

BROADCAST Dialogue

Essential Reading

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Thursday, April 3, 2014

Volume 21, Number 44



Lorie Russell



Steve Parsons



Byron Garby



Kimothy Walker



Chris Myers

REVOLVING DOOR: Lorie Russell has become general manager of *Newcap Radio Toronto* (*boom 97.3/Flow 93.5*) while Steve Parsons has been named operations manager. Russell has been at the former *Standard Radio/Astral/Bell Media* location for 20 years, much of that time as GSM. Parsons, whose background includes senior programming roles at Astral, Bell and Corus, and has been with Newcap the past year as brand director for the five now Newcap-owned stations in Vancouver and Toronto. He also served as co-interim GM in Toronto, along with Russell...

Byron Garby is no longer with *Bell Media Radio*. He had been co-GM/general sales manager at *The Flow (CFXJ-FM)/boom (CHBM-FM) Toronto* before the sale of the stations to *Newcap* was finalized... Kimothy Walker, *CTV Ottawa's* weekend news anchor, is no longer with the *Bell Media* station. The 25-year *CJOH-TV* (CTV) veteran begins a new career during the NAB in Las Vegas, which begins this weekend... Chris Myers will become PD at *Bell Media's 104-9 Virgin Radio Edmonton* at an as yet undetermined date. Myers will move from his program director chores at *C95/Rock 102 Saskatoon*, a position he's held since August/09. Before that, Myers was PD at *Wired (CHZN-FM) Saskatoon* for two years, winning a *PD of the Year* award (medium market) at *Canadian Music Week*... New GM/GSM at *Country 93.3 (CJOK)/Rock 97.9 (CKYX) Fort McMurray*, owned by *Rogers*, is Rick Walters. His most recent broadcast position was as station manager/retail sales at *Q91 Drumheller*. His background also includes on-air/PD/MD at



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Ontario stations in London, Hamilton and Welland... **Al Banks** has been appointed as group director of *TSN Sales*. He has held a number of senior management roles during his 16-years with TSN... *NL Broadcasting's* GSM, **Gerry Pigeon**, is leaving that position April 11. NL owns three stations in Kamloops; *Radio NL (CHNL)*, *The River (CKRV)* and *Country 103 (CJKC)*... New morning show host at *LIFE 100.3 Barrie*, beginning April 7, is **Todd Gale**. He moves from *KICX 91.7 (CICS) Sudbury* to succeed *AJ The Wonderdog* who's moving out of the broadcast business... *Z95.3 Vancouver's* new morning show (*Mornings with Ruby and Cruise*), co-hosted by **Ruby Carr** and **David**



Ruby Carr



David Cruise

Cruise, launches April 7. Carr was most recently a morning show co-host at *101.3 The Bounce Halifax* while Cruise was already with *Newcap* at *Hot 89.9 Ottawa*... **Paige Parker**, ex of *Moose FM Timmins*, will move to *Bell Media Brockville* April 21 to become news director/morning show co-host at *103.7 BOB-FM*... **Dave Capling** has moved from being manager of program acquisitions and sales at *TSN* to manager, on-air promotions at *Corus Kids*... **Samantha Davis**, ex of *106.9 The Bear/99-7 boom Ottawa*, has joined *Newcap Ottawa* as an account manager. She begins

April 7... Former broadcaster **Jordi Morgan** has become the *Canadian Federation of Independent Business (CFIB)* vice-president, Atlantic. The 35-year broadcasting veteran spent 13 years in private radio, 10 years as a *CBC Newsworld* national anchor and the rest of his career as host of *CBC Radio's Maritime Morning*.

RADIO: The *Ontario Association of Broadcasters*, in a written comment on the *Radio Review*, reminded the *CRTC* of its January submission which pointed to a stalling of radio revenue growth in Canada after 2011. Two additional data sets, says OAB, confirm the trends of radio revenue in 2013 and for the first half of 2014 being



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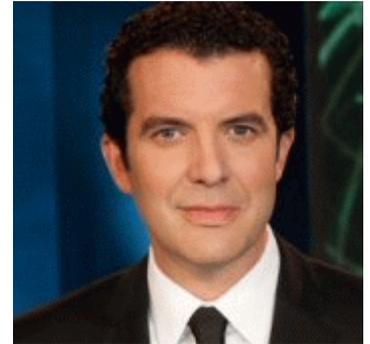
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flat and profitability declining. Average revenue per station is declining and profitability is shrinking, says the OAB. The Association reiterated its recommendations for immediate proactive regulatory change by (1) increasing multiple licence ownership limits to allow operators three FM licences in all markets and (2) to allow Local Management Agreement (LMA) arrangements that keep programming, news/editorial and sales elements separate... During an appearance last week before the *Standing Committee on Canadian Heritage*, **Scott Hutton**, the executive director, broadcasting at the *CRTC*, said, in part that there are now over 1,150 commercial, public, and campus and community radio stations and that the number continues to grow. In the last two years, the *CRTC*, he said, “has issued close to 50 new licences”. And over the past six years, said Hutton, commercial stations have invested more than \$280 million to support, promote and train Canadian musical and spoken-word talent... *The Bear (CKQB-FM) Ottawa*, now owned by *Corus*, was rebranded to *JUMP! 106.9* Monday. The Top 40 station will deliver music in 90-minute non-stop blocks. *Jay Hat* does mornings, *Jenna Mo* is in middays, *The Saint* does afternoon drive and *Mr. D* is in weekday evenings... *AMP Calgary* morning co-hosts *Katie Summers* and *Ryan Lindsay*, instead of burning \$5,000 as they did the week before, managed to give away \$10,000 to a listener whose name came up the winner in a draw. The *Bank It or Burn It* promotion initially asked listeners to vote on what to do with \$5,000 in cash. The first week, 57% of listeners voted to burn it. And so it was. Last Friday, after a week of fury and uproar, listeners voted 91% in favour of “banking” it, thus a winner was chosen. AMP donated a matching \$10K to *The Children’s Wish Foundation*... *FAB 94.3 (CHIQ-FM) Winnipeg* has moved from the *Bell Media* building to join its new sister station, *QX104 (CFQX-FM)*, on Lombard Street in downtown Winnipeg near the famous intersection of Portage and Main. Both stations - held in trust after the sale of *Astral* to *BCE* -- are now owned by the *Jim Pattison Broadcast Group*. *Virgin Radio (CKMM-FM) Winnipeg*, which had been located with *QX104*, joins new *Bell Media* sister stations *BOB FM* and *TSN 1290* on Pembina Highway... *The Giant (CKTG-FM) Thunder Bay* has gone Country. The former Classic Hits station’s new ID is *Country*

105. Joining John Ongaro in mornings are Genevieve (“Gen”) Block from sister station *Magic 99.9* and Bryan Graham from evenings at The Giant. Don Rose does middays while Ed Levoie handles p.m. drive. First Country song played last Friday on the 100,000 watt Country 105 was *It’s a Great Day To Be Alive* by Travis Tritt... The *CRTC* has approved *My Broadcasting’s* application for an FM licence in Arnprior that would become a stand-alone succeeding My’s *CHMY-FM-1*, a repeater of *CHMY Renfrew*. The station will operate at 107.7, programming gold-based AC geared to 25-54s.

T**ELEVISION:** Rick Mercer has signed a three-year deal with *CBC* that extends his show through the 2017 season. This is the first time Mercer's show, which wrapped up its 11th season earlier this week, has been renewed for longer than than a single year... Toronto-based *Blue Ant Media* has expanded its digital video network through an investment in *Omnia Media*, the third largest music-focused network on *YouTube*. The move combines Blue Ant's sales, content creation, broadcast and distribution expertise with Omnia's roster of 650 emerging and established artists and gamers.



Rick Mercer

G**ENERAL:** Broadcast winners of *Jack Webster Foundation Professional Development Fellowships*, announced on the weekend in Vancouver, are: Chris Corday, producer, *CBC Vancouver*; Monica Martinez, video journalist, *CHEK-TV Victoria*; and Darcy-Anne Wintonyk, website manager, *CTV Vancouver*... The early bird deadline for below-regular rates to attend this year’s *British Columbia Association of Broadcasters* conference at Whistler is tomorrow (April 4). To register, click [HERE](#). Be sure to read the feature article about the BCAB conference in this week’s edition.

S**UPPLYLINES:** *Newcap Radio* is doing a company-wide rollout of *WideOrbit’s* radio automation solution; *WO Traffic* and *WO Automation for Radio*... Steve Coulter is now with *Evertz* in Burlington as a broadcast consultant. Coulter’s background includes almost 30 years at *Baton (CFTO-TV)/CTV/Bell Media* in Toronto, ending his career there as senior director, technical operations.



May 28-30, 2014

WHISTLER

The 67th Annual Conference



B C A B

The British Columbia Association of Broadcasters (BCAB), at its 67th annual conference coming up May 28-30, will take a left turn from its usual host cities and instead head up the Sunshine Highway to Whistler, described by many as a provincial jewel.

The kick-off event May 28 is the annual golf tournament, this year at the spectacular Chateau Whistler Golf Club. Tournament chair Victoria Nelson has an afternoon of fun and prizes planned which will be followed by the BCAB President's Reception.

Conference co-chairs Mark Burley and Dallas Gray have put together an agenda that includes sales, sales training, workplace relationships and leadership. Beginning Thursday morning, executive mentor and former broadcaster Ron Bremner—WIC International and BCTV, among others—takes the lead, literally, on leadership.



Mark Burley



Dallas Gray

The BCAB, to be held at the Hilton Whistler Resort and Spa in the heart of Whistler Village, also includes Sean Ross, Dave Warawa, Paul Weyland, Kelsey Serwa, Robert Palmer, Fred Sarkari and Lloyd Robertson.

Robertson, of CTV, will moderate the Industry Executive Town Hall in which broadcast executives will put forth their opinions as they relate to 2014's industry challenges and expectations.

Ross's *Radio in an Audio World* will build on themes taken from recent *Ross On Radio* columns, emphasizing provocative reality while remaining encouraging and positive.

Sales trainer and business consultant Dave Warawa's biggest passion is training salespeople and sales managers. And he's got the goods to back that up, with a broadcast background that includes on-air personality, newscaster, TV sportscaster, salesperson and general sales manager. He even remembers what it's like to do small market TRADIO.

Sales strategist Paul Weyland will put the emphasis on *To Sell the Truth* while Fred Sarkari's light-hearted talk about the *Science of Life* and his *Adventures of a Psychotherapist* will inspire and educate, leave delegates with more insights into who their employees are.

Robert Palmer of Westjet will speak to the airline's culture and how it's maintained. We're sure he'll talk about the Christmas Miracle viral video and the napkin incident. And, Sochi Olympic Silver Medalist Kelsey Serwa will be the BCAB's keynote speaker following lunch on Friday.

B.C. broadcasters reaching 25 and 50 years of service in the industry may apply online at www.bcab.ca for their broadcasting legacy awards. Each new Quarter Century Club and Half Century Club member will receive a Certificate of Recognition and a pin. New members attending the conference in Whistler will be recognized at the QCC/HCC luncheon May 29.

The 67th BCAB will wrap up with our annual President's Dinner & Awards Gala. Registration can be accomplished at www.bcab.ca.

Conference co-chairs are Mark Burley, Group Program Director, BC Interior, Bell Media and Dallas Gray, GM/GSM, Newcap Okanagan, BC.

—BCAB

The inspector cometh



Careful listeners, with their ears to the ground, may have already heard it; the rumblings and grumbings from Industry Canada. After several decades of leaving broadcasters more-or-less alone (excepting new installations and situations where complaints were heard), our technical overseers are stepping things up a few notches.

I have seen transmitter logs from the 1940s where inspectors from the Department of Transport would visit those sites on the first of every month to check things out. When I started in this business back in the 1970s, Department of Communications inspections were supposed to happen at least once a year per site but it's a poorly kept secret that since then we've been left essentially to self-monitor. And I think it's fair to say that many of us have grown a little complacent, perhaps even a little sloppy, as far as site compliance with the applicable rules. (The inspectors may not have been attending to our daily foibles but the rules have remained in force).

I think that's about to change. Correspondence from the District Office to broadcasters is on the rise. We've received repeated indications that Industry Canada has developed a newfound interest in making sure that broadcasters are in compliance, and we're going to be seeing changes: routine inspections before licence renewals and many questions about broadcast operations. Several local broadcasters, for instance, have been asked to supply copies of transmitter maintenance logs and readings sheets from the last two years in preparation for a round of field inspections to come. I cannot remember any routine requests along these lines in my 40 years of filling out logs.

Change is in the air.

by Dan Roach



There are bound to be surprises. The rules haven't changed much over the years but the fact that they haven't been applied consistently is bound to result in non-compliance in some areas.

If the last couple of inspections are any example, that's changing. I fear that the small broadcast operator in particular is in for an unpleasant awakening.

From Industry Canada's viewpoint, Broadcast Procedures and Rules BPR-1 sets most of the ground rules. If you haven't studied it lately, I encourage you to re-read it:

<http://www.ic.gc.ca/eic/site/smt-gst.nsf/eng/sf01326.html>.

BPR-1 specifies the remote controls a station must have and differentiates between accurate measurements and continuous monitoring. Accurate measurements are to be made periodically by station technicians, probably at the transmitter site. Continuous monitoring is what you must have, probably at the studio, whenever you're on the air.

At its minimum, accurate measurements relate to spectrum protection. There are three basic parameters: frequency, modulation and power which are to be measured accurately and recorded and logged. Most of us routinely log the power but peak modulation level has always been of interest but seldom logged. More often than not, stations don't have the equipment to accurately measure frequency. Some would say that modern transmitters are inherently frequency-stable but I remind you that the rules have not changed, and they call for accurate frequency measurements recorded and logged at least monthly. Peak mod is to be recorded weekly, but there is a dodge if there is a "calibrated limiter" in line. This requirement can be relaxed to once/month (ah, but calibrated to what? Your program director's notion of loud?).

Back to the small and medium market stations: many would have great trouble even accessing mountaintop transmitter sites every month of the year. Most do not have precision frequency counters. A lot of them don't have modulation monitors. Maybe half have remote control systems. And that's not the worst of it.

If continuous monitoring at the studio is not possible, for instance if the coverage area of a remote transmitter doesn't reach the studio ("network" operation), the regs still call for a designated monitor to be listening on a calibrated receiver with an indicator of modulation level and the ability to monitor audio quality, and the ability to turn off the carrier. Seen anything like that lately (neither have I, not since BP-6)?

Of course, if you're going to be following the rules precisely as written, you'll also be making announcements every 15 minutes that you're on your standby transmitter and an ID at the top of every hour in any event, with each of the four letters in the call sign enunciated separately, along with the region of licence.

It will be interesting to see which rules are enforced, and which perhaps left to moulder in BPR-1, but I guarantee that we're in for a new and exciting ride.

Dan Roach works at Broadcast Technical Services in Vancouver. He can be reached at dan@broadcasttechnical.com.

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Thursday, April 10, 2014

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Paul Fisher



Susan Reade



Ted Yates



Scott Armstrong



Bill Gable

REVOLVING DOOR: Lots of changes at *Bell Media Kitchener*, including:

- VP/GM Paul Cugliari, a 20-year market veteran, is gone
- Succeeding Cugliari is Paul Fisher, moving from GM duties at *Bell Media Radio Hamilton*. Fisher will become VP/GM for the company's radio stations in Kitchener and London
- *KOOL/KFUN Kitchener* Program Director Dave Schneider, a long-time Kitchener broadcaster, is gone
- Succeeding Schneider is Heidi Baiden. She moves from *Rogers Radio Kitchener* where she was in sales. Baiden's background includes being a host at Bell Media Radio's *89X Windsor* where, during 11 years there, she also was APD/promotion director for 89X
- Tom Fitz-Gerald has become general sales manager for both radio and TV in Kitchener. And he retains retail sales management responsibilities for *CTV Barrie* and *CTV Windsor*
- Cameron Crassweller, the assistant regional sales manager for CTV Ontario and based in Kitchener, is no longer with the company...

In other *Bell Media* personnel moves, Dan MacGillivray, GSM at *Bell Media Radio London*, adds *CTV London* to his responsibilities... Longtime *CTV Edmonton* GSM Alan Mabee (he joined the station in 1973) leaves tomorrow (April 11). Succeeding him, and expanding on Mabee's role, is *Bell Media Radio Edmonton* GSM Susan Reade. She will oversee all local sales for CTV Edmonton, *CTV Two Alberta* and *The Bear/Virgin Radio/TSN 1260 Edmonton*, along with radio and TV digital properties in Edmonton... *CKOC Hamilton* PD Ted Yates is no longer with the *Bell Media* station. He'd been with CKOC since 2005, first as an announcer then as PD. Before moving to Hamilton, he was PD at *CKPC/CKPC-FM Brantford* and, before that, spent 20 years as PD/MD/midday announcer at *CHSC St. Catharines*... Scott Armstrong, who had been *Rogers Winnipeg* GM of radio since Oct. 2010 and who added GM responsibilities for TV two years later, is the new GM at *Corus Radio Winnipeg*, transitioning into the position over the next month. Most of his career has been with Corus. Before moving to Rogers Winnipeg he was GM at *Corus Radio Cornwall* for five years and, before that, was PD at *AM 640 (CFYI) Toronto* and, before that, PD at *Corus Radio London*... Bill Gable, after 46 years in radio, has retired from *AM 740 Toronto's* morning show where he's been the last six years with co-

hosts Jane Brown and John Gallagher. Gable's background includes *CFTR Toronto*, *CHUM Toronto* and *CKLW Windsor*, but he began his career at *WAEB Allentown*. He also worked on-air at *KHJ Los Angeles*, among other prominent U.S. stations. Gable was PD at CKLW and CFTR... Brian Mack takes over pm drive at *SUN FM Kelowna* later this month, moving from evenings. Succeeding him there is *Virgin Toronto* morning show producer/swing announcer Ari Daniel... *TVO* in Toronto has hired John M. Ferri as VP, current affairs and documentaries. Most recently, Ferri was Digital Editor at the *Toronto Star*. He begins May 5.



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GENERAL: Lay-offs are expected to be announced later today after what's described as a 'town hall' is held by *CBC - Radio/Canada* with its employees. Not surprisingly, deep cuts in the sports division are likely. The situation relates to CBC losing *Hockey Night in Canada* to *Rogers* and the resultant loss in ad revenues, and the budget losses imposed by government funding cuts. Specific job losses will be clearer once the various departments make decisions about which roles to eliminate. CBC President **Hubert Lacroix** will address the meeting of all CBC and Radio-Canada employees beginning at 12:30 p.m. ET. As background, CBC's sports programming woes began in 2005 when it lost the right to air the 2010 and 2012 Olympic games. *Canadian Football League* (CFL) games haven't been aired on CBC since 2007 and CBC hasn't broadcast *Toronto Blue Jays* games since 2008. While the public broadcaster will air soccer's *World Cup* in Brazil this year, *Bell Media* won the rights to broadcast *FIFA* games from 2015 to 2022... Meantime, the worst showing by Canadian *NHL* hockey teams in 41 years (1973) means lost revenue for *Bell Media* and for *Rogers*. Only the *Montreal Canadiens* may make the playoffs... Winners of *RTDNA Canada* regional awards for British Columbia and for Central Canada were announced on the weekend. Listings of the winners can be found on Pages 5 and 6... A new collaborative venture with *Catalyst Canada* and *Women in Communications and Technology* (WCT) -- called *The Protégé Project* -- will prepare greater numbers of senior, qualified women for positions of power and leadership in Canada's largest communications, media and technology companies. Senior executives from media who have signed-on to personally support the project are: **Wendy Freeman**, president, *CTV News*; **Elmer Hildebrand**, CEO, *Golden West Radio*; **Raja Khanna**, CEO, television & digital, *Blue Ant Media*; **Jean LaRose**, CEO, *Aboriginal Peoples Television Network*; **Jim Little**, CMO, *Shaw Communications*; and **Kristine Stewart**, president, managing director and head of *Twitter Canada*... This week's *National Association of Broadcasters 2014 NAB Show* in Las Vegas shows a preliminary total attendance figure of 98,015 people from 159 countries. NAB says the attendance is up 4% over last year. There are 1,746 exhibiting companies spread out over 945,000 square feet.

RADIO: **Adam Wylde** will be the recipient of the 2014 *Allan Waters Young Broadcaster of the Year Award in Memory of Steve Young* during this year's *Canadian Music Week*. It will be presented during the *Radio Consultants Roundtable* meetings May 8 at the Toronto Marriott Downtown Eaton Centre Hotel. Runners-up are **Rena Jay** of *CITI-FM Winnipeg* and **Danny Kid** of



Adam Wylde

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Virgin Radio Calgary... At the *Worldwide Radio Summit* in Los Angeles on the weekend, *Newcap* scored big in the International category, with *International Radio Group of the Year*, *International Program Controller/Director of the Year* (Steve Jones, VP of programming) and *International Radio Personality of the Year* (*The New HOT 89.9 FM Ottawa's* morning show with Mauler, Rush, Jenni and Josie)... Also at *WRS*, Jaye Albright, of *Albright, O'Malley & Brenner*, was named Consultant Of The Year... *99.1 CKXS Wallaceburg* has been granted a power bump to 3,000 watts from the current 1,150... *STREETZ 104.7 (CIUR-FM) Winnipeg*, owned by **Native**

Communications Inc., has flipped ID and format to *Rhythm 104.7* and moved from Hip Hop to contemporary rhythmic hits, R&B, some classics and some Hip Hop with a focus on CanCon from black and aboriginal artists. First song played on Rhythm 104.7 (April 7, 6 a.m.) was *Electric 49* by Inez Jasper, a First Nations pop artist from B.C. CEO David McLeod says the target audience ranges from early 20s to early 30s, slightly older than with the previous format. The morning show is co-hosted by comic Paul Rabliauskas and MJ, a Winnipegger who recently returned to the station... *CJSW Calgary*, the *University of Calgary* radio station, can't grow because students won't approve a \$1 hike per semester, to \$6. The station hoped that the \$60,000 bump would enable it to develop a podcast archive and enhance its web presence. Begun in the mid-1950s, CJSW airs 24/7 with six full-time employees and an annual budget of \$750,000... It's a different story for the *University of Windsor's CJAM-FM*. It has two full-timers, the station manager and the PD, and two part-timers who oversee music and news. CJAM has a \$190,000 annual budget with \$125,000 coming from a student levy, \$5 per student per semester. In a decision late last week, the *CRTC* approved quadrupling the station's wattage output from 500 watts to 2,084. CJAM is also operated 24/7, with 125 volunteer hosts and technicians... Another community radio station, *CIUT-FM Toronto*, saw its 27-year-old transmitter die on Sunday. Station manager Ken Stowar is trying to raise \$160,000 from listeners to buy a new one. CIUT is on the air with a diminished signal and reach after a radio engineer hooked up a power amp to an antenna in the building... The *CRTC* has approved French-language *CKLX-FM Montreal's* application to switch to a spoken word format from specialty music...

Winners of the *24th Radio And Production Awards* are:

Feature Productions -- All Markets -- Rogers Radio Toronto. Producers and Copywriters: Ron Tarrant, Chris Pottage; Voice Talent: Trevor Shand, Wendy K. Gray

Small Market Commercials -- Rogers Radio Fort McMurray. Producer: Ryan Leininger; Copywriter & voice talent: Ryan Leininger; 2nd voice talent: Nick Bernard

Medium Market Commercials -- Rogers Radio Calgary. Producer: Jesse Simon; Copywriter: Lisa McLean; Voice Talent: Jesse Simon, JC Campos, Lisa McLean, Don Richard

Large Market Commercials -- Evanov Radio Group Toronto. Producer: Brian Viggiani; Copywriter: Adam Smachylo; Voice Talent: Marisa Mariani, Brendan Woods and Andrew Mallon

Small Market Promos -- C100/Bell Media Halifax. Producer: Terry Purcell; Copywriters: Terry Purcell, Parker Murchison; Voice Talent: Parker Murchison

Large Market Promos -- Rogers Radio Toronto. Producers: Ron Tarrant, Chris Shapcotte; Copywriters: Ron Tarrant, Karen Steele; Voice Talent: Trevor Shand, Wendy K Gray

T**ELEVISION:** While TV is far from dead, it is taking more hits. The latest is a *Convergence Consulting Group* survey which says more Canadians are abandoning traditional TV services. By the end of this year, said the Toronto-based company, TV subscriptions relying solely on *Netflix* and other online services will reach 665,000 households, or 5.7% of Canadian households. The study estimated that cable and satellite service providers will lose 32,000 subscribers in 2014. The good news, said Convergence co-founder **Brahm Eiley**, is that at the end of the day, "... *the revolution is still going to be televised...*"... The Toronto-shot sci-fi serial *Orphan Black*, produced by *Temple Street Productions* in association with *Space* and *BBC America*, is among a record 46 recipients of *Peabody Awards*. Actress **Tatiana Maslany** is described as a "marvel in the title role"... Canadian winners of Gold, Silver or Bronze at the *New York Festivals Television & Film Awards* are:



Tatiana Maslany

Gold — CBC-TV (1) and *Radio-Canada* (1)

Silver — *Bell Media* (2), *Shaw Media* (2), *CBC-TV* (1), *Kebweb.tvb.tv* (Montreal) (1), *Vision TV* (1)

Bronze — *CBC-TV* (2), *Corus Entertainment* (1), *Global Television* (1), *Temple Street Productions* (1)...

Halifax-based *DHX Media* has acquired the *Epitome* group of companies, producer of *Degrassi* and other youth-oriented properties. The purchase price is approximately \$33 million and includes a library of 469 half-hours across five series in the *Degrassi* franchise; 216 half hours of other *Epitome* series; and *Epitome Studios Inc.*, which owns a 98,400-square-foot studio on 4.3 acres in Toronto.

S**IGN-OFFS:** **John Barton**, 82, in Victoria. His first broadcasting job was in 1949 at *CKRD Red Deer*. Later, he was either program director or on-air (or both) at such stops as *CFRN Edmonton*, *CHED Edmonton*, *CKWX Vancouver*, *BCTV*, *CHFI Toronto*, *CJOR Vancouver*, *CTV*, *CJVI Victoria* and *CHEK-TV Victoria*. He left broadcasting in 1982, moving into corporate communications... **Harald Jürgen Frenzel**, 61, in Edmonton of cancer. He worked as a cameraman and videographer at *CTV Edmonton (CFRN-TV)*.



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Winners of *RTDNA Canada* British Columbia regional awards are:

TELEVISION

Bert Cannings Award - Best Newscast
CJFC-TV Kamloops (Small Market)
CTV Vancouver Island (Medium Market)
Global Okanagan (Medium Market)
CTV Vancouver (Large Market)

Adrienne Clarkson Award - Diversity
Global BC

Gord Sinclair - Live Special Events
Global BC

Dan McArthur Award - In-depth/Investigative
CBC News Vancouver

Dave Rogers Award - Short Feature
CTV Vancouver Island (Small/Medium Market)
CTV Vancouver (Large Market)

Dave Rogers Award - Long Feature
CKPG TV Prince George (Small/Medium Market)
CTV Vancouver (Large Market)

Ron Laidlaw Award - Continuing Coverage
CBC News Vancouver

Hugh Haugland Award - Creative Use of Video
CTV Vancouver

Charlie Edwards Award - Spot News
Global BC

Sports Award
CHEK TV Victoria (Small/Medium Market)
CBC News Vancouver (Large Market)

Trina McQueen Award - News Information Program
CTV Vancouver

Digital Media Award
CBC British Columbia

Sam Ross Award - Editorial/Commentary
CTV Vancouver

RADIO

Byron MacGregor Award - Best Newscast
CKBZ Kamloops (Small Market)
CFOX 1070 Victoria (Medium Market)
News1130 Vancouver (Large Market)

Adrienne Clarkson Award - Diversity
CBC Radio

Gord Sinclair Award - Live Special Events
News1130

Dan McArthur Award - In-depth/Investigative
CBC

Dave Rogers Award - Long Feature
CBC (Small/Medium Market)
CKNW Vancouver (Large Market)

Dave Rogers Award - Short Feature
CBC News Nelson (Small/Medium Market)
News1130 (Large Market)

Ron Laidlaw Award - Continuing Coverage
News1130

Charlie Edwards Award - Spot News
News1130

Sports Award
CBC DayBreak South (Large Market)

Peter Gzowski Award - News Information Program
CKNW

Dick Smyth Award - Use of Sound
CBC: The Early Edition

The *RTDNA* Central Canada winners are:

TELEVISION

Bert Cannings Award - Best Newscast

CTV News Barrie (Medium Market)

CTV News Toronto (Large Market)

Adrienne Clarkson Award - Diversity

Global Toronto

Charlie Edwards Award - Spot News

Citytv Toronto

Dan McArthur Award - In-depth/Investigative

Citytv

Dave Rogers Award - Short Feature

CTV News London (Small/Medium Market)

CTV Montreal (Large Market)

Dave Rogers Award - Long Feature

CTV News Barrie (Small/Medium Market)

Global Toronto (Large Market)

Gord Sinclair - Live Special Events

CP24

Trina McQueen Award - News Information Program

Global Toronto

Ron Laidlaw Award - Continuing Coverage

CHEX Peterborough

Hugh Haugland Award - Creative Use of Video

CTV Ottawa

Sports Award

CTV Sudbury (Small/Medium Market)

CBC Montreal (Large Market)

RADIO

Byron MacGregor Award - Best Newscast

CKLW Windsor (Medium Market)

680News Toronto (Large Market)

Dick Smyth Award - Use of Sound

CBC Kitchener-Waterloo

Charlie Edwards Award - Spot News

680News

Dan McArthur Award - In-depth/Investigative

CBC Radio Thunder Bay

Dave Rogers Award - Short Feature

CBC Radio Sudbury (Small/Medium Market)

Newstalk 1010 Toronto (Large Market)

Dave Rogers Award - Long Feature

CBC Radio Sudbury (Small/Medium Market)

Newstalk 1010 (Large Market)

Gord Sinclair Award - Live Special Events

CBC Radio Sudbury

Peter Gzowski Award - News Information Program

CJAD 800 Montreal

Ron Laidlaw Award - Continuing Coverage

680News

Adrienne Clarkson Award - Diversity

CBC Daybreak Montreal

Sam Ross Award - Editorial Commentary

Newstalk 1010

Digital Media Award

CBC Radio Montreal

Sports Award

CBC Ottawa (Large Market)



WAB

Conference preview

See you at the Rimrock

For Prairie broadcasters and those from the rest of Canada, this is your year to attend the 80th annual Western Association of Broadcasters (WAB) annual conference at the Rimrock Resort Hotel in Banff June 11-12.

WAB has a long and glorious history of serving and protecting the interests of members and non-members alike.

Some leading figures include the likes of:

- **A.A. “Pappy” Murphy** (1884-1959) who in 1922 founded Saskatoon’s first radio station, CFQC. He was instrumental in the creation of Radio Representatives, Ltd., an early effort to bring stations together.
- **Harold Carson** (1895-1959) co-founded CJOC Lethbridge in 1926 and later in 1934 was instrumental, as part of the Taylor-Pearson-Carson group (TPC), in forming the All-Canada Mutually Operated



(ACMO) stations and then United Broadcast Sales. That was followed by All-Canada Radio Facilities with a program division that produced and distributed revenue-generating transcribed radio content. He also played a leading role in the development of the Canadian Association of Broadcasters.

- **Horace Stovin** (1895-1964), known primarily as one of the partners in the famous Stovin Byles ad agency, began as an amateur radio operator in Moose Jaw in 1912. He organized Plainsman Broadcasters in 1929 and was appointed western program director for the new Canadian Radio Broadcasting Commission (the CBC predecessor) in 1933.
- **Dr. G.R.A. "Dick" Rice** (1901-1992), a First World War veteran, opened the Edmonton Journal's CJCA in 1922 and later bought CFRN. As owner and founder of Sunwapta Broadcasting, he launched Edmonton's first TV station, CFRN-TV and, in 1965, CFRN-FM.
- **Gordon Love** (1889-1971) is considered another prairie trailblazer who, along with Bill Grant, built CFAC in 1922 and took control of CFCN in 1928. In the 1950s, his company obtained Calgary's first and second TV licences.
- **Jim Allard** (1914-1982) was a newspaperman who

began his broadcast career at CJCA in 1942. He moved to Ottawa in '44 to manage the CAB's Radio Bureau and was responsible for the weekly Report From Parliament Hill, which gave MPs a chance to speak directly to their constituents via transcription recordings and, in so doing, to develop an appreciation for the medium's influence. He was also the CAB's expert on copyright issues.

- **Walter Dales** (1908-1981), a Winnipeg native, began writing and announcing commercial copy at CKBI Prince Albert in 1933 and later, in 1942, at CJCA Edmonton. He and Allard would play a major role in defending radio against nationalization efforts. His weekly newspaper columns criticizing regulatory restrictions against private radio were also influential in the fight to create an industry regulatory body other than the CBC.
- **Harry Sedgwick** (1895-1959) was not a westerner but was a prominent figure in the CAB who travelled to the prairies to convince the WAB to join so they could wield a unified approach to the government on regulatory and copyright problems.
- **Harry Dekker** (1922-2004) began his radio career as an announcer at CFQC Saskatoon in 1940 and after

...serving in the Second World War helped CJNB North Battleford grow and prosper. He later joined the Rawlinson family as a partner in the Northwestern Radio Partnership. Today his son David, a Rawlco executive, is past president of the WAB.

While a lot of reminiscing will be going on during the 80th WAB conference, the meetings will focus on the future.

At this year's event in the Rockies, Lloyd Robertson, in a keynote address, will take delegates on a trip through career moments that will add power to the cliché related to forgetting history dooms us to repeat our mistakes. He is the epitome of an individual who can help celebrate WAB's birthday through his humour and deep perspective related to our broadcasting craft. Robertson will also provide an opportunity for receiving a signed copy of his book, *The Kind of Life It's Been*.

Sean Luce, noted across North America for his training in sales, sales management and general management is set to give the business address, covering such topics as mastering account management and



proposals, and the key to closing a sale. He incorporates real world management applications while sharing secrets of his turnarounds and providing practical applications for broadcasting and the Internet.

Rock and roll in the Rockies with Steve Jones, the author of *Brand Like A Rock Star*. Taking cues from music greats such as KISS and The Grateful Dead, Jones will demonstrate how to leverage your brand and, as a result, to build a better business. His glitz and flash presentation will entertain and educate, an irresistible combination.

Business sessions will include the annual meet and greet event with the CRTC, an opportunity to connect with commissioners and staff in an informal environment. Look also for reports and updates from the Commission, the Canadian Broadcast Standards Council, BBM Canada, the Saskatchewan Association of Broadcasters, the Broadcast Association of Manitoba and the Broadcast Educators Association of Canada.

The last speaker before Thursday evening's Gala Dinner is Suzanne Stevens who, we believe, will help you put all of the conference's lessons together to make an impact in the world beyond business. Her

focus on cultivating conscious contributions and influential communications speaks to what Canadian broadcasters do every day; use their normal business operations to make positive and meaningful changes and opportunities for dialogue in homes across the country. Stevens's primary research, interactive nature, human observations and slice of humour has audiences asking "Why not?" and "What If?"

The entertainer at the wrap-up Gala Dinner is Tenille, described as an inspirational artist melding philanthropy with musical talent.

Changes and positive contributions are the platform for the WAB 2014 Gold Medal Awards. Nominations for stations and individuals are being accepted online through April 11 to www.wab.ca for the WAB Hall of Fame, Gold Medal for Radio, Gold Medal for TV, Leader of Tomorrow and Broadcast Order of Achievement. Nominate a rising star in your organization, a community outreach program your station ran over the last year or someone who has made an impact in Canadian broadcasting.

Special room rates are available at Banff's Rimrock Resort but we suggest you book soon. Hotels in Banff in June do sell out. Hotel reservations can be made online at www.wab.ca when you register for the conference.

Email us at info@wab.ca if we can help you with your plans for Banff this June. Our 80th anniversary conference would not be possible without the support of our sponsors, delegates and guests.

Neil Shewchuk is president of the Western Association of Broadcasters and manager/sales manager at XL105 FM (CIXM) Whitecourt.





Avoiding flame-out II

by JJ Johnston

In my last column (click [HERE](#)), I talked about the tectonic shift in business today in which a few are now doing what many used to do.

Over the next 20 years, one-thousand Canadians per day are turning 65. The old guard is retiring or being retired, which offers a plethora of advancement opportunities. Many people are being promoted into new positions but are not always given the training, coaching and mentoring needed to set them up for success.

There is a critical need to revisit the tool box, and to find new techniques to help cope and thrive in the new reality.

In the earlier piece, I detailed the importance of a commitment to self investment and suggested the idea of a personal board of directors support team and the value of professional talent coaches. Sharpening the saw, as it were, helps people realize an edge they didn't know they had.

Here are more thoughts to help deal with the new and complex realities:

Focus on the right things — You are working in multiple markets, often from dusk to dawn, and pulled in many different directions. You may be finding it increasingly difficult to focus on the right things. Do you honestly know what the right things are? Even if you do, it can be easy to forget them or lose attention to focus, especially during crisis situations. Discuss regularly with your leader to make sure you are both clear on the ever-changing priorities and hyper-focus on them. Write the focus items down on paper or on a white board to keep them visible at all times.

Job role clarity — Initiative kicks in when one truly understands their accountabilities. Spending time with your teams can take a back seat. Avoid this shortcut as much as possible. Establishing role clarity is part of the best employee time you can spend. Just like you, everyone

needs to focus on the right things and be crystal clear on individual job descriptions and expectations. This will take a bit of time up-front but will save you a lot more time on the back end. Involve employees in the clarity process. Ask them to provide you with an updated version of their job description. You will often find that they are focusing on what they like to do and not necessarily the important things. And going in, don't forget to ask them this powerful question: "What are your expectations of me?"

Negotiate the expectations together, finalize, sign off and follow through. Initiative kicks in when one truly understands their accountabilities.

Empower your people – We get promoted because we get things done, and new or inexperienced managers are prone to be doing everyone else's work. I once walked into a department with a few simple operational questions and was told that I'd have to wait for the manager to come back from lunch. Remember, these were very basic things that everyone should have known. When I asked why I was told that he takes care of that. My immediate thought was that they were working for a top-down manager who was uncommunicative and possessive and, in turn, carried most of the accountabilities in the department. Operating with employee exclusion expedites the path to lethargy, insurrection, high turnover and/or manager flame-out.

Poor managers are hesitant to give people new assignments – The overly empathetic manager is hesitant to hand off more responsibility to employees and thus takes up more of his/her valuable time. Intentions are good but this thinking leads to resentment when your employees are not allowed to perform their function and to try new things. The insular, autocratic or inexperienced manager may feel it's just as easy and quicker to do it themselves. Lack of respect, trust and wasted employee growth opportunities are results of this thinking.

Some managers may wrongly be concerned that staff has different ideas from theirs and they will get in the way of getting things done. They ram their ideas through. As an example, think of the manager who spends a lot of time creating a plan. When they present it, they often get a stiff reaction. The manager's inside voice gets loud with questions such as "Why are they not more receptive? Why are they so quiet? Why are they not appreciating my great work?"

What is the issue? The manager is likely not inclusive, and in a sense the presentation is an order to follow his/her plan. Lead this way and people resent your plan, haphazardly manage it, and the accountability all comes back on to you if it goes wrong.

Nobody washes a rental car – Engage your whole team, let them own their functions and they will participate heartily. Take some of the load off your sagging shoulders and place it where it belongs.

Keep the onus on them – This renders big rewards for both of you. When someone comes by to tell you about a problem, refrain from saying "How can I help you" or "Let me fix this for you". The "I" and the "me" in those phrases squarely puts accountability back on you.

Instead, practice asking “What do you think you should do?” and/or “What are the solutions you are contemplating?” The key word is “you”.

A likely response from employees who have been in a long time top-down situation would be, “I don’t know, you’re the boss”. Answer back: “I know you have probably been thinking about a few solutions. What’s coming to mind?” And then say nothing. Listen. Encourage them to go forward with their ideas, and make sure they know you have their back.

Chances are their solutions may have crossed your experienced mind. Be very careful not to inadvertently take credit. Refrain from statements like “Good idea. I was thinking the same thing” or “Yes, I thought about that solution too”. Those are huge deflators and destroyers of the trust you are building.

If they are stuck, communicate that you will help them out this time but in the future you would like them to come by with solutions. They ultimately want the accountability and it’s important for both of you to put it back on them.

You know you have a home run when someone comes in to tell you about an issue, how they’ve pulled it apart to determine the cause and proudly explain the concrete solution they employed.

Avoid reverse delegation – I’m a fan of getting the team together for brainstorming. In the early days of my leadership career, I tried to get the best of their ideas going but in a hectic and multitasking world it wasn’t possible to get around to them all.



Once, in a one-on-one with an employee, I was told the meetings were a waste of time because the ideas were never implemented. From that point forward when people came to me with on-strategy suggestions, I would put it back on them. I’d say “Interesting idea. How do you want to proceed with it?”

At first they would say “I brought this to you to get done because you’re the boss”.

My response was “You’re right. I am in the management role and as you know there are many things on my plate. This idea of yours is an interesting thought. Why not try and bring your idea to life?”

Staff would either go out and do the valuable homework or forget about it. They could not say there was a lack of follow-through.

Again, put the onus back on them. You are not paid to do their work and strong performers do not want you to do their work. Clear placement of accountability renders great results for your team and for you.

Practice these techniques but be patient. This is not a quick fix but if you are committed you will find your teams and yourself more engaged, productive and happy.

Jim JJ Johnston is CEO, president and executive coach at JJ International Media/Management Solutions. He works with a number of media and non media companies and can be reached at jj.imsconsulting@gmail.com.

BROADCAST Dialogue

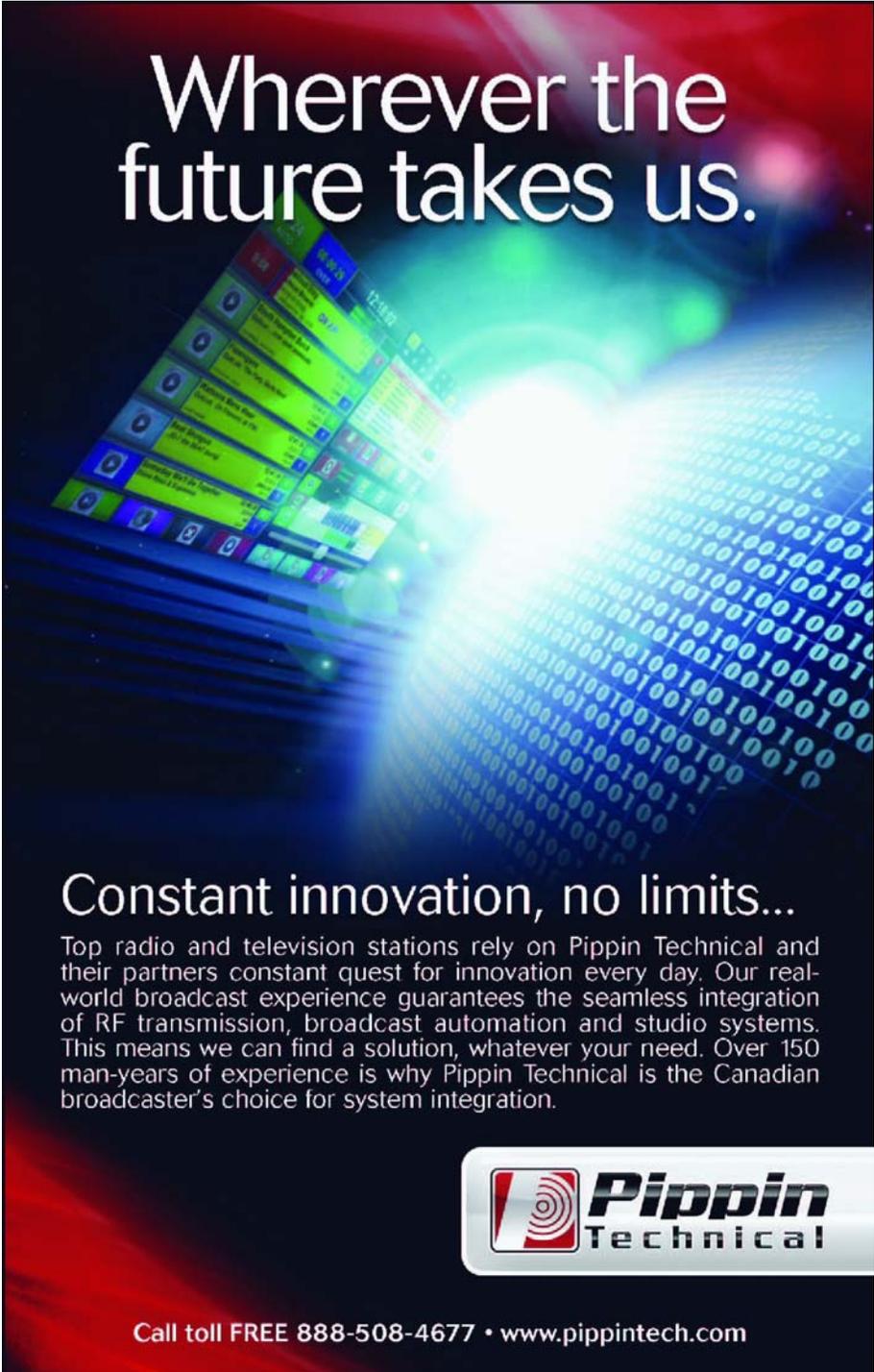
Essential Reading

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Thursday, April 17, 2014

Volume 21, Number 46

GENERAL: During the annual *BBM Staying Tuned* conference in Toronto yesterday, President Jim MacLeod -- in his opening address -- said the BBM electronic measurement system has achieved approval of the *Media Rating Council* (MRC) and EY (Ernst & Young). BBM meets all of the material respects and standards of the MRC, a process underway since 2011. Also, on May 15, BBM will release a single source radio and television cross meter database. *"The U.S. is taking steps in this direction with fused data,"* he said, *"but Canada has single source data, the holy grail."*... At *Shaw Communications* and, to a lesser degree, at *Shaw Media* (including *Global TV* and the specialty channels), there have been lay-offs affecting approximately 400 people. While there have been, and seemingly will continue to be, changes across the company, the majority of those affected in this recent action are from Shaw's cable, satellite, Internet and home phone services. The company also announced a combining of its engineering and IT functions into a single technology and network operations team. CEO Brad Shaw didn't comment on the impact the cuts would have on each division of the company...



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By now you know that *CBC/Radio Canada*, as a result of severe cutbacks to sports programming, will be eliminating 657 jobs over the next two years as part of \$130 million in budget cuts. Of that number, 334 are from English-language services, comprising 234 from network operations and 100 from the regions, and 323 from French-language Radio-Canada. The news, sports, ad sales and communications departments will be hit especially hard. Further, CBC will stop competing for professional sports broadcast rights and it will cancel planned expansions into new regions. Ahead of the announced cuts, CBC had 6,994 permanent employees, 859 contract employees and 329 temporary employees. The public broadcaster had to cut 650 jobs earlier after a dramatic decline in government funding. The 2012 federal budget reduced CBC's parliamentary appropriation from \$1.03 billion in 2011-12 to \$913 million in 2014-15. Since then, commercials have begun running on CBC/Radio Canada music networks *Radio 2* and *Espace Musique*. *Friends of Canadian Broadcasting* spokesman **Ian Morrison** said CBC is being asked to do a lot of things while being starved. Further, he's quoted as saying, "I don't think you can keep bleeding resources out of an organization and demanding the highest standards out of it in adhering to every law and regulation in the land". Stats for radio and TV, as of Dec. 31, show English-language *CBC-TV* with 8.4% of prime-time viewers while *Radio One* and *Two* have a combined audience share of 15.5%. *CBC.ca* has roughly 6.8 million visits each month...

Corus Entertainment revenues were up 11% to \$191.4 million in the second quarter from \$172.6 million in the same period last year. Revenue for Corus's TV segment was \$58 million in the quarter, up from \$48 million in the 2013 period. Revenue in the radio segment was down at \$8.4 million, compared with \$9.6 million year-over-year... At *Shaw Communications*, higher second-quarter net income of \$222 million and earnings per share of 46-cents were over 2013's same period. Last year, Shaw had net income of \$182 million and earnings per share of 38 cents. Revenues were up 2% to \$1.27 billion in this quarter compared to last year's \$1.25 billion... The *Advertising Standards Canada (ASC) 2014 Student PSA Creative Competition* winner, with Truth in Advertising Matters, as its theme, was the *Humber College* (Toronto) team. Runners-up were *Red River College* (Winnipeg), *Université du Québec à Montréal*, *York University (Schulich School)* (Toronto) and a second from Humber College. Teams had to submit creative content for television, radio and print or online, as well as a video introduction explaining their approach...

Revenues and net profits are up for the parent of *Sirius XM Canada*. Net earnings in the three months ended Feb. 28 rose 8.3% to \$4.4 million from just under \$4.1 million a year earlier, and revenue rose 6.8% to \$75.5 million from \$70.2 million. The number of self-paying subscribers increased to 1.8 million from 1.6 million in the same period a year earlier. Total subscriptions increased to almost 2.4 million from 2.2 million...



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A complete listing of winners from the *RTDNA Canada, The Association of Electronic Journalists* annual regional conventions in the Atlantic and the Prairie regions can be found on following pages. For a glimpse of how regional awards may have an impact on the national awards, to be presented at the Toronto RTDNA convention in June, here is a listing of regional company/station winners:

TELEVISION

	BC	Central	Prairie	Atlantic
CFJC-TV Kamloops	1			
CTV	8	7	4	6
Global	4	3	11	1
CBC	4	1	2	4
CKPG-TV Prince George	1			
CHEK-TV Victoria	1			
CityTV		2		
CP24		1		
CHEX-TV Peterborough		1		
NTV St. John's				1
CHAT-TV Medicine Hat				1

RADIO

	BC	Central	Prairie	Atlantic
CBC	6	9	8	4
The Jim Pattison Broadcast Group	1			
Bell Media	1	4		
Rogers Radio	5	3	1	4
Corus Radio	2			
Rawlco Radio Ltd.			5	
Newcap Radio				1
CJFX-FM Antigonish				1

RADIO: Robbie Dunn, the president/GM of the *NL Broadcasting* stations - *Radio NL (CHNL)/The River (CKRV)/Country 103 (CJKC) Kamloops* - is stepping down from the operational role after 32 years as GM. Succeeding Dunn as GM is **Garth Buchko** who led *Corus Radio Winnipeg* for 14 years before being recruited to run the *Winnipeg Blue Bombers* of the *Canadian Football League*. Buchko will take an ownership stake in NL Broadcasting and will also be VP of the company. Dunn will retain the president's mantle... *Radioplayer Canada*, a partnership between *BBM Analytics* and *SparkNet* to serve radio and increase audience through digital listening, is set to launch within weeks. The stated goals and benefits are for RadioPlayer Canada to: (1) Increase digital radio listening, therefore improve radio station ratings, therefore increase radio station revenue (2) Provide the radio listener with a simple and consistent player and the access to new radio stations (3) Provide a "walled garden" to retain listeners within radio and (4) to allow one source for all radio to be connected to TV, computer and vehicle manufacturers, mobile operators and ISPs. The platform is modelled after the UK experience where every radio station (public, national commercial and local commercial) are represented on one platform



Garth Buchko

(www.radioplayer.co.uk)... *Clear Sky Radio* has entered into an agreement to buy *CKVN-FM Lethbridge* from *Golden West Broadcasting*. Clear Sky Radio owns and operates *94.1 The Lounge (CJOC-FM) Lethbridge* and *102.1 CJCY-FM Medicine Hat*. Company president is Paul Larsen... *AT&T* and *Volvo* have just signed a new multi-year agreement to enable future Volvos in Canada and the U.S. with high speed wireless connectivity... Lee Marshal was denied his application for a commercial FM station in Cobalt, ON. He applied for the 107.9 frequency

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and power of 8,700 watts for an Adult Variety format. The *CRTC* in denying him said an intervention from *Connelly Communications*, the owner of *CJTT New Liskeard* (25 km distant) convinced it that there was not enough retail business in the northern Ontario district to support two commercial radio stations... **95.3 The Peak (CHPK-FM) Calgary** is set to launch next Friday, April 25. The new *Jim Pattison Broadcast Group* station has been continuing transmitter and signal testing for the last few weeks. The Peak joins **101.5 Kool-FM (CKCE)** in the JPBG Calgary cluster... On Tuesday, *CJVR Melfort* morning host **Bill Wood** marked 40 years with *Fabmar's* Melfort radio stations. Before that, he spent a year with **Jim Scarrow's CKBI Prince Albert** in his home town. Wood began as afternoon announcer but was soon doing the *CJVR* breakfast show and later became the music director and program director... *CHED Edmonton* found itself in a world of grief last week after an unfortunate online poll that asked if women deserve blame for being sexually assaulted. Brand director **Syd Smith**, in apologizing, said the question lacked context and that the manner in which it was presented was "ham-handed". The revised question related to a recent story on a community discussion that noted victim blaming still occurs in sex assaults.



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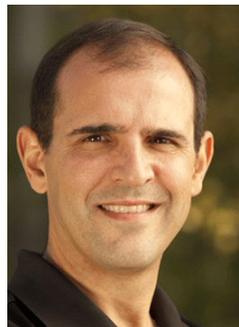
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TELEVISION: The *BRC* meets in Toronto April 29 for three sessions related to technology and TV. The two-hour gathering will look at the devices consumers are using in conjunction with their TVs, how TV and technology are merging, especially as regards OTT and *Netflix*, and there will be a presentation on how agency and OTT services are all now vying for content and how audience measurement will have to adapt. For info or tickets, kpocard@tvb.ca or call 416-413-3864.

REVOLVING DOOR: Long-time talk show hosts **Gary Doyle** and nine-year veteran **Jeff Allan** are no longer with **570 News (CKGL) Kitchener**. Their departures, said *Rogers Radio* group manager **Mike Collins**, was due to a restructuring. Doyle worked as a sports and news director at 570 News and sister *CHYM-FM* before becoming a talk radio host. He was with the Kitchener operation for more than 28 years...



Mike Clotildes



Bob Harris



Greg MacDonald

Home town boy **Mike Clotildes**, has been promoted from his PD role at *CKPG-TV Prince George* to general manager of the *Jim Pattison Broadcast Group* station cluster: *CKPG-TV*, **99.3 The Drive (CKDV-FM)** and **101.3 The River (CKKN-FM)**. Clotildes began at *CKPG-TV* in master control in 1986. Later, he became a cameraman, editor, program producer, director, and was PD the last eight years... Also at *JPBG Prince George*, **Ryan Ireland** has joined the station cluster as an engineer...

With the departure of **Paul Fisher** to new responsibilities with *Bell Media Kitchener* and *Bell Media London*, **Bob Harris** has added oversight responsibilities at *Bell Media Hamilton* to his VP/GM role at *Bell Media St.*

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 GEORGE LYNCH <i>Pandora</i>	 KEVIN STRALEY <i>Tuneln</i>	 GAVIN MCGARRY <i>Jumpwire Media</i>	 JEFF VIDLER <i>Audience Insights Inc.</i>
 GARY VAYNERCHUK <i>VaynerMedia</i>	 GARY SHAPIRO <i>Consumer Electronics Association</i>		

Catharines... Greg MacDonald has moved from *Corus Radio Hamilton* to become the creative and production director for the *Bell Media Radio* clusters in Hamilton and St. Catharines. MacDonald, a 24-year industry veteran, was the Corus production/creative director the last six years and, before that, had a 17-year career at *CHFI Toronto* where he was the imaging producer... Two long-time *CHAT-FM/MY96 FM Medicine Hat* managers are leaving the company next month. Program director Jay Hitchen, a 24-year veteran, will leave for opportunities outside broadcasting

after May 9. And 21-year creative director Chuck Ottley will retire at the end of May... PD Jim Hamm at *Magic 99.9 FM/Country 105 Thunder Bay* the last four years will leave May 9, returning to New Brunswick. Family reasons are cited. Hamm's background includes VP/GM at the *Rogers Atlantic Radio* stations at Halifax, Saint John and Moncton; director of programming at the *Rogers Ontario North* cluster; and GM at *Telemedia Sudbury's* four stations... New morning show host at *Country 93.3 (CJOK-FM) Fort McMurray* is Peter Potipcoe. His most recent gig was as morning co-host at *UP! 93.1 (CIHI-FM) Fredericton*... Sonya Koson is the new communications lead at the *Canadian Country Music Association (CCMA)* in Toronto. Her background includes being the marketing & promotions manager at *Energy 101.5* (now Kool 101.5) Calgary... Jordan Armstrong, who had been a reporter, anchor and assignment editor at *CKNW AM980 Vancouver* the last five years, has joined *Global BC* as an associate producer. Last year, the *BCAB* presented Armstrong with the *Performer of Tomorrow* award... Shawn Nichol has become intermediate engineer at *Corus Calgary*, moving from *Mesa Broadcast* from which he did contract work at Corus. Coincidentally, Mesa is owned by former Corus chief engineer Wade Wensink.



SIGN-OFFS: Peter Edward O'Rourke, of cancer at *Sunnybrook Health Sciences Centre* in Toronto. His career was in advertising and media, particularly the full service agency he helped establish, *Gray O'Rourke Sussman*. Earlier, he was a retail sales rep for what was then *CFTR Toronto* where he worked with several people who went on to become senior broadcast managers... Heather Matheson-Leyland, 65, of cancer in Vancouver. She was a journalist and producer with *CBC* in Toronto, Montreal and in Vancouver... John Furlong, 63, of cancer in St. John's. The *CBC* journalist hosted his last edition of *Radio Noon* on March 3, ending a journalism career that ran over four decades. Furlong worked in newspapers and private broadcasting before moving to the *CBC*, where he produced radio programs such as the *St. John's Morning Show* through the 1980s. He switched to television in 1990, working as a producer at *Here & Now*, *On Camera* and the documentary series, *Soundings*...



John Furlong

Charlie Fenton, 92, in Toronto. Fenton's work gave birth to the old *Radio Bureau* after he was the first person hired by the *Canadian Association of Broadcasters* to promote radio advertising in Canada. He worked at the CAB Toronto Office for several years in the late '50s... Dick Dutka, 90, in Edmonton. Dutka began at the Montreal *CBC* engineering headquarters in the early '70s, then was Prairies regional engineer based at *CBC Edmonton* from the mid '70s to the 1980s.

OPS: Two errors from last week: In the *Western Association of Broadcasters* feature story, we identified *WAB* President Neil Shewchuk as GM at XL105 rather than the correct *XM 105 (CIXM-FM) Whitecourt*; and, in our excitement over our friend Jaye Albright's name on the nomination list, we gave her credit for being awarded Consultant of the Year at the *Worldwide Radio Summit* in Los Angeles. She wasn't. Paige Nienaber of *CPR* was.

Winners of the *RTDNA Canada* Atlantic regional awards are:

TELEVISION

Bert Cannings Award - Best Newscast
CTV Atlantic (Medium Market)

Adrienne Clarkson Award - Diversity
CTV Atlantic

Charlie Edwards Award - Spot News
CBC New Brunswick

Dan McArthur Award - In-depth/Investigative
CBC News

Dave Rogers Award - Short Feature
CBC PEI (Small/Medium Market)

Dave Rogers Award - Long Feature
CTV Atlantic (Small/Medium Market)

Gord Sinclair Award - Live Special Events
CTV Atlantic

Ron Laidlaw Award - Continuing Coverage
CTV Atlantic

Trina McQueen Award - News Information Program
CTV Atlantic

Hugh Haugland Award - Creative Use of Video
Global Halifax

Digital Media Award
CBC Newfoundland & Labrador

Sports Award
NTV (Small/Medium Market)

RADIO

Byron MacGregor Award - Best Newscast
989XFM (Small Market)

News 95.7 (Medium Market)

Dick Smyth Award - Use of Sound
CBC Moncton

Dave Rogers Award - Short Feature
News 95.7 (Small/Medium Market)

Dave Rogers Award - Long Feature
CBC New Brunswick (Small/Medium Market)

Gord Sinclair Award - Live Special Events
News 95.7

Peter Gzowski Award - News Information Program
590 VOCM

Ron Laidlaw Award - Continuing Coverage
CBC PEI

Adrienne Clarkson Award - Diversity
CBC Cape Breton

Sam Ross Award - Editorial Commentary
News 95.7

Winners of *RTDNA Canada Prairie* regional awards are:

TELEVISION

Bert Cannings Award - Best Newscast
CHAT TV (Small Market)
CTV Regina (Medium Market)
Global News Calgary (Large Market)
Adrienne Clarkson Award - Diversity
Global Calgary
Charlie Edwards Award - Spot News
Global Calgary
Dan McArthur Award - In-depth/Investigative
CBC Edmonton
Dave Rogers Award - Short Feature
Global Regina (CFRE) (Small/Medium Market)
Global Calgary (Large Market)
Dave Rogers Award - Long Feature
CTV Regina (Small/Medium Market)
CTV Calgary (Large Market)
Gord Sinclair - Live Special Events
Global Calgary
Ron Laidlaw Award - Continuing Coverage
Global Calgary
Trina McQueen Award - News Information Program
Global News Winnipeg
Hugh Haugland Award - Creative Use of Video
Global Regina (CFRE)
Sam Ross Award - Editorial Commentary
Global Edmonton
Digital Media Award
CBC Calgary
Sports Award - TV
CTV Regina (Small/Medium Market)
Global Edmonton (Large Market)

RADIO

Byron MacGregor Award - Best Newscast
News Talk 980 CJME (Medium Market)
660 News (Large Market)
Dick Smyth Award - Use of Sound
CBC Calgary
Charlie Edwards Award - Spot News
News Talk 980 CJME
Dan McArthur Award - In-depth/Investigative
CBC Edmonton
Sports Award - Radio
CBC Calgary (Large Market)
Dave Rogers Award - Short Feature
News Talk 650 CKOM (Small/Medium Market)
CBC Edmonton (Large Market)
Dave Rogers Award - Long Feature
CBC North (Small/Medium Market)
CBC Edmonton (Large Market)
Gord Sinclair Award - Live Special Events
CBC Radio
Peter Gzowski Award - News Information Program
News Talk 980 CJME
Ron Laidlaw Award - Continuing Coverage
News Talk 980 CJME
Adrienne Clarkson Award - Diversity
CBC Saskatchewan

LATE BREAKING: As part of the restructuring by *Shaw Communications* announced earlier this week, changes to *Global News* will see consolidation of graphics production at *Global Toronto*, a new production model at *Global Lethbridge* and early retirement packages being offered. Changes to the executive team include: Greg Treffry becoming VP, content distribution and business development; Andrew Eddy moving to become VP, content & programming; Carol Darling, VP, operations taking early retirement but staying on for four months to assist in the transition to Zoran Stacic's leadership of the technology & network operations group; and Paul Burns joining the corporate marketing team to become VP, digital media.

Canadian



— Neill Dixon

Neill Dixon, the president of Canadian Music Week, must have been clairvoyant when he decided to move the CMW conference from March to May 6-10. Given the harsh winter that gripped most of North America, a number of presenters and participants would likely have been prevented from attending a March event.



Canadian Music Week takes place again at the Toronto Downtown Marriott Eaton Centre Hotel with six streams: Digital Media Summit, Radio Summit, Music Summit, Music Fest, Film Fest and Comedy Fest.

The Radio Interactive Summit (May 7-8) is supported by an advisory committee consisting of broadcasters from Bayshore Broadcasting, Bell Media, Blackburn Radio, Central Ontario Broadcasting, Corus Entertainment, Durham Radio, Evanov Radio Group, Larche Communications, Newcap Radio, Rogers Media, Sirius XM and Vista Radio as well as BBM and consultants such as professional music geek Alan Cross, researcher Jeff Vidler and management consultant/coach JJ Johnston.

The opening keynote is from Michael Harrison, the publisher of Talker's Magazine and RadiolInfo. Radio, he says, must avoid being assimilated. To retain its identity, radio has to remain in the pop-cult forefront and avoid the role of mere delivery system. Following his address, Harrison will have a "fireside chat" with Lew Dickey, the chair and CEO of U.S.-based Cumulus Broadcasting. Cumulus has more radio stations than can be found in all of Canada.

As the event unfolds, delegates will get answers as to how radio can best prepare to compete as the "connected car" makes a whole new array of technology and audio alternatives available to the in-car listener. Jeff Vidler, president of Audience Insights, will present key findings and implications from two studies conducted in the last year.

Following Vidler's presentation, super session The Connected Car—Dash to The Future will feature a panel answering whether or not radio can have a leading role in the future of audiotainment.

RADIO: Panel Discussion – Audio wars—How DO streaming, radio and sales co-exist when consumers call the shots? Every facet of the business has an interrelated story to tell; attendees will hear from an artist manager, a radio programmer, a label executive and a music data expert.

The millennials are consuming and driving music in a way that's never been seen. New toys and new attitudes call for new metrics. And we are now in a position to see how consumers interact with an ever-evolving variety of music sources. Examined will be how these new metrics are



From top left:

Rick Arnish,
chair, Pattison
Broadcast Group

Chris Gordon,
president radio &
local TV, Bell Media

Chris Pandoff,
president of Corus
Entertainment Radio

**Paul Ski, CEO and
regional broadcast
operations, Rogers
Broadcasting**

From bottom left:

Jeffrey Smulyan,
CEO/Chairman of
the Board, Emmis
Communications
Corp.

Tom Pentefountas,
vice-chairman,
broadcasting, CRTC

influencing decisions made by radio, labels, artists and cultural curators. Who wins and who loses? Hear the diverging views of this panel of experts.

Radio Interactive has gathered a blue chip panel of broadcasters from Australia, Germany and Singapore to share their experiences, problems and solutions during the International Broadcasters Forum.

The Inside The Executive Suite session includes Rick Arnish, chair, Pattison Broadcast Group; Chris Gordon, president radio & local TV, Bell Media; Chris Pandoff, president of Corus Entertainment Radio; Paul Ski, CEO and regional broadcast operations, Rogers Broadcasting; Jeffrey Smulyan, CEO/Chairman of the Board, Emmis Communications Corp.; and Tom Pentefountas, vice-chairman, broadcasting, CRTC.

The Creating A Digital Pathway panel will tackle the question of which platforms are available to broadcasters beyond over-the-air. Panelists are: Alan Cross, broadcaster/journalist, Alan Cross/Brain Dead Dog Productions; Chris Duncombe, director, New Media Corus Entertainment; Clive Dickens, director digital & innovation Southern Cross Austereo, Sydney Australia; Sandy Hurst, COO, SoCast, Toronto; and Steve Jones, VP programming, Newcap Radio. The panel will be moderated by Lori Lewis, digital & social strategist, Jacobs Media.

Interested in ratings success? Building upon the strength of your brand has never been more important. The panel of David Bell, professor of marketing, University of Pennsylvania Wharton School; David Soberman, professor of marketing, Rotman School of Management, University of Toronto; and Steve Reynolds, president, The Reynolds Group, Raleigh, N.C. will discuss brand

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importance. The session will be moderated by Warren Kurtzman, president/COO, Coleman Insights.

11 Reasons Why Social Media Could Save The Radio Business –Jumpwire Media president Gavin McGarry will present best practices to build a station’s audience and engagement on Facebook, Twitter, Vine, Snapchat, Pinterest, etc. With successful social media ecosystem implementations at radio groups in the U.S. and Canada, McGarry will focus on the importance of data collection, case studies on PPM ratings growth using social media, and strategies to begin monetizing social media platforms using local sales teams.

The Radio Consultants’ Roundtable will see delegates meeting with consultants and programmers who will cover a range of programming approaches, nuts-and-bolts fixes and philosophical themes. Brains at the roundtable to be picked include those belonging to JJ Johnston, Clive Dickens, Fred Jacobs, Helene Plouffe (CRTC), Jeff Vidler, Liz Janik, Lynn Asselin (CRTC), Raj Shoan (CRTC), Randy Lane, Rich Elwood, Steve Reynolds and Warren Kurtzman.

Randy Lane, the president of The Randy Lane Co., says on-air personalities have never been more important. Ditto online branding. Radio personalities with sharply defined characters and clear opinions who can entertain create a personality brand that has value to listeners. Generic DJs, he says, are commodities with little value or memorability. Learning how to connect with listeners on an emotional level and communicating your show’s brand message leads to greater listenership.

Radio is still the most popular way to find new music. There’s no question that digital music is booming. All you have to do is take a look at the likes of Spotify, Pandora, iTunes and countless others to verify its popularity. But when it comes to music discovery, new listeners bypass such apps and tools for the classiest of devices—the radio.

Edison Research and Triton Digital confirm, in the latest research, that AM/FM radios remain the most popular method of finding new artists. Word of mouth via friends and family is the second most popular, with YouTube nabbing the third spot. (Read the full story: [Mashable](#))



Photo courtesy of Kevin Kelly



From top left:
Bruce Cockburn
Paul Ski
Ian Greenberg
Adam Wylde

Expected to be on-hand at Radio Interactive 2014 are Sean Ross from Edison Research and a panel of speakers representing Rdio, CBC Music, Songza, Stingray Digital/Galaxie and Deezer Canada who will expand on these findings and address the impact of streaming on the future of music.

Canadian Music Week will also host the annual ‘The Crystals’ awards honouring the very best creative and production minds in the country.

Singer/songwriter Bruce Cockburn is the 2014 recipient of the Allan Slaight Humanitarian Spirit Award. The award—bestowed to Cockburn in recognition of his social activism and benevolent support of humanitarian interests and causes—will be presented Wednesday, May 7 at the Canadian Music & Broadcast Industry Awards gala.

Rogers Media’s Paul Ski will be inducted into the Canadian Broadcast Industry Hall of Fame on Thursday, May 8. His achievements and longstanding career will be honoured with the Allan Waters Broadcast Lifetime Achievement Award in recognition of his outstanding success in broadcasting.

Ian Greenberg will be inducted into the Canadian Broadcast Industry Hall of Fame. One of four brothers who founded Astral, Greenberg played an integral part in Astral’s 50-year history by gradually transforming the company from a photographic specialty business to one of Canada’s leaders in pay and specialty TV, radio, out-of-home advertising and digital media. The induction ceremony will take place during the Canadian Music & Broadcast Industry Awards.

The Rosalie Award celebrates amazing women in radio. The award was named after Rosalie Trombley, the music director during the height of The Big 8 (CKLW) Windsor’s monster influence in the North American music industry. This award was established in her name in recognition of Canadian women who have blazed new trails in radio. Past winners include Rosalie Trombley, Marilyn Denis, Jane Hawtin, Ky Joseph, Erin Davis, Denise Donlon, Julie Adam, Maureen Bulley and Betty Selin.

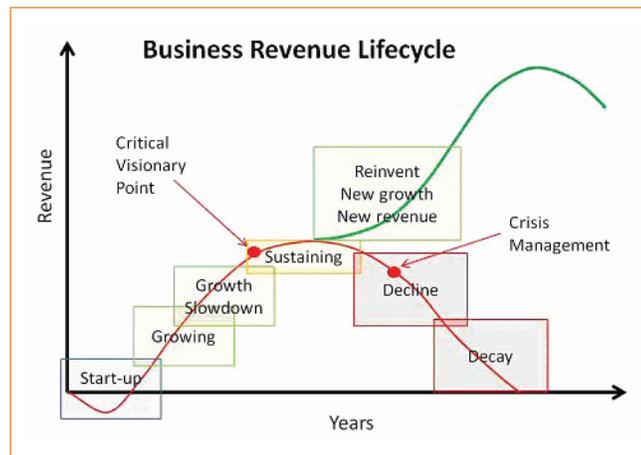
Adam Wylde will receive the 2014 Allan Waters Young Broadcaster of the Year Award in Memory of Steve Young. The award will be presented during the Radio Consultants Roundtable Meetings on Thursday May 8.

For details on the sessions, the activities, the awards shows, the participants, the venues and everything associated with CMW, go to www.cmw.net.

—BD

Too busy to succeed

It's no secret that radio and TV have reached the critical visionary point (see graph) in the business revenue lifecycle.



Of course the enemy of critical vision is, "This is the way we've always done it." You've probably heard that doing the same thing over and over and expecting a different result is Einstein's definition of insanity.

Nonetheless, people tend to reject change and extra effort because they represent discomfort for those who are in their comfort zones, sustaining existing models.

There has lately been increased resistance to change and effort at broadcasting's critical visionary point. And the contradictory opinions being expressed by some broadcasters can only leave one shaking his head, e.g. "Local-direct revenue is getting tougher . . . or it's flat". With a bit more conversation about new visions or revenue development systems the comment becomes "We don't want to do that much work to increase local sales" or "Reps are too busy" to utilize new revenue-generating strategies and tactics.

The obvious question would be: Too busy doing what? If sales are flat and we're too busy to increase them, aren't we simply replacing productive with busy?

Part of the busy versus productive problem lies in the same old tired measurement and compensation methods. Busy generally means we're frantically-focused on this month's budget and, generally, this short term thinking is fostered by the measurement and compensation systems. Ironically, this month's results are seldom a result of this month's efforts but rather the result of the work done 90 to 120 days ago. Closing seems to be



by Wayne Ens

the only task in the revenue development chain that gets recognized and rewarded. Yet, we know that behaviours which get rewarded get repeated.

Seldom is there recognition or compensation for completing new tasks which can lead to improved results 90 or 120 days from now.

Most broadcast account executives do appear to be willing to do extra work such as collecting some generic research, facilitating a typical customer needs analysis, writing custom presentations and some put almost enough valuable insights into their creative briefs to produce reasonably good copy. But if the competition is doing the same basics, where is your competitive advantage?

Wayne Ens is president of ENS Media Inc. and can be reached at 705-484-9993 or wayne@wensmedia.com.

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Thursday, April 24, 2014

Volume 21, Number 47



Lynn Chambers



Neil Hedley



Rudy Chase



Michelle Yi



Paul Haysom

REVOLVING DOOR: Lynn Chambers has been appointed VP of client marketing for *Corus Television Sales* in Toronto. Most recently she was VP of custom content/GM at marketing agency *Totem*... Neil Hedley has succeeded the retired Bill Gable as co-host at *AM 740 Toronto* mornings. He joins John Gallagher, Eva D and Jane Brown. Hedley's background includes radio stations across Canada and the U.S., teaching, building digital media projects and reporting for *CTV News Channel*... Rudy Parachoniak, whose on-air name is Rudy Chase, will join *Classic Rock FM 96 Kingston* May 5 as morning show host. Parachoniak is moving from *The River Kamloops* where he had been PD/morning show host since Sept. 2009... Also moving to the *Corus Kingston* cluster is Scott Wilkie who assumes the promotions director position May 6. Wilkie had been promotions coordinator at the company's *107.5 DAVE FM/The BEAT Kitchener*. He's been with Corus in Kitchener/Cambridge/Waterloo since 2007... Phil Lind, the *Rogers Communications* vice chairman, says he will step back from executive responsibilities at the end 2014. He's been with Rogers for almost 45 years. Lind,



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—Ian Koturbash, Senior Vice President of Rawlco Radio



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who also served as executive vice president of regulatory, says he will stay with Rogers for at least three more years to work on specific projects and that he plans to remain on the board...

Michelle Yi has joined Tarzan Dan in mornings on *Kool FM Calgary*, moving to that position



Norma Reid

and as news director, from *CHUM-FM Toronto*. Before that, Yi was with *Sonic Vancouver*, *The Beat Vancouver* and small market BC stations... Paul Haysom is the new *News Hour Final* anchor at *Global Calgary*. He moved from *Global BC 1* where he was a reporter/anchor... Norma Reid is the new late night *CTV Vancouver* anchor, as well as the evening news breaking news anchor. She succeeds Keri Adams in the late news role. Adams moved to *CTV Morning Live*... Grant Ellis will re-join *BNN* at the end of May as managing editor. His current position is as the managing editor at the *Financial Post*. Ellis was senior producer at BNN for four years (2003-2007) and also worked at *ROBtv*, BNN's previous incarnation, as a writer and show producer... Former *Ontario Provincial Police* Commissioner Chris Lewis, now retired, has been hired by *CTV News* as its "public safety analyst". In that role, says CTV, Lewis will be the "go-to resource for policing and public safety-related news".

RADIO: To back up Larry Rosin's (of *Edison Research*) conclusion that *radio's brand is local, *Mark Kassof & Co. Research/Strategists* did 718 phone surveys of 18-64 American listeners testing that basic premise. Asked was: *In your opinion, is radio a mainly local or a mainly national medium?* Listener responses indicated 65% believed radio was local, 32% national and 3% didn't know. The follow-up question for those who believe radio is local was: *If a local station you listen to switched to focusing more on national programming rather than local programming, do you think you would listen to it more or less than you do now?* Opting for more were 31% while 51% said less. It wouldn't matter to 14% and 3% didn't know. Kassof noted that what listeners think they'll do given a hypothetical situation

isn't necessarily what they would do. But, he said, bedrock perceptions and attitudes support Rosin's contention that radio means local to most and the nationalization of radio hurts the industry. (*Rosin, speaking at this year's *Country Radio Seminar*, said "Voice tracking and nationalization are a disaster for the radio industry.")...

94.5 The Bull (CIBU-FM) Wingham changed its brand and altered its format this morning. The Classic Rock/New Rock combo dropped New Rock. The new **CLASSIC ROCK 94.5** highlights listener favourites from the

late '60s through the '80s, and targets 35-64s... The **CRTC** has approved **Bell Media's** application to convert **CIOR Princeton** into a rebroadcaster of **CJOR Osoyoos**. This came about after the Commission found that CIOR didn't seem to be offering any local programming despite being licensed as a commercial station. It directed Bell Media to either do so or to apply for the conversion... The **8th Annual Corus Caring Hearts Radiothon** has raised \$101,325.30 for the **Cornwall Hospital Foundation**. Over a 13-hour period, Cornwall and area residents went online or stopped-in at the Cornwall Square to donate. The funds will go toward the purchase of a \$250,000 cardiac ultrasound... **SUN FM Fort St. John** and **CJDC Dawson Creek**, the **Bell Media** stations in B.C.'s Peace Region, ran a combined 12-hour radiothon in which over \$60,000 was raised for pediatric care at the two locations. Beneficiaries are the Dawson Creek and Fort St. John hospital foundations.

TELEVISION: **MTM** has released two updates, *Internet TV has Changed: The Rise of Netflix* and the *Internet in the Home and On the Go*. In the latter, MTM says: Internet use in Canada continues to rise and is nearly ubiquitous among certain demographic groups, e.g. 18-34s, students and high income earners; time Canadians spend online continues its ascent, with younger generations spending 26 hours online each week; and close to nine in 10 Anglophones have an Internet connection in the home, and the majority have high-speed access. Regarding the former, MTM found: after four years in the Canadian market, 29% of Anglophones report subscribing to **Netflix**; two-thirds of total Netflix viewing is on a TV set while the balance watch on tablets; and between traditional TV, Internet TV and Netflix, users watch over 20 hours of content in a typical week -- five more hours than those who do not subscribe to Netflix...

U.S. Supreme Court justices were debating this week over whether or not they can protect the copyrights of TV broadcasters to the shows they send out without strangling innovation in the use of the Internet. This is over the dispute between broadcasters and **Aereo Inc.**, which takes free OTA signals and charges subscribers to watch the programs. Aereo's service starts at \$8 a month and is available in 11 metropolitan areas with subscribers

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 GEORGE LYNCH Pandora	 KEVIN STRALEY TuneIn	 GAVIN MCGARRY Jumpwire Media	 JEFF VIDLER Audience Insights Inc.
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getting about two dozen local over-the-air stations, plus the *Bloomberg TV* financial channel. Broadcasters say Aereo should pay for redistributing the programming just as cable and satellite systems do...

Rogers Internet and streaming video is now available deep within large buildings, basements and elevators in Vancouver, Calgary and Toronto because of the launch of the 700 MHz spectrum. Video consumption on smartphones and tablets, says Rogers, has grown by more than 700% in the last three years.

GENERAL: The *CRTC* has released its 2014-2017 three-year plan which includes modernizing the regulatory framework for broadcasting, improving access to advanced and competitive communication services, strengthening the security and safety of Canadians through the communication system and building a high-performing organization. Short term activities, said Chair Jean-Pierre Blais, include holding a public consultation on the TV system and initiating a review of the basic telecommunications services required for Canadians to “participate in the digital economy”. The Commission, he said, will also begin to enforce anti-spam legislation and launch the *Spam Reporting Centre*...

Guy Laurence, speaking at his first *Rogers* annual meeting since becoming CEO/president in December, said he is working to make Rogers a leader even as it works to fend off competitors and to vastly improve customer service. But, he said, the company’s pace of growth has slipped compared with its peers. His remarks came a day after Rogers released its first-quarter results. Net income dropped 13% to \$307 million or 57 cents per share, compared with \$353 million or 68 cents per share in the same quarter a year ago. Operating revenues were steady at \$3.02 billion, though slightly below the \$3.03 billion the year before. Revenue growth was 8% at Media, 1% at Business Solutions and relatively flat at Cable, offset by a decline of 2% at Wireless. The largest contributor to Media’s revenue growth of \$26 million was Sportsnet. It grew at double-digit rates...

There’s a nifty little bit of research by *RTDNA International* about broadcast news directors called *News directors by the numbers* that profiles today’s newsroom leaders. To have a look, click [HERE](#)... Canadian winners of radio and television 2014 *Edward R. Murrow Awards* from *RTDNA International* are:

The Western Association of Broadcast Engineers
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For Details, Click [HERE](#).

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RADIO

Overall Excellence

570News Kitchener (small market)
680News Toronto (large market)

Newscast

570News Kitchener (small market)
680News Toronto (large market)

Breaking News

570News Kitchener (small market)
680News Toronto (large market)

Continuing Coverage

570News Kitchener (small market)
680News Toronto (large market)

Investigative Reporting

CBC Edmonton (large market)

News Series

680News Toronto (large market)

Use of Sound/Video

680News Toronto (large market)

Writing

680News Toronto (large market)

Website

570News Kitchener (small market)

TELEVISION

Overall Excellence

CTV News Barrie (small market)
CTV Vancouver (large market)

Newscast

CTV Vancouver Island (small market)
CityNews Toronto (large market)

Breaking News

Global News Calgary (large market)

Continuing Coverage

CTV News Barrie (small market)
Global News Calgary (large market)

Feature Reporting

CTV Vancouver Island (small market)
Global BC (large market)

Investigative Reporting

CTV Vancouver Island (small market)
CBC Edmonton (large market)

News Documentary

CTV Calgary (large market)

News Series

CTV Barrie (small market)
Global News Calgary (large market)

Reporting: Hard News

CTV Ottawa (large market)

Reporting: Sports

Global Lethbridge (small market)
CTV Vancouver (large market)

Use of Sound/Video

CTV Ottawa (large market)

Digital Media

CTV Calgary (large market)



Terry Scott, the longtime broadcaster and, most recently, an executive with *The Canadian Press* (though no longer with CP), will receive the *2014 Bill Hutton Award of Excellence* from *RTDNA Canada* during the news association's annual national convention to be held in Toronto June 5-7. Previous recipients include the *Canadian Broadcast Standards Council*, *The Canadian Press*, *CNN Newsource Sales*, *CNW Group*, *WIC*, *VOCM Radio*, *Golden West Radio*, *Broadcast Dialogue*, *CTV*, *Taylor Enterprises* and media lawyer Dan Burnett.

SUPPLYLINES: *Vista Radio* has an agreement with *Pippin Technical* for the supply and rollout of *ENCO's* DAD (Digital Audio Delivery) automation playout software across 39 stations in 37 BC, Alberta, NWT and Ontario markets, plus new Vista stations being launched in the coming year.

Images from the National Association of Broadcasters Convention courtesy of



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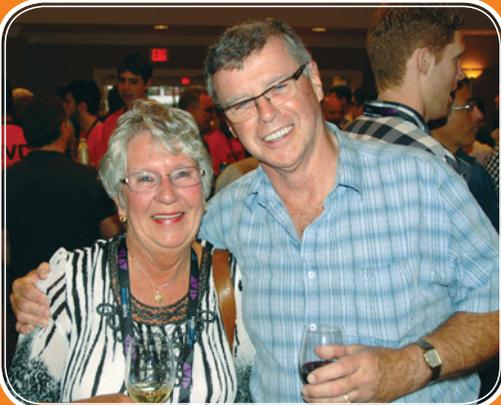
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*Françoise Adamyk, Bradenton and
Mike Fawcett, Newcap, Niagara-on-the-Lake*



*Stu Buck, Arctic Palm; Marco Auriti, Shine
FM Grande Prairie; and Gary Kristiansen,
iMedia Touch, Winnipeg*



*Ted Paley, Ron Paley Broadcast, Winnipeg, and
Mark Vallée, Marketing Marc Vallée, St-Sauveur*



*Kevin Harkins and Bruce Cowan,
Corus Entertainment, Toronto*



Joe Scrivo and David Harrison, BSE Toronto



*Wayne Scrivens, Andrew Marescotto and Shane Helsby,
Blue Ant Media, Toronto*



*Dan Gold and Carol Darling, Shaw Media Toronto,
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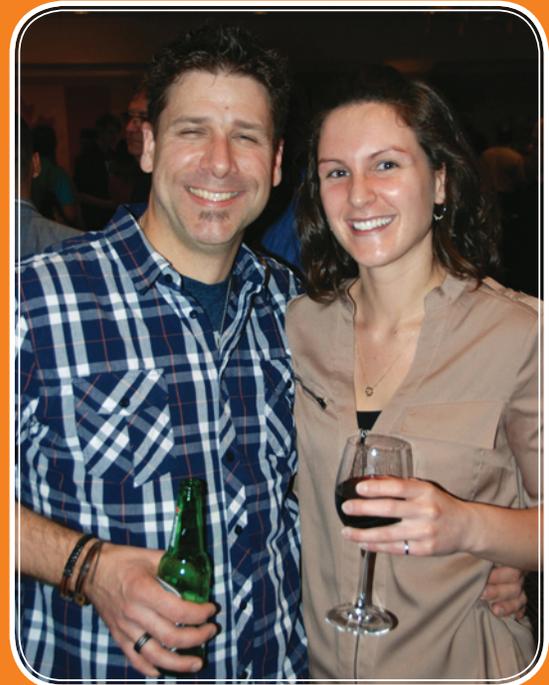
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Jim Morrison, Bell Media-CTV Toronto



Ron Taylor, Digital Jukebox, Winnipeg



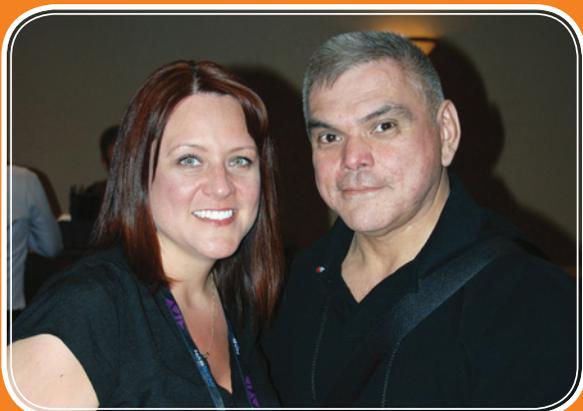
Tyler Everett, Pippin Technical, Saskatoon
and Veronique Lafrenière,
Octave Communications, Cantley, Que.



The Canadian Suite Choir (Ryerson University Toronto students in orange and
BCIT Vancouver students in blue) sings O Canada at the close of NAB2014



John McKay and Brian Grundy,
Grundy Telcom, Burlington



Wayne and Marion McKenzie, APTN Winnipeg



Owen Martin, Newcap Edmonton

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Dave Kip, Best Broadcast, Whitby; Phil Keeling, Shaw Communications, Burnaby; and Rick Basciano, Standard Integration, Toronto



Bruce McLeod, Ryerson University, Toronto and Brad Fortner, Convergence Communications, Toronto



Paul and Lawren Larche, Larche Communications, Barrie



Dale Coutts, CTV Calgary; Garry Shepherd and Alan Kirk, SAIT Calgary



Kris Rodts, CKUA Edmonton



Lyle Kosola; Joe Uyede; Stewart Sheriff; and Howard Tulloch, Novanet Communications, Ajax

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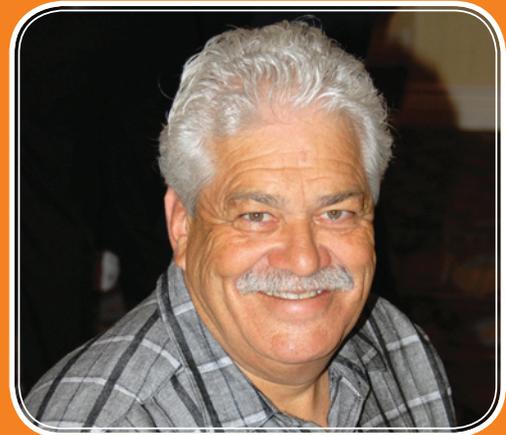
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Stephen Haynes, Tom Turner and Pierre Fortin from Rogers Business Solutions, and Frank Bruno, Rogers Broadcasting, Toronto



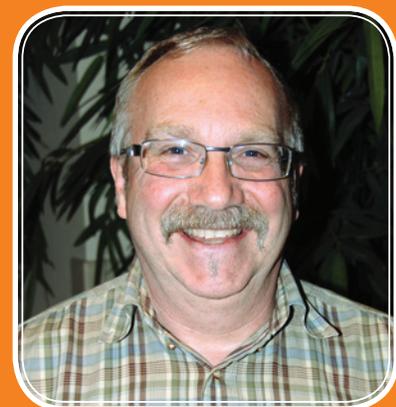
Eugene Johnson, Ward-Beck Systems, Toronto



Terry Horbatiuk, Panasonic Canada, Mississauga



Johanne Lehuis, Solutions Broadcast RF, Laval and Dave Simon, Toronto



Oliver Eichel, Knowledge Network, Burnaby



Jim Anderson, Specialty Data Systems and D'Arcy Pickering, Bannister Lake Software



Gary Hooper, HP Services, Thornhill; Kirk Nesbitt, Toronto; and Kevin Rodgers, Nautel, Hackett's Cove, NS

New methods for engagement

There appeared to be a subtle shift from past NAB conferences this year in that technology seemed to take a place behind new methods in storytelling and advertising. That having been said, however, I believe there is more work required to develop new and innovative techniques to maximize the potential of the technology now available.

By Laurie Kennedy

While there is new technology waiting to be deployed, North American innovation seems to be at a slower pace. According to other attendees, the majority of innovative thinking and new technology is now originating in Europe. But why would that be?

Europe vs. North America

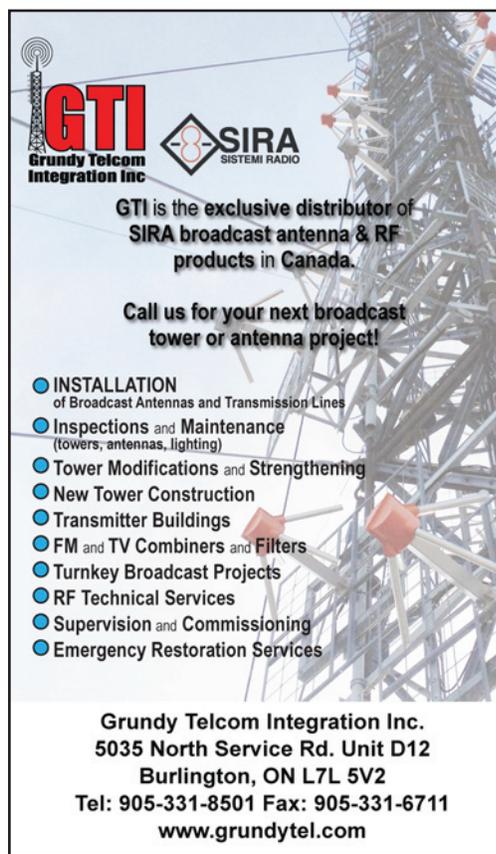
North America has a much larger geographic area where large cable companies have significant infrastructure investments along with existing revenue models. Though

perhaps valid in the 1990s, in 2014 it could be said that the many layers of broadcaster, channels and cable providers creates a false economy which would have huge revenue impacts if (when) dismantled. This includes advertising and subscriber revenue. Is it short term thinking keeping this alive or are there strategies which just haven't come to light yet?

In Europe there is cable, but over the air (OTA) TV is still prevalent. As such, this has enabled Internet providers (OTT/VOD) to flourish more rapidly than in North America. More Europeans are willing to pay for VOD in conjunction with conventional TV, especially when OTA is free.

Mobile devices are able to receive content via a wireless network, but also Internet WiFi hot spots and home WiFi. Mobile OTA technology is now available and also able to broadcast to personal hand-held devices and devices on moving trains, subways and cars.

With the spectrum auctions and the fight by wireless companies to obtain more, there are still many who believe there should be more interest in mobile OTA for broadcast TV. Of course, this would not be suited for VOD but it is well suited for live events and mass broadcasting as well as to support emergency broadcast systems. On the other hand, mass broadcasting across a wireless or Internet network could have challenges with bottlenecks and through-put limitations.



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Second Screen and Synchronizing

This year's 2nd Screen Sunday was more about shifts in promotion and advertising opportunities than first screen companion content apps. The term '2nd Screen' now seems to be a misnomer. Instead, the phrase 'Synchronization across multiple platforms' with the purpose of amplifying key messages was used throughout the sessions.

Mark Page, senior manager at Twitter talked about Twitter Amplify and how it can be used as a live 2nd screen with video. The key here is "owning" the conversation within Twitter and embedding brand messages within content videos (e.g. pre-roll). Thumbnail videos can be selected within tweets; opening up to a full screen video.

Page claimed that with this, users can get a higher degree of engagement and can measure and analyze brands, tweets, events, video. His presentation set the stage, and the conversation continued with these panel members: Brent Gaskamp (SVP, Videology); Greg Jarvis (VP, solutions, Synacor); Alex Terpstra (CEO, Civolution); Zane Vella (CEO, Watchwith); Ron Yerkes (senior director, emerging technology, Turner); and Evan Young (senior director, TiVo).

The panel's key message was that broadcasters are now realizing they can own how the new social media platforms are being used. Reiterated was that Twitter is more than just tweets and that it can also manage video. The intent isn't to have long playing video but to synchronize



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with a broadcast feed and send out (syndicate) select video clips to social media platforms; embedding thumbnails within text.

This could be a content clip, commercial spot or a content clip with a pre-roll ad delivered to multiple social media sites triggered from within the broadcast feed. The value to advertisers is the interactivity and ability to obtain data. The belief is interactivity will become more important to advertisers and thus where the money will be allocated; rather than traditional push ads on TV.

Civolution, headquartered in The Netherlands, is one example of companies offering automatic content recognition (ACR) and ways to fingerprint content to enable synchronizing.

Curate Social Media Content

The social media topic continued throughout the afternoon sessions with a panel believing the concept of 2nd screen companion content has not taken off as much as many thought. Panellists were: Ian Aaron, CEO, ConnecTV; Mick Darling, CEO, Tomorrowish; John Dixon, VP, strategic development, Comcast; Christy King, VP, digital technology, R&D, UFC; and Bill Reiter, Fox Sports 1.

There seemed to be consensus that a social six-second ad spot will replace the traditional 30-second spot. With many viewers tweeting during live events, whether at home or live at the venue, the need to have effective Internet and/or wireless connectivity available within a venue is becoming a must have.

As the producers of UFC Live Events (Ultimate Fighting Championship), Christy King talked about the need to have tools to curate social media content. Specifically, MAM Systems (Media

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Asset Management) to support social media content. What they are doing at UFC today is sending out questions on social media platforms prior to a UFC event. A team gathers (curates) the responses within their MAM System and decides what to send out during the UFC Event. Their MAM System distributes to all platforms; both large and small files in various formats.

A Few Tid-bits

- AKAMAI—logs all transactions; has a database of consumer usage data that can easily be used to derive preferences and likes
- Most of the volume today is still laptops, TVs; next in line tablets
- 50% of all tweets on Twitter are about sports
- Twitter still has a low penetration rate—below 30%
- Today, word of mouth plus peer pressure has more impact on what people watch as opposed to the past when show promos had a bigger impact
- Next generation will include effective content search engines and ad management (e.g. Chromecast, Amazon Fire TV); and
- Some expect the next five years will see more change in this industry than the past 50.

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