Rock Alternative to 100% Christmas music. To get their music back, listeners had to come up with \$5,000 in donations that would go to **The Canadian Music Therapy Trust Fund**. Less than four hours later, the "ransom" had been paid but it's believed the final straw for listeners was when they were threatened with **Justin Bieber's Little Drummer Boy**.



The New
Broadcast Dialogue
magazine
is now up on our
website.

Click [HERE](#) to
read about **G98.7 Toronto** and
CTV Montreal... and lots more.

G**ENERAL:** Heritage Minister James Moore told a Commons committee late last week that **CBC** will be getting the money it needs through 2015. Some Conservatives and CBC critics had been calling for an end to the \$1.1-billion that goes to the public broadcaster. Speaking directly to CBC's 2015 plan, Moore said: "This is a plan that we support and that we have been pushing for and hoping that the CBC would implement for a long time -- staying in the regions, (enhancing)

digital technology and protecting their mandate to ensure that it's all-Canadian programming"... **SOCAN** appeared before the **Supreme Court of Canada** Tuesday and yesterday (Wednesday) in three copyright cases related to the use of music on the Internet. SOCAN is fighting to support the decision made by the **Copyright Board of Canada** and confirmed by the **Federal Court of Appeal** to licence the use of music on the web by several corporations, including **Rogers**, **Bell**, **Telus**, **Apple**, and **Shaw**... There has been a return of sharp discounts for television, Internet and phone customers at **Shaw Communications** and, as a result, an analyst at **Canaccord Genuity** downgraded Shaw to sell. **Dvai Ghose** was quoted as saying that the discounts suggest that market share losses to **Telus** are accelerating. Telus introduced a new television and Internet service last year. Of the 14 analysts covering the Shaw stock, six have buy ratings, eight have holds while two, **Veritas Investments** and Canaccord Genuity have sell positions... U.S. **Federal Communications Commission** chief **Michael Copps** has offered **President Obama** his resignation effective Jan. 1. He promised to leave earlier if his successor is confirmed before then... **CTV Two Ottawa's CTV Morning Live** and **93.9 BOB FM Ottawa** together raised \$53,000 and over 30 tons of food for the **Ottawa Food Bank**.

R**EVLVING DOOR:** Ross Davies, VP Operations/Programming at **Haliburton Broadcasting** and based in Toronto, is no longer with the company. He may be reached at rossdavies@sympatico.ca... Angie Norton is the new GM at **Fox FM (CFGW-FM) Yorkton**. The Saskatchewan **Harvard Broadcasting** Business Manager begins in her new role next Monday (Dec. 12) and succeeds **Lyle Walsh** who's leaving broadcasting... Candice Molnar, the **CRTC's** Manitoba and Saskatchewan regional Commissioner, has been reappointed for another five-year term, through to 2017. Her term was due to end Jan. 6... Todd van der Heyden, the anchor of **CTV Montreal's** noon and 6 p.m. newscasts, will join **CTV News Channel** Jan. 16 as co-Anchor with **Amanda Blitz** of EXPRESS. van der Heyden's last newscast at CTV Montreal is set for Dec. 30... **Betty Selin**, whose Regional ND job was discontinued at **Astral's** BC Interior stations early last month (as were eight others), has accepted a new role with the company. She's now co-Host/News Anchor on **SUN FM Vernon's** morning show... **Corus Radio Cornwall** ND Lorne Wiebe leaves the cluster at the end of this month. After 25 years in

radio, Wiebe is leaving the industry... **John Oliver** of **BCIT** in Burnaby, the **CFML** Ops Mgr/Ass't Instructor Radio, will retire next week, Dec. 16, after 10 years with the institute. Succeeding him is **Brian Wiebe**, an alumni of BCIT, and the PD/morning show Host at **Q101 Merritt** where he's worked the last nine years. And, succeeding Wiebe at Q101 is **Taylor Landry**, the midday Host/Producer at **FREE FM Grande Prairie**...

T**V:** *Shaw Cable's Multicultural Channel* in Vancouver and **Global News** will produce *Global National Mandarin*, launching at Chinese New Year, Jan. 23. The 30-minute package will air weekday evenings in Vancouver and Calgary... The *Rogers On Demand* app on *Xbox 360* will be on the new *Xbox LIVE* dashboard this month, free for **Rogers** customers. **Microsoft** went live with the *Xbox Live* interface makeover this week. Also teaming with Microsoft on *Xbox Live* is **Maple Leaf Sports and Entertainment**. MLSE will launch applications for the **Maple Leafs**, the **Toronto Raptors** and **Toronto FC**... Still with sports, **Hockey Night In Canada** will regain its Punjabi-language broadcasts on Saturday night. CBC found a sponsor in **GM**. The broadcasts, which began three years ago, have twice been cancelled... **Shaw Communications** has begun a WiFi Network trial at locations in Vancouver, Calgary and Edmonton in advance of the official launch next Spring. Once it's all up and running, the Network will support Shaw's mobile programming endeavour with content. Thousands of locations will be activated across the Shaw footprint in the next three years... The **Weather Network** and **MeteoMedia** have launched an iTV weather app on **Bell Fibe TV** in selected areas of Toronto and Montreal, allowing customers to access on-demand weather info and enhanced content using the TV remote control... **Colba.Net Telecom** has launched its new Internet protocol Television (IPTV) service in Montreal. The Class 1 terrestrial broadcasting distribution undertaking has a footprint covering approximately 375,000 households... TVs are proving the surprise hit of the American holiday retail season. Stores are slashing prices on the pricier models larger than 40 inches. TV sales through October have increased 15%, compared with 2% for the same period last year.

L**OOKING:** **CHUM FM/Flow 93.5 Toronto** - General Sales Manager and an Account Executive; **Astral Kelowna** - Show Producer/On-Air; **Astral Toronto** - Retail Sales Representative; **Astral Hamilton** - Senior Account Executive; **Astral Winnipeg** - Digital Sales Agent; **TSN Radio Toronto** - Account Executive; **101.5 The Wolf Peterborough** - afternoon drive Announcer; **Big West Country Drayton Valley** - morning News & co-Host; **EZ Rock Timmins** - Afternoon Announcer; **CTV Windsor** - Technician; **Bell Media Toronto** - Technician, MTV; **CKPG-TV Prince George** - Sales Representative; **CBC Toronto** - Associate Producer/Technician (World Report) and a Director of News Content, CBC News; **CBC Victoria** - Producer; and **CBC Saskatoon** - Station Manager.

S**UPPLYLINES:** **Ross Video** reports that at the completion of its most recent fiscal year, sales were up 47%... **Orbyt Media (Astral)** has a deal for syndication rights to the **Tom Kent Radio Network**. The first Canadian station aboard with C.L.A.S.S. (Customized Linked Automatic System Solution) is **Newcap's XL 103 FM (CFXL) Calgary**. The show targets stations for afternoons in the AC, Hot AC, Classic Hits and Oldies formats... **Slacker, Inc.** has signed on as the exclusive title sponsor of *Canadian Music Week*. Slacker Canadian Music Week takes place March 21-25 in Toronto.

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www.broadcastdialogue.com * howard@broadcastdialogue.com

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REVOLVING DOOR: Three high-profile CTV executives have announced that they are on the eve of retirement. **Peggy Hebden**, the Station Manager at **CTV Two (CKVR-TV) Barrie**, will leave Dec. 23, The last day for **Dennis Watson**, the VP/GM of **CTV Southwestern Ontario (CKCO-TV Kitchener)**, is set for Dec. 30, and **Don Bastien**, the Sr. VP/GM at **CTV (CFCF) Montreal** will pack it in Jan. 20. Watson has been responsible for his station's day-to-day operations since 1995. He began his career with **CHUM Ltd.** and rose through the sales organization to become GSM at CKVR-TV Barrie and then at **Citytv Toronto** before becoming VP/GM of **CHUM Group Television Marketing Services**. Before moving to Kitchener, Watson was Exec VP/GM at **CHEX-TV/CKRU-AM/CKWF-FM Peterborough**. He's also a former VP of **TVB**. Bastien has overseen Montreal station operations since December 2001. He joined the company (then **Baton Broadcasting**) in 1972 as Director of Sales, Radio. He then led CTV's national sales for 10 years as Sr VP, Sales. He's given credit as being integral in creating the CTV network of stations. Hebden's entire broadcast career has been at the Barrie TV station. She began 38 years ago as a Traffic Clerk then moved upward to become Program Manager and Head of Program Acquisitions for **CHUM Television**. Hebden has been Station Manager at CTV Two Barrie since 2006.... With these retirements – and that of **Elaine Ali** in the new year – **Bell Media** will integrate radio and television even more so in the new year, especially in the areas of marketing and promotion. Four new positions – Regional Vice-Presidents, Radio & Local TV, Bell Media – have been created to reflect this integration. They will report to **Chris Gordon**, President, Radio & Local TV, Bell Media. The new Regional VPs are: **Richard Gray** (Atlantic Canada, Quebec, Northern and Eastern Ontario), currently VP Ottawa Radio (**CFGQ/CFRA/CJMJ/CKKL Ottawa** and **CTV 2 (CHRO-TV) Ottawa**; **Don Mumford** (Ontario), currently VP/GM at **CTV Two (CFPL-TV London & CHWI-TV Windsor)**; **Len Perry** (Prairies), currently VP/GM at **CTV (CFCN) Calgary**; and **James Stuart** (British Columbia), currently VP/GM at **Bell Media Radio Vancouver (CFBT-FM/CFTE/CHQM-FM/CKST)**. Further, **Louis Douville** will move from **CTV Ottawa** to become **VP/GM at CTV Montreal**. Local GMs at radio and TV stations will now report to these new VP positions. Radio operations in Toronto will continue to report directly to Gordon... New PD at **CHFI Toronto** is **Kath Thompson**, a 30-year radio veteran who most recently helped launch **up! 97.7 (CHUP-FM) Calgary** and was the Rawlco station's first Program Director. She succeeds Rogers National PD **Julie Adam** who will focus entirely on that responsibility. Thompson begins March 1... **Q107 Calgary** has signed a new morning show to succeed **Terry DiMonte** and **Tim Morgan**. The **Corus** station scooped the morning team of **Jeff Brown** and **Sarah Crosbie** from **Rogers' K-Rock 105.7 Kingston**, also a Corus market. As reported earlier, DiMonte is returning to **CHOM-FM Montreal**. The Brown & Crosbie start in Calgary, due to contractual obligations, won't happen until late Spring... **Darell Plummer** has returned to **89.5 the Lake (CJRL-FM) Kenora** as Station Manager, succeeding **Mark Duggan**. Plummer had worked at CJRL from 1989 to 2002 as an on-air personality. After 10 years, he joined the sales department. In 2002, he left the industry to work as a Regional Manager for Superior Propane... **Teletoon's** new Director, Programming is **Jon Rooney** who most recently was Director of Programming for **Kids** and **Family** at **Corus Entertainment**. He begins Jan. 3... The new **Disney Junior** Brand Manager is **Laura Mingail** who moved to **Astral** after similar experience in fields outside of broadcasting... **Angie Norton**, who became GM of **Fox FM (CFGW) Yorkton** this past Monday is also GM of **GX94 (CJGX) Yorkton**, an error of omission in last week's BD Briefing. She succeeded **Lyle Walsh** who left the business.

SIGN-OFF: **Kevin Nelson**, 52, in Ottawa of liver disease. The former **Majic 100 Ottawa** morning Host had been on sick leave for 15 months. After working at small market stations in Ontario, he spent 10 years in Calgary before moving to Ottawa for the launch of Majic 100. Nelson's was the first voice on Majic when it launched Aug. 12, 1991. The first song? *Do You Believe in Magic*. Nelson's father, the late "Jungle" **Jay**

Nelson is given credit for inspiring the broadcast magic in his son. The longtime **CHUM Toronto** morningman's guidance pointed the way for the then-17 year old to begin a life in radio.

G**ENERAL:** **Rogers** and **BCE** teamed to buy 75% in Canada's biggest sports franchise owner, **Maple Leaf Sports & Entertainment**. The price tag was \$1.3 billion. **Kilmer Sports**, owned by **Larry Tanenbaum**, owns the remaining 25%. MLSE owns the **Toronto Maple Leafs**, the **Toronto Raptors**, **Toronto FC**, the **Toronto Marlies** and the **Air Canada Centre**. Tanenbaum remains as Chairman of MLSE and as a governor of the NHL, the NBA and Major League Soccer. **Nadir Mohamed** and **George Cope**, the Presidents/CEOs of Rogers and BCE respectively, have the same goals in mind – to create interactive experiences for hockey, basketball and soccer fans through the marriage of content and distribution through all screens, radio, print and the Internet. The deal must still go through regulatory and sports league ownership scrutiny. MLSE is expected to remain under current ownership (Ontario Teachers Pension Plan) until at least mid-2012. The Toronto Raptors' broadcast rights are going to be split between their new co-owners. TSN and Rogers Sportsnet will split the team's 66 games in the abbreviated season... Meantime, Canadians are accessing the Internet more and more through mobile phones, tablets and even TVs. The **Canadian Wireless Telecommunications Association** says there were more than 25.5 million mobile phone subscribers at the end of the third quarter of this year, up by almost one million since the beginning of 2011. But, according to **comScore**, Canadians still lag when it comes to using the Internet on their mobile phones. The other area of difficulty is in how Canadians buy their cell phones, e.g. three-year contracts. As a result of that, analysts expect mobile usage to spike in 2012. As for tablets, both the CWTA and **CBC/Radio-Canada's Media Technology Monitor** estimate that 5% of the population already had a tablet as of this spring, suggesting there could be in the neighbourhood of two million units across the country. Forecasting predicts tablet ownership will double in 2012... **Astral Media** is raising its annual dividend to \$1 per share after a year of strong growth, which included surpassing the \$1-billion mark in revenues for the first time. CEO **Ian Greenberg** said Astral had consolidated revenues in fiscal 2011 of \$1.2 billion, an increase of 6%. Net income grew 7% in fiscal 2011 to \$185.2 million and diluted earnings per share were \$3.25, an 8% increase... **RTDNA Canada's** 2012 National Conference in Toronto, **RTDNA @50 - The Future of Electronic Journalism**, will feature a super session with **Lloyd Robertson**. **Peter Mansbridge**, **Lisa LaFlamme** and **Dawna Friesen** are also participating. The 50th anniversary celebration take place in Toronto, June 21-23.

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RADIO: **Astral Radio Niagara** listeners contributed roughly \$238,000 in the seventh annual *Great Holiday Food Drive*. The cluster's stations – **NewsTalk 610 CKTB, 105.7 EZ Rock** and **97.7 HTZ-FM** – broadcast on the their front lawn in St. Catharines from 6 a.m. to 6 p.m. Listeners dropped by with trunk loads of non-perishable items or with cash, cheques and gift cards to help stock the shelves of **Community Care**. Community Care focuses on meeting needs, building bridges between dependency and self-sufficiency, and creating opportunities... **CFRA Ottawa's** 61st Annual Christmas Cheer Broadcast raised \$213,432 to benefit **The Christmas Cheer Foundation**, **Christmas Exchange Program** and the **Ottawa Food Bank**. It is a record-high sum for the annual fund-raiser. CFRA's 12-hour continuous broadcast took place from Centre Court at the Rideau Centre. The money will go towards the purchase and preparation of food hampers and food vouchers... A three-day broadcast marathon staged by **FAB 94-3 (CHIQ)** and **99-9 BOB FM (CFWM)** **Winnipeg**, the **Bell Media** stations' 29th Annual *Christmas Miracle*

Toy and Cash Drive raised \$65,000 in cash and more than 5,500 toys, all in support of the **Christmas Cheer Board**... The 19th annual **CHYM Kitchener Tree of Hope Radiothon** raised \$383,377 in support of **Family and Children's Services** of the **Waterloo Region Foundation**. The money will go toward helping children, youth and families throughout the community as well as taking care of families and children in crisis throughout the year. The CHYM Tree of Hope Radiothon, over its 19 years, has raised in excess of \$4 million... **C95 Saskatoon's Stuff the Bus** campaign on behalf of the **Saskatoon Food Bank** saw enough food donated to last well into March. The city bus was parked outside a Co-op all day Thursday. When it came time to wrap it up, the bus was packed floor to ceiling... **Shore 104.3 Vancouver** listeners donated \$95,000 in cash and an additional 14,000 lbs. in food to the **Greater Vancouver Food Bank** during the first 12 Bands of Christmas event. The all-day live broadcast from the **Fairmont Pacific Rim Hotel** lobby featured a different live performance every hour, as listeners were invited to make donations on-line or in person... **Classic Rock 101 (CFMI-FM) Vancouver** listeners came through during the station's annual *Twelve Hours of Christmas* auction. The event helped raise \$70,000 for **The Make-A-Wish Foundation of British Columbia and Yukon**. Funds raised will go toward helping grant 14 wishes for children between the ages of 3 and 17 years who have been diagnosed with a life-threatening illness... A radio host with too much money? Right-wing talk-radio Host **Michael Savage** has offered **Newt Gingrich** \$1 million to drop out of the race for the Republican presidential nomination because he doesn't believe the former U.S. Speaker of the House can beat President **Barack Obama**.

T**V:** *Netflix* will soon face substantial competition in Eastern Canada on a new **Astral** service; the Canadian equivalent of the U.S. **HBO Go** channel. The new channel will be launched next July or August. HBO Go is another attempt to fend off over-the-top (OTT) services and to keep subscribers from switching off their cable or satellite subscriptions... Some of Canada's major film distributors say recent moves by **Astral** threaten the health of the industry. English-language film distributors, including **Alliance Films**, as well as the **Canadian Association of Film Distributors and Exporters** (CAFDE), were in Montreal to appear at a licence renewal hearing last Thursday. They said they are facing a crisis as broadcasters cut their spending on homegrown movies. CAFDE said that Astral's **The Movie Network** has cut the fees it pays to license movies for broadcast on its channel. It also objects to Astral's request to change its Canadian content requirements for **Mpix**, so that it doesn't have to broadcast Canadian films. "The potential repercussion here for the whole business to fall apart," said **Mark Slone**, a senior Alliance VP... The **CRTC** has found **Bell Mobility** in breach of rules over exclusive programming rights to **NHL** and **NFL** content that gave it a competitive advantage. The decision was triggered by a **Telus** complaint after it unsuccessfully attempted to negotiate for the rights owned exclusively by Bell Mobility. Bell Mobility must file a report within 30 days of the Dec. 12 CRTC decision explaining how it will ensure that Telus has access to its NHL and NFL content at reasonable terms... **Citytv Toronto** launched a new video app that allows **iPhone** and **iPod Touch** users to view live and on-demand content. By doing so, the **Rogers** station says, it is the first Canadian broadcaster to stream live, regularly scheduled daily programming to mobile users. Others have provided live streaming of specific event-based content on mobile devices, e.g. Olympic events... The U.S. **Federal Communications Commission** has voted unanimously to adopt new rules for the CALM Act. Regulations governing TV loudness will become mandatory on all commercials transmitted by American TV broadcasters as of Dec. 31, 2012. The Commercial Advertisement Loudness Mitigation Act (CALM) regulates the audio of TV commercials from being louder than the programs.

L**OOKING:** *Corus Television/YTV* and *Nickelodeon Canada* - Director of Programming; **Astral Dawson Creek** - Television Producer and a Television News Anchor/Supervisor; **Global Television Regina** - Reporter/Anchor; **Citytv Winnipeg** - Managing Producer Local Content; **BNN Toronto** - Writer; **Space Toronto** - Show Producer; **Bell Media Toronto** - Inside Sales Representative; **CBC Toronto** - Communications & Marketing Manager, CBC Sports, a Director, Strategy and Business Development, a Manager, Revenue Research and a Training Manager, Capital Projects (Media Operations and Technology); **Astral Prince Rupert** - Videographer/Radio Reporter; **BIG DOG 92.7 Regina** - Promotions Director; **EZ Rock Salmon Arm** - Morning Show Host and an Account Executive; **Astral Toronto** - National Account Manager; **Lite 95.7 Edmonton** - Production Director; **570News Kitchener** - Morning Talk Show Producer; **Bell Media Radio Brockville** - Producer; and **Niagara College Welland** - Chair, School of Media Studies.

S**UPPLYLINES:** Ottawa-based **Wi-LAN Inc.** has acquired a global portfolio of more than 1,400 patents and applications related to digital TV and video displays from an international consumer electronics manufacturer for US \$8 Million in cash. But Wi-LAN says that the manufacturer cannot be named under the terms of the agreement.

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

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TV: The **CRTC** says it will hold public consultations on the fate of the *Local Programming Improvement Fund* (LPIF). Designed to support small-market TV programming, the Commission says that's not the way it's been working out. Instead, it says, local programming, particularly news, has stagnated and even declined since the LPIF's 2009 inception.

BDUs (cable and satellite companies) have contributed over \$300 million since then to support programming at 75 stations. Comments must be submitted by Feb. 15. The public hearing begins April 16 in Gatineau... **SCN**, the former Saskatchewan provincial public broadcaster now owned by **Bluepoint Investments**, headed by **Bruce Claassen** and running non-revenue producing programming, will – beginning Jan. 2 – air **Citytv on SCN**. The Citytv programming will be carried between 3 p.m. and 6 a.m. and the rest of the day will be filled with non-commercial cultural and educational programming. Claassen says **Rogers Media**, which does not have a station in the province, sees the affiliation as being a natural progression toward a national network... **Torstar** has acquired a 25% stake in **Blue Ant Media**, a privately held television property led by **Michael MacMillan**. Torstar's investment in Blue Ant will be about \$22.7 million and also reflects Blue Ant's acquisition of **High Fidelity HDTV**. MacMillan is the former CEO of **Alliance Atlantis Communications**, purchased by **Canwest Global** in 2007. Blue Ant has a controlling interest in **GlassBox Television** which operates **Travel+Escape**, **Bite TV** and **AUX TV**. High Fidelity provides four high-def channels: **Oasis HD**, **HIFI HD**, **eqhd**, and **radX**. **CTV News Channel** unveiled a new on-air look Monday – including a new set, new logo and new on-screen graphics – to coincide with its beginning HD production. The new set includes three 85" monitors, including two 3x1 infinity stacks that have regularly updated content... **Rogers Communications** has begun a beta test of *Rogers Live TV* in Toronto that allows customers to stream live channels on an iPad. It's also looking at making it work on Android tablets. When the service launches early in the new year, it will offer 20 channels. VP **David Purdy** says that with the adoption of tablets, the mindset that TV shows are watched only on television is fading.

RADIO: **Shore FM Vancouver** is now owned by **Astral Media Radio**. The **CRTC** approved the \$13.4 million purchase thus allowing Astral its third station in the Vancouver market. The other two are **Virgin Radio 95.3** and **AM 650 (CISL)**. Astral says it expects the deal to close early



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in the new year... The **CRTC** – peeved over the number of private stations failing to contribute to CanCon development (CCD) – has issued a call for comments on proposed changes. The Commission is looking at administrative adjustments that would simplify its assessment of CCD initiatives while also looking at matters related to the filing of the CCD portions of annual returns. The deadline for comments is Feb. 21... **Mediabase** has again compiled an extensive report on total plays between November of last year and November this year. Included are the top songs and artists by format:

- Top 40** – **Pitbull** landed the #1 song for the year with *Give Me Everything*. **Katy Perry** had multi-format hits and was the #1 artist for the year at Top 40 and **Hot AC** thanks to hits including *Firework*, *E.T.*, and *Last Friday Night (T.G.I.F.)*
- AC** – **Adele** scored the top song at **Hot AC** and **Triple A** with *Rolling In The Deep*. **Bruno Mars** had the top song at AC with *Just The Way You Are* and landed as the #2 artist at Hot AC and #3 artist at Top 40 with hits including *Grenade* and *Lazy Song*.
- Rhythmic** – **Rihanna** scored the #1 artist position.
- Urban** – **Kelly Rowland** wound up #1 with *Motivation*, featuring **Lil Wayne**. **Cash Money/Universal Republic Records** had a huge year with the likes of **Lil Wayne**, **Nicki Minaj**, and **Drake**.
- Country** – **Thompson Square** landed the #1 song with *Are You Gonna Kiss Me Or Not*, while **Jason Aldean** was the most played artist.
- Rock** – A big year for **Stone Sour**, **Foster the People**, **Mumford & Sons** and **Avenged Sevenfold**. For the comprehensive file report, click [HERE](#)... **FM 92.9 The Grand (CICW-FM)** **Fergus** begins on-air testing today (Thursday). The new community station near Guelph is led by President **Scott Jensen** and SM is veteran **Vic Folliott**... **99.3 The Fox (CFOX-FM)** **Vancouver** saw \$63,100.00 in cash and 24,675 lbs of food donated to the **Surrey Food Bank** at the completion of its 24th Annual Santa Fox Food Drive. The food bank has two-to-one buying power which allows it to purchase \$126,200.00 in food... **Rawlco Regina's** 42nd Annual *Santas Anonymous* campaign saw volunteers gift wrap about 7,000 items in seven hours. The gifts are to be distributed this week along with food hampers from the **Regina Food Bank** and the **Salvation Army**... **98.9 Big John FM Saint John** Host **Gary Stackhouse** (*Stack in the Morning*) has, for the fifth year, stayed 24/7 in a 53-foot trailer until his mission was complete. The goal was to fill the transport trailer with non-perishable food items. Curled up on a stretcher in a sleeping bag, surrounded by piles of non-perishable food items, Stackhouse encouraged Saint John listeners to be generous during this annual food drive for **Romero House**, a soup kitchen. In previous years, it's taken upwards of 17 days to fill the trailer. This year the job was done in nine, with enough food to last well into 2012... **ENERGY 106 FM Winnipeg** raised roughly one ton of food for **Winnipeg Harvest**. But, added to that was a matched contribution that raised the stake to two tons. In addition, ENERGY 106 (**Evanov**) raised \$86,000 in cash for food to be distributed to needy families in Winnipeg... Meanwhile, **Corus Radio Winnipeg**, **Winnipeg Harvest** and the **Winnipeg Airport** have joined in the goal of ending child hunger in Manitoba. The initiative, called *Hunger for Hope*, saw eight new collection receptacles placed in the airport this week... **102.3 Clear FM/CITI FM Winnipeg** collected \$282,595 in toys and cash for the **Salvation Army**. Estimates are that 15,000 children in Winnipeg will have at least one gift each come Christmas morning... **Corus Cornwall** is getting credit from the **United Way of Stormont Dundas & Glengarry** for taking their 2011 fundraising campaign over the top. With the

campaign \$12,000 short of its \$670,000 goal, Corus Radio stepped up by putting together a last-ditch broadcast effort to make up the shortfall... **Vista Radio Prince George**, through its *Community Christmas* campaign, saw over \$18,000 raised for the **St. Vincent de Paul Society**. Cash donations along with a truckload of food, clothes and toys have been donated... The *Toys for Tickets* promotion, part of the annual Toy Drive put on by **98.3 Fly FM/98.9 FM The Drive Kingston** in conjunction with the **Salvation Army**, will distribute toys to more than 2,500 children. The Toys for Tickets campaign allows drivers to pay for a parking ticket with a toy donation. Organizers saw everything from books and plush toys, to racetracks and Lalaloopsy dolls... In its more dominant local action, the 34th annual **98.3 Fly FM/98.9 The Drive Kingston Toy Drive** in support of the **Salvation Army** collected over 5,000 toys. The four-week campaign this year featured, among other activities, a 12-hour live broadcast from Kingston's premier mall in which listeners were invited to donate... **Mix (CFVR-FM) Fort McMurray** morning show Hosts **Ashley and James** broadcast live for 28 hours from the **Boys and Girls Club** and collected over \$10,000 in cash donations and four mammoth bins full of new, unopened toys... **Astral Fredericton**'s three stations has just wrapped up its sixth annual *Operation Keep the Change* fundraiser on behalf of the **Fredericton Food Bank**, the **Community Kitchen** and the **Salvation Army**. The four-week campaign saw listeners at schools and businesses gather their spare change. The total this year: \$22,560.44.

G**ENERAL:** The **Corus Kingston** stations (**CKWS-TV/FM96/CKWS FM**) saw enough winter clothing come in to ensure that roughly 2,200 children will have the essential coverings this winter. The stations' 24th Annual Clothes for Kids Campaign partnered with 20 local agencies – including the **Salvation Army** and local school boards – in determining needy children 12 and under... The **Cable Telecommunications Association for Marketing of Canada** has elected its 2012 officers and members of the board. **OFFICERS** are: President - **David Purdy (Rogers Communications)**; VP/Co-Chair Education - **Sean Luxton (Insight Sports)**; VP/ Co-Chair Marketing & Communications - **Dominique Cornellier (Astral Tele Reseaux)**; Secretary - **Gordon Lee (Corus Entertainment)**; and Treasurer - **Ryan Zane (Rogers)**. **BOARD OF DIRECTORS** are: Education Co-Chair - **Peter Kovacs (Rogers)**; Events Chair - **Alyson Townsend (Canadian Cable Systems Alliance)**; Marketing & Communications Co-Chair - **Julie Kumaria (Astral Television Networks)**; Marketing & Communications Co-Chair - **Jeremy McCarthy (Hollywood Suite)**; Member Recruitment Co-Chair - **Isabelle Bertrand (AOV)**; Member Recruitment Co-Chair - **Celine Laporte (TerraTerra Communications)**; Nomination Co-Chair - **Gary Pelletier (Stingray Digital)**; Nomination Co-Chair - **Hawley T Chester III (Fox Networks)**; Quebec Committee Co-Chair - **Gary Pelletier (Stingray Digital)**; Quebec Committee Co-Chair - **Celine Laporte (TerraTerra Communications)**; Research Chair - **Peter Furnish (Astral Television Networks)**; Sponsorship Chair - **Suzanne Gouin (TV5 Quebec)**; Past President - **Aivy Reinfelds (Rogers)**... **CBC Toronto**'s annual *Sounds of the Season* event raised about \$226,000, all aimed at local food banks. Listeners and viewers packed the Canadian Broadcasting Centre in downtown Toronto to watch *Metro Morning*, *Here and Now* and *CBC News Toronto*. They also came packing 14,500 pounds of non-perishable food donations... **CBC Ottawa** raised \$25,330 for **Share Central 2011**, a homeless youth centre, during the broadcaster's annual holiday fundraiser... More than 900 turkeys were collected at the **CBC St. John's & Corner Brook** turkey drive on Monday. And there was a further donation of \$7,000 in cash.

R**EVOLVING DOOR:** **Ryan Ellis** will become ND at **Global Regina** Jan. 16. He moves from **Global Edmonton** and succeeds former ND **Brent Williamson** who moved to **Global Winnipeg** as its new Station Manager/News Director... **Mike Eckford** joins *The Bro Jake Morning Show* on **Classic Rock 101 Vancouver** Jan. 3, succeeding **Mike Reno** who returns to **Loverboy** for over 100 concert dates in 2012.

S**IGN-OFF:** **Dave Abbott**, 74, at St. Paul's Hospital in Vancouver. He began his radio career working for **CJQR** and **CKNW** in Vancouver and at **CJVI Victoria**. In 1965, he moved to **CBC** where he stayed for the next 20years.

L**OOKING:** **K-Rock 105-7 Kingston** - Hosts/Mornings; **BNN Toronto** - Marketing Manager & Chase Producer; **Global Winnipeg** - Anchor/Reporter, a Technical Producer and a News Producer; **Shaw Media Toronto** - Supervising Producer; **Newcap Television Lloydminster** - Anchor/Reporter; **CBC Toronto** - Senior Financial Analyst; **CBC Winnipeg** - Reporter/Editor; **CBC Ottawa** - Director, Accounting & Corporate Reporting; **CBC Calgary** - Reporter/Editor CBCnews.ca; **Zoomer Media Toronto** - Director, Broadcast Technical Services; **K-Rock Kingston** - Morning Show Co-Host; and **BBM Canada Montreal** - Broadcast Engineer.