

# BROADCAST Dialogue

## Essential Reading

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John Cassaday



Doug Murphy



Byron Garby



Gavin Tucker



Adam Thompson



Al Ford

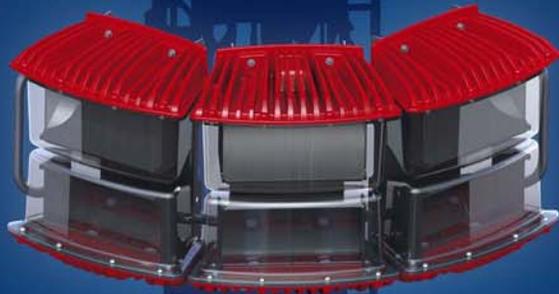
**REVOLVING DOOR:** John Cassaday, 61, after 15 years as president/CEO of *Corus Entertainment*, will leave that post when his contract ends on March 30. During his time at Corus, Cassaday received the *Gold Medal* from the *Association of Canadian Advertisers*, the *Gold Ribbon Award for Broadcast Excellence* from the *Canadian Association of Broadcasters*, induction into the *Marketing Hall of Legends* and, coming up in May, he will be inducted into the *Canadian Broadcast Industry Hall of Fame*. Cassaday said his departure will leave him wanting to do something completely different. . . *Corus Entertainment* COO Doug Murphy will succeed John Cassaday as president/CEO upon Cassaday's departure. Murphy's been with Corus for 12 years, holding numerous senior management positions...

Byron Garby is now VP of radio sales at *MZ Media*, the owner of *Classical 96.3 Toronto*, *AM 740 Toronto*, *Classical 102.9 Collingwood* and *Classical 103.1 Cobourg*. His background includes being GM/GSM at *boom 97.7/FLOW935*; GM, *Bell Media Radio*, national sales; VP sales, *Milestone Radio*, Toronto; VP sales *imsradio*; and VP sales, *Telemedia Ontario*...

Gavin Tucker is the new PD at *up! 97.7 Calgary*, a *Rawlco* station. Tucker's background includes the last 20 years at *Rogers Radio*, most recently as program director at *JACK FM/KISS FM Calgary*. Before that, he was GM at *Rogers Kitchener* and PD at *CHYM FM Kitchener*... Mary Kreuk began Tuesday as *CBC/Radio-Canada's* executive director, multiplatform media sales - Toronto and Western Canada. Her last position was as VP of brand partnerships with *CTV's* media sales group... New general sales manager at *Indie88 Toronto* is John Perras. His background includes *ENS Media*, *CHFI Toronto*, *KISS 92 Toronto*, *CISS Country Toronto* and *Q107 Toronto*. Perras succeeds Susan Orr who had joined *Indie88* in July 2013. She is now an account manager at *Rogers Radio Toronto*... Don Percy, 77, did his last 10-Noon shift this past Monday at *Jewel 101 Winnipeg*. He will keep his hand in, however, returning for fill-ins, covering vacations and voice-tracking for other markets. Percy's 57-year broadcast career saw him begin as a 19-year-old at *CFCO Chatham*. After that, he worked in

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a number of large markets, including Toronto, Edmonton and Winnipeg – mostly as the morning man -- plus a series of smaller market gigs. In 2006, he was inducted into the *Broadcasters Association of Manitoba Hall of Fame...* Murray Christenson is now director of national sales and partnerships at *Newcap Radio* and based in Toronto. His background includes *Astral Media*, *Standard Broadcasting's imsradio* and *Canadian Broadcast Sales...* Paul Burns, formerly VP of digital at *Shaw*, has joined New York-based agency *Huge* as managing director. He had been with Shaw since 2010 and was with *Canwest* in that same position for two years before that... Adam Thompson, who had joined *Indie88 Toronto* in May 2013 as its first PD, will return to *Sonic 102.9 (CHDI-FM) Edmonton* Feb. 16 as PD. He succeeds Al Ford who begins as PD at *96.9 JACKfm Vancouver* Feb. 2... Danielle Graham has been promoted from senior reporter to co-anchor with Ben Mulroney of *CTV's ETALK!*... Dr. Evelyn Ellerman has been elected president of the *Canadian Communications Foundation (CCF)*, succeeding the late Ross McCreath. She is associate professor of communication studies at *Athabasca University* and has been a member of the CCF Board since 2011. Jack Ruttle, a board member since 2011, was elected as CCF vice-president. And Pip Wedge resigned from his VP position to become executive director of the foundation... Marilyn Maki, after 30 years in broadcasting, has retired. The *CBC Manitoba Radio Noon* host and weather announcer began her career at *CKYL Peace River*. She also worked at *MCTV North Bay...* Dave Brown, the traffic reporter on *CBC Radio's Ottawa Morning*, left to join *AMI (Accessible Media Inc.)* as a host and reporter... Also retired after 30 years is Mark Forsythe, the host of *B.C. Almanac* on *CBC Radio...* Gregger has moved from afternoons at *98COOL Saskatoon* to join Steve Chisholm in mornings, succeeding Heather Morrison. She moved on in pursuit of her acting passion and a career in the arts community. The new PM drive host is Johanna Luna who moved from Grande Prairie... New music director at *KG Country Red Deer* is Chis Chantelle Junker who's now also the afternoon drive announcer. She succeeds Tera Lee who moved to *Cache Entertainment...*

A new on-air line-up at **630 CHED Edmonton** saw **Ryan Jespersen** move into the 9 to Noon slot. The Alberta native had been with *City Edmonton*. **J'lyn Nye** and **Andrew Grose** co-host from 2 to 6... **Annie Hadida**, station manager at *Rogers TV Toronto* the last four years, is now production director at Toronto-based *Livewire*... *Shaw Media's* technology leadership team has seen changes. **Rob Ouellette** is now director, technical services and is based in Calgary. **Jaime Caeiro** is director, content management and delivery and is Toronto-based. **Matt Schultz** is manager, on-air services and **Chris Hoddinott** is manager, technical services. Schultz and Hoddinott are both based in Calgary... **Tracey Fresneda** (Mills), director of radio and TV promotions and marketing at *Bell Media Vancouver*, is no longer with the company... **Marcello Palombi** moves to middays at **104.9 The Wolf Regina**, beginning Feb. 9. He'd been doing overnights and weekends the last four years at **X92.9 Calgary**, a sister *Harvard* station... Meanwhile, at **X92.9 Calgary**, the new on-air line-up effective Feb. 9 sees **Tyler Middleton** and **Chris Lynch** in mornings, **Matt Berry** at midday, and **Andrew Beckler** and **Seanna Jefferson** in afternoon drive. **Alex Carr**, ex of *Air 106 Airdrie*, does evenings.



Ryan Jespersen

**T****ELEVISION:** **Leslie Roberts**, the *Global Toronto* main news anchor, has been suspended indefinitely after it was learned that he has a financial stake in a Toronto PR firm. *The Toronto Star* reported that some clients of *Buzz PR* had appeared on his morning show... *City Winnipeg* has ended its long-running *Breakfast Television* in favour of televising **92 CITI FM Winnipeg's** morning show: (Dave) *Wheeler in the Morning with Philly* (Aubrey) and *Rena* (Jae). City personalities **Drew Kozub** and **Jenna Khan** are featured... *The Huffington Post* wants the **CRTC** to approve its application for *HuffPost Live*, a specialty English channel. Toronto businessman **Evan Kosiner** filed the application on behalf of **AOL**, the owner of *HuffPost Live*. *AOL Canada* says three major and six mid-sized broadcast distributors have expressed an interest in carrying the service... **TVA Group**, a *Quebecor* subsidiary, closed its acquisition of the assets of *Vision Globale* after obtaining *Competition Bureau* consent. The Bureau said it wouldn't oppose the \$118-million acquisition after concluding that the transaction was unlikely to result in a substantial lessening or prevention of competition... Despite the launches of *CraveTV* and *Shomi*, nevermind other services such as *Netflix*, Canadian industry watchers say the country's overall viewing habits still lean towards cable and over-the-air antennae. **Duncan Stewart**, a director of technology, media and telecom at *Deloitte*, says the majority of TV viewing in 2015 will "continue to be consumed through traditional linear broadcasts" and that less than 10% of all TV viewing is happening through video streaming services. Neither *Shomi* nor *CraveTV* have released early subscriber figures but there are roughly four million *Netflix* households in Canada. It launched here in 2010... *CTV Halifax* has shut down its **Charlottetown**, **Prince Edward Island**, bureau and will instead try to cover P.E.I. from its **Moncton**

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office. There had been at least one person operating the bureau for the last 34 years... Specialty channel *Discovery World* will become *Discovery Velocity* Feb. 12. The channel will, it says, drive the passion for all things automotive, along with diverse travel, survival, and cultural world content... The annual *Broadcast Research Council* Mid-Season Review is set for Jan. 28 at the Pantages Hotel in Toronto. Critics **Amber Dowling** and **Bill Harris**, after attending the *Television Critics Association Press Tour* in Los Angeles, will share their insights. For inquiries, contact **Karine Picard** at [kpocard@tvb.ca](mailto:kpocard@tvb.ca)... The 20th annual *Prime Time in Ottawa* conference March 4-6 — themed *Thriving in a Time of Change* — will celebrate screen-based media, and is produced by the *Canadian Media Production Association* (CMPA). Speakers includes: **Ted Hope** (*Crouching Tiger Hidden Dragon*, *21 Grams*, *American Splendor*); **Kevin Crull** (president, *Bell Media*); **Heather Conway** (executive VP of English services, *CBC*); **Julie Meldal-Johnsen** (Sr. exec. VP, *ITV Studios America*); **Michael MacMillan** (CEO, *Blue Ant Media*); **Liz Wise**, VP current programming, *The CW*; **John Morayniss** (CEO, *eOne Television*); and **Adam Beach** (actor and founder, *Adam Beach Film Institute*).

**G**ENERAL: Broadcasters and media owners among the 95 new *Order of Canada* appointments include sportscaster **Bob Cole**, known primarily for his work on *Hockey Night in Canada*; *TSN* and *RDS* founder **Gordon Craig**; *Blue Ant Media* CEO **Michael I. M. MacMillan**, C.M.; and **Gary Slaight**, C.M., the CEO/president of *Slaight Communications* and former president/CEO of *Standard Broadcasting*... *Corus Entertainment* says acquisitions helped achieve record-high first-quarter revenue but profit was down from the same time last year. TV was up, radio was down. Corus had \$51.9 million of net income and adjusted earnings, or 60 cents per share, in the quarter ended Nov. 30. TV revenue grew to \$181.5 million from \$177.9 million with profit at \$83.8 million from \$82.5 million at the same time last year. Radio revenue declined to \$45.6 million from \$48.1 million while profit declined to \$12.8 million from \$15.8 million... *CBC* has defended **Amanda Lang** from charges that she attempted to “sabotage” a 2013 story about *RBC* because it had sponsored some speeches or events at which she spoke. *CBC* News Editor-in-Chief **Jennifer McGuire** calls the item that alleged impropriety over business reporter Lang's involvement in the story on *RBC*'s use of temporary foreign workers “categorically untrue”. *Canadaland*, a media website, also said Lang was in a serious relationship with a *RBC* board member at the time the story ran... *BCE* and *Rogers* cut a deal over control of Burnaby-based wireless phone retailer *Glentel*. Each will own 50% of the company... **Chris Boyce**, the executive director of *CBC Radio*, and **Todd Spencer**, executive director of human resources and industrial relations, have been placed on leaves of absence. Both had managed the **Jian Ghomeshi** file... *Shaw Communications* will hike its annual dividend rate by 8% starting March 30. The annual dividend rate for the company's B shares will be \$1.185 per share, up 8.5 cents. That announcement came as the company reported its Q1 profit had dropped 7.3% to \$227 million. Shaw earned 46 cents per share for the quarter ended Nov. 30, down from \$245 million or 51 cents a share in last year's first quarter and five cents below analyst estimates. Shaw said its results were hurt by a \$13-million loss related to its 50% interest in *Shomi*, the new subscription video-on-demand service launched in November with *Rogers*. Revenue in the first quarter was \$1.39 billion, up 2% from \$1.36 billion in the same quarter last year... *Sirius XM Canada Holdings* says first quarter earnings were \$8 million or six cents per share in the quarter ended Nov. 30, up 67% from \$4.8 million or four cents in the same period last year. Revenue rose 3.3% to just under \$79



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million from \$76.4 million. Sirius XM Canada now has 2.6 million subscribers... The owners of *Harvard Broadcasting*, Paul and Carol Hill, were co-recipients of the *2014 Regina Citizen of the Year Award*. David Fisher, VP/GM of *CTV Saskatchewan* made the announcement. The Hills were recognized for their community service, including improvements to the quality of education in Regina and by being positive change-makers in support of disadvantaged youth... The *British Columbia Association of Broadcasters* has re-jigged this year's convention date to accommodate those who may wish to attend other events on or near the previous planned dates. The 68th annual BCAB Conference is now set for May 12-14 in Penticton. Details at [www.bcab.ca](http://www.bcab.ca)... *Cogeco Cable*, the 11th largest cable operator in North America, and *Cogeco Inc.*, its parent, both reported double-digit growth in their fiscal 2015 first-quarter profits. Profits at Cable rose 14.1% to \$56.7 million from \$49.7 million in the quarter ended Nov. 30. Revenue rose to \$497 million from just under \$475 million. Cogeco

Inc.'s first-quarter profits rose to \$26.8 million or \$1.59 per diluted share from \$23.1 million or \$1.37 in the year-earlier period... The fifth annual *Achievers 50 Most Engaged Workplaces* awards honouring the top 50 employers in North America which lead innovation in engaging employees and make their workplaces more productive include two Canadian media companies — *Bell* and *Rogers Communications*. *Achievers*, based in San Francisco and Toronto, said the winners were selected by a panel of judges comprised of academic and thought leaders on employee engagement. The awards will be presented at a gala in Las Vegas March 11.

**RADIO:** *NAB* spokesman Dennis Wharton says that in light of the spectrum incentive auction in the U.S., "you will see dozens of foreign-language, religious and independent stations go bye-bye so that Verizon and AT&T can charge you more for faster downloads"... *Evanov Radio Group's* subsidiary, *Dufferin Communications*, has had its application for an FM licence in Brechin and the Township of Ramara denied by the *CRTC*. The Commission determined that such a licence would threaten the neighbouring radio markets of Orillia (*Larche* and *Bayshore*) and

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Bracebridge/Gravenhurst (*Vista*)... Meanwhile, *Dufferin Communications* has applied to for an experimental HD Radio (IBOC) licence for *Z103.5 (CIDC-FM) Orangeville/Toronto*. It proposes to relocate *CIDC-FM* to the recently installed tower for *CIAO AM 530 Toronto* in Halton Hills. Deadline for interventions is Feb. 11... *COUNTRY 89 (CKYY-FM 89.1) Welland* is testing its signal. The sister station to *RB Communications' GIANT FM Welland*

will launch next month serving the Niagara Peninsula... The *CRTC* has denied an application to renew the licence of low-power commercial *CFAO-FM Alliston* because of a series of unfulfilled commitments, including being off the air for most of its licence term... Community and campus radio stations will be entitled to funds ranging from \$50,000 to \$250,000 in the latest round of the *Communication Radio Fund of Canada's Radiometres Program*. Stations have until Feb. 27 to submit applications. All Canadian campus and community stations are eligible for this round. Funding for Radiometres is provided by Canada's private radio broadcasters through *Canadian Content Development (CCD)* contributions... *QX104 & FAB 94.3 Winnipeg* held a cash and food day for a local charity (*Siloam Mission*) in which \$35,000+ in cash, food, clothing and toys was raised. Both *Jim Pattison Broadcast Group* stations broadcast live from a shopping centre in support of the homeless shelter... Fifteen hundred copies of *GX94 Yorkton* midday Host *Tonya Cherry's GX94 Christmas Goodies* cookbook sold out again this year and raised \$10,500. All proceeds went to Saskatchewan and Manitoba food banks, women's shelters, Christmas toy collections and to victims of a recent apartment fire. In the last four years, over \$27,000 has been donated from sales of the book (which is rewritten every year)... A joint "Sleighting Hunger" campaign between *Blackburn Radio, St. Clair College* and *Caesars Windsor* saw \$45,000+ raised that went toward supporting the *Unemployed Help Centre, The Downtown Mission* and *Outreach for Hunger* in Chatham. For the fourth consecutive year, Windsor musicians put out a holiday CD and staged concerts to raise the money... *Fairchild Radio Vancouver's Winter Warm Wave Clothing Drive*, held over a six-week period, collected 47 tons of warm winter wear that was all given to the *Salvation Army*. This is the 20th year for the Fairchild Radio annual campaign... The *630CHED Edmonton Santas Anonymous* campaign took toys to about 25,000 kids this past holiday season. Over 1,200 drivers made the deliveries over the course of a weekend... *KICX 106 Midland* raised \$4,000 during its *Change for Change Christmas Auction*. The money went to the *Salvation Army*.



Tonya Cherry

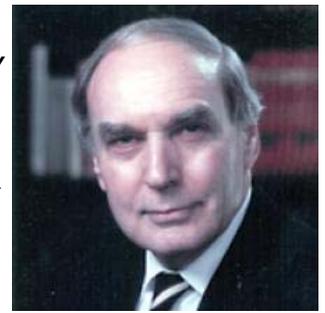




### Station Manager - Alberta

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**SIGN-OFFS:** Louis Ralph (Bud) Sherman, 88, in Winnipeg after a short illness. The former print journalist moved into television in 1960, becoming *CJAY-TV Winnipeg's* director of news and public affairs, anchorman and host of a public affairs program. In 1965, Sherman became the *PC* MP for Winnipeg South. He was appointed as a *CRTC* commissioner in 1985 and became vice-chairman of telecommunications in 1987. Sherman worked for the *CRTC* for more than 10 years... James Glenn "Jim" Smith, 82, of cancer at St. Jacobs, ON. His career in broadcasting began at the *CBC* before moving to *CKCO-TV Kitchener* (now *CTV*) where, for the next 25 years, his career took him to the position of operations manager before he opened *CAVECO* (now *BSE*), his broadcast equipment company. Smith was a cameraman for the first *CKCO News* broadcast in 1954, and a cameraman for the first televised *Toronto Maple Leafs* game and *Grey Cup*. A memorial celebration and interment will be held in the spring...



Bud Sherman



Jim Smith



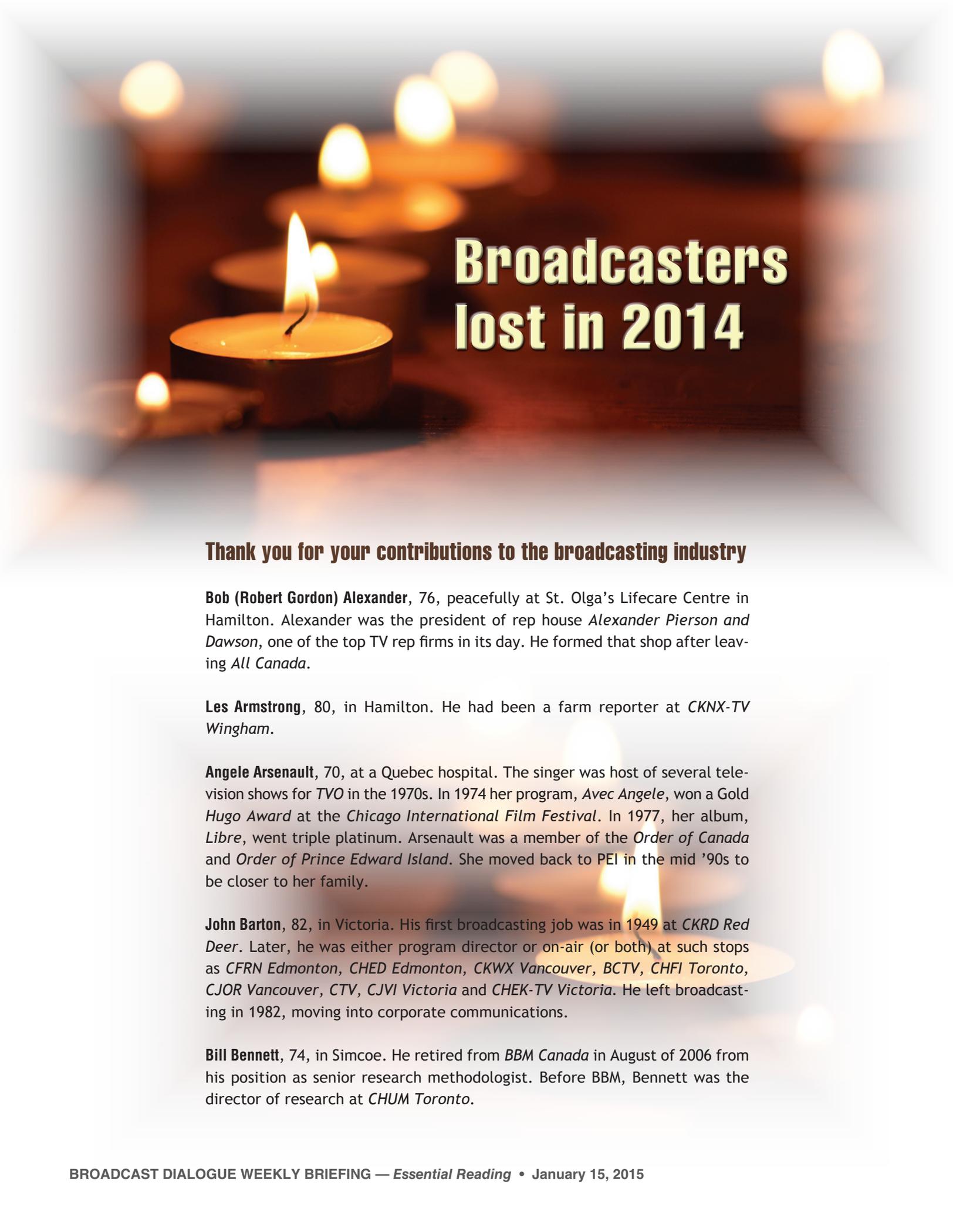
Mark Valcour

Peter Leonard, 84, in Edmonton. He was director of art and design at *CFRN-TV Edmonton* for over 30 years and was also a colour commentator for the *NASL Edmonton Drillers*, and a theatre critic at a now defunct Edmonton radio station...

Mark Valcour, 60, at his home near Ottawa. He was a product of *Carleton University's* engineering program, a *CKCU-FM* staffer and the school's audio technician since 1986. As one colleague noted, "*His devotion to radio and to mentoring - and his unwaveringly high standards - made him a hugely valuable part of every journalism student's education here since he arrived.*"

**SUPPLYLINES:** Corrine Bender is now with *Novanet Communications* as its new wireless sales manager. Before making the move she was an account manager, wireless broadband at *Alliance Corp...* And don't forget to access the 2015 Broadcast Dialogue SupplyGuide for equipment and professional services. Simply click the SupplyGuide banner at the top of [www.broadcastdialogue.com](http://www.broadcastdialogue.com).

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# Broadcasters lost in 2014

## Thank you for your contributions to the broadcasting industry

**Bob (Robert Gordon) Alexander**, 76, peacefully at St. Olga's Lifecare Centre in Hamilton. Alexander was the president of rep house *Alexander Pierson and Dawson*, one of the top TV rep firms in its day. He formed that shop after leaving *All Canada*.

**Les Armstrong**, 80, in Hamilton. He had been a farm reporter at *CKNX-TV Wingham*.

**Angele Arsenault**, 70, at a Quebec hospital. The singer was host of several television shows for *TVO* in the 1970s. In 1974 her program, *Avec Angele*, won a Gold Hugo Award at the *Chicago International Film Festival*. In 1977, her album, *Libre*, went triple platinum. Arsenault was a member of the *Order of Canada* and *Order of Prince Edward Island*. She moved back to PEI in the mid '90s to be closer to her family.

**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.

**Bill Bennett**, 74, in Simcoe. He retired from *BBM Canada* in August of 2006 from his position as senior research methodologist. Before *BBM*, Bennett was the director of research at *CHUM Toronto*.

**Rodney Maynard Booth**, 80, in Surrey, B.C. He pioneered the *United Church's* Vancouver venture into television. Later, Booth moved to Toronto and was media director/executive producer of *UCTV* (United Church Television) until his retirement in 1999.

**Murray T. Brown**, 96, in London. In a broadcasting career that spanned over 50 years, Brown began as an announcer at *CFPL-AM London* in 1945. A few years later he became GM and, later, GM of *CFPL-TV London* after it was awarded the first Canadian private TV broadcasting licence in 1953. His involvement in the early days of Canadian private broadcasting saw him working and playing hard with a group of Canada's famed entrepreneurs, including the late Allan Waters, the founder of *CHUM Ltd.* Brown served as president of the *Blackburn Group* from 1968 to 1984 and remained a director of the company after that. His proudest achievement was his 1992 induction into the *Canadian Association of Broadcasters Hall of Fame*.

**Roy Brown**, 75, of cancer in Penticton. He began his radio career at *CKBI Prince Albert* in 1958, and worked at *CKRD Red Deer* and *WECL Eau Claire*, WI before moving to *CKRM Regina* and later *CKCKAM/TV Regina*. Brown was the in-park voice of the *Saskatchewan Roughriders* for 29 years.

**David Bryan**, 54, in Halifax. He had been a technician for *Global Maritimes* for over 26 years. Before that Bryan was with *CHNS Halifax* and *Dartmouth Cable*.

**Jean (Elizabeth) Caine**, 90, at her Oakville home. She and husband **Howard Caine** founded *CHWO Oakville* late in 1956. Before that both worked at *CKOC Hamilton*, she as a writer and women's editor and he as a newscaster. Jean Caine became president/GM of *CHWO* upon Howard Caine's passing in 1967. Expansion came in 1974 when she and her son, **Michael**, won *CRTC* approval for a new station, *CJMR Mississauga*. In June, 2000, the mother and son team won *740 AM* which had been vacated by *CBC Toronto*, a 50,000 watt nondirectional, clear channel frequency. The station became known as *AM 740—Prime Time Radio*. In 2008, it was sold to Moses Znaimer. Jean Caine was inducted into the *CAB Broadcast Hall of Fame* in 1995.

**Anna Cameron**, 87, at a Cole Harbour, NS, nursing home. During the late '50s and '60s, Cameron was one of Canada's best-known television personalities, first as host of the *CBC's Open House*, then *Take Thirty*, and for her guest appearances on *Front Page Challenge*.

**Mac Campbell**, 69, in Charlottetown of cancer. The veteran *CBC* broadcaster got his start in journalism at radio stations in Cape Breton and Newfoundland before becoming a long-time broadcaster with *CBC* on Prince Edward Island.

**Philip Campbell**, 65, in Victoria after a long illness (stage 4 melanoma). Campbell was a *CHEK-TV Victoria* anchor-reporter for 22 years until he left the station in 2009. Originally from Catalina, CA, he went to college and worked in Oregon before moving to CHEK in 1987.

**David Candow**, 74, in Toronto of a heart attack. Candow trained thousands of radio reporters and announcers in eight countries on how to sound more natural on the air by speaking the same way they would in a conversation and by keeping sentences short and to the point. He began, however, working with announcers and program hosts at the *CBC*. For many years, attending one of his courses was often the first thing a new hire would do. After retiring from *CBC* in 1995, he got a training assignment at *National Public Radio* in the U.S.

**Bob Carty**, 64, of esophageal cancer in an Ottawa hospital. Carty became one of Canada's most honoured radio documentary producers during his three decades at *CBC*.

**Rodd Crandall**, known professionally as **Peter Clemente**, in Prince George. The former *CKPG Prince George* news director and anchor in the '70s spent 25 years after that at *CKVU Vancouver* (now *City*).

**John (Travers) Coleman**, 80, at Guelph General Hospital. While his earlier days were spent at *CKGM Montreal* in sales, he moved to *CFCF-TV Montreal* as station manager. Later, he filled several VP roles at *CTV* including network relations, government and industry liaison and sales. After *CTV*, Coleman became president/CEO of the *Canadian Advertising Foundation*.

**Al Collison**, 70, after a lengthy illness. He spent his 35-year broadcast career at *CFBV Smithers* after joining it in 1970 as a sales rep. From 1982 through 2005 he was the station manager.

**Eric George Collisson** (on air name **Eric Anderson**), 69, of pancreatic cancer in Whitby. He was an on-air host and the engineer at *CHOO Ajax* in late '70s and early '80s.

**Jim Cooney**, 66, in a Hamilton hospice of pancreatic cancer. He had been a producer and floor manager at *CHCH-TV Hamilton* for 32 years before retiring in 2002. He remained in demand as a freelance floor manager and producer after that. Cooney was also a mainstay of red carpet coverage at the *Grammy Awards* for *Shaw Media* and *ET Canada*.

**Gerry Currie**, 64, in a Sudbury hospital. He worked for many years in TV and radio, spending his last years as GM/GSM at *Newcap Sudbury*. He joined *CKSO-TV Sudbury* in 1978 as an account executive then moved to *CKSO Radio* in 1985 in a similar capacity. In 2009 he joined *Newcap* as its sales manager. One year later the company added GM duties.

**Hugh Curtis**, 81, in Saanich, B.C. He spent 15 years as an announcer at *CJVI Victoria* before moving across the street to *CFAX* where he was both an announcer and an account executive. In 1965, he became a minority owner with Keith Dagg. Clare Copeland was the majority owner. They eventually sold their shares to Mel Cooper. Dagg credits Curtis with playing a major role in turning around the fortunes of *CFAX*, which had been struggling financially. Curtis was also a reeve, mayor and a member of the provincial legislature. He had the unique distinction of being the only person who, while mayor of Saanich, read the 6:00 news every night on *CFAX*.

**Donald Dashney**, 85, in Ottawa. He worked and traveled for *RCA* in Montreal and later was chief broadcast engineer at *CBC Montreal*. When he retired Dashney moved to the Hawkesbury area where set up the towers for his amateur radio station.

**David (Ernest) Deloye**, 70, in Sudbury after a long illness. At 15, Dave Deloye began his broadcast career at *CJKL Kirkland Lake* as the evening jock. Later, he worked in news at such top stations as *CHUM Toronto* and *CKGM Montreal*, eventually making Sudbury his home. He was a newsman at *CHNO Sudbury* and was host of the talk show, *Viewpoint*. Deloye was proud to have interviewed prime ministers, international politicians, dictators and tyrants.

**Peter Desbarats**, 80, in London. The former broadcaster, journalist, author and the dean of the Graduate School of Journalism (1981-1997) at the *University of Western Ontario* spent three decades working in journalism, including as co-anchor for *Global Television* and as national affairs columnist for the *Toronto Star*.

**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.

**Mike Evenson**, 37, in an early morning motor vehicle accident between Kamloops and Chase. Evenson was on his way to work as the morning host at 97.5 *The River Kamloops*. RCMP say an eastbound logging truck and a westbound car collided, followed by a second collision when a tractor-trailer unit hit the overturned logging truck.

**Jim Felton** (aka **Jim Brady**), 67, of cancer in Perrysburg, OH. Known to a previous generation of Canadian listeners as *Brady in the Morning*, he began at *CFTR Toronto* in 1973 and stayed for a number of years. After his return to Toledo he worked at *WRQN-FM*, *WRVF-FM* and *WCWA* until his retirement in 2008. In an April interview, Felton said his final wish was for people to wake up and get themselves screened for diseases such as cancer.

**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.

**Harald Jürgen Frenzel**, 61, in Edmonton of cancer. He worked as a cameraman and videographer at *CTV Edmonton (CFRN-TV)*.

**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*.

**Terry Glecoff**, 66, at Toronto's Sunnybrook Hospital of pancreatic cancer. Glecoff was a former *CBC Calgary* journalist who began his broadcast career in 1977 at *ATV* (now *CTV Atlantic Halifax*). In-between, he worked as a reporter, writer, producer and anchor in both radio and TV at various *CBC* locations across Canada. Since leaving the broadcasting world, Glecoff was heavily involved in the health care field. He had also been a sessional professor at *Humber College* in Toronto where he taught broadcast writing and chase producing.

**Don Hartford**, 95, in Toronto. He was president of *Standard Broadcasting's* radio division (*CFRB/CKFM-FM Toronto* and *CJAD/CJFM-FM Montreal*); president of *St. Clair Productions* and *Eastern Sound Systems*; a director of *Standard Broadcast Productions*, *Standard Broadcasting Corporation* and *Standard Sound Systems* (Muzak). Hartford began his radio career as an announcer at *CFAC Calgary* and later became sales manager, then VP/GM. In 1960, he moved to Toronto and began his career with *Standard Broadcasting*. He was a founding member of the *Broadcast Executives Society*; a founding member of the *Radio Bureau of Canada*; a past president of the *Western Association of Broadcasters* and a vice-chairman of the *Canadian Association of Broadcasters*.

**Donald Harry Harwood**, 86, in Toronto. Harwood, the father of *MediaStats Inc.* President Kerry Wicks, founded that company in 1974.

**Normand Hubert**, 61 in Montréal. He spent most of his broadcasting career as a project engineer at *CBC/Radio-Canada Montreal*.

**Bill (William Graham) Hutchinson**, 60, at home in Newport Corner, NS. He began his radio career while in his mid-teens at Fred Arenburg's *CKDH-AM Amherst*. That later turned into a full-time position. In 1977, Hutchinson moved to *CJCH Halifax*, working an on-air shift and as music director. He later did a side slip into radio sales and spent 32 years doing what he loved most, talking about radio.

**Devon Jacobs**, 49, in Ottawa of brain cancer. The longtime lobbyist and former *Canadian Association of Broadcasters* staffer, was senior director of government affairs with the *Canadian Wireless Telecommunications Association* (CWTA).

**Bas Jamieson**, 85, in St. John's. He began his broadcast career in 1958 and went on to host *Open Line*, *Backtalk* and *Nightline* at various points during his 40-year *VOCM St. John's* career. Jamieson worked in broadcasting in B.C. and Ontario before returning to Newfoundland in the early '70s to work at *CJON-AM/TV*, founded by his brother, **Don**, and **Geoff Stirling**. His famed sign-off was: "Do something nice for somebody today, you'll feel better for it. Bye-bye for now and God bless."

**Nicola Jones**, 41, of cancer in Mexico. She had been *CHCH-TV Hamilton's Morning Live* weather forecaster and reporter. Jones joined the station in 2001 as an original member of the Morning Live news team. This past April she made it known that she had an aggressive cancer and would be stepping away from the job to deal with it. When Canadian doctors could do no more for her she flew to Mexico for a high risk surgery but passed before doctors could operate.

**Lee Jourard**, 85, at Belleville General Hospital. He began at *CJBQ Belleville* in 1951 and worked there on-air, as production director and as program director over a 23-year period. Jourard then moved to sister property *Cablevue 4* where he was program director through to his retirement in 1995.

**Casey Kasem**, 82, at St. Anthony's Hospital in Gig Harbor, Washington, of Lewy body disease, the most common type of progressive dementia after Alzheimer's. After a long broadcast career that spanned radio and television, and his subsequent retirement, his *American Top 40* syndicated radio show was still airing on some Canadian stations well into this year. Kasem's voice work included that of cartoon character *Shaggy* on *Scooby-Doo*.

**Virginia Margaret Krapiec**, 65, of cancer in Vancouver. A 35-year career with the *CRTC* brought her to Vancouver where she served as Western Canada Director-General.

**Campbell Francis (Cam) Lane**, 77, in Richmond (Vancouver). He began in the '60s as an announcer/actor at *CFTK-AM/CFTK-TV Terrace*. In the early '70s, Lane was with *CFPR Prince Rupert* as an announcer/operator. The mid-'70s saw him at *CBUT-TV Vancouver* doing late evening sports and in the '80s he was with *CHQM AM/FM Vancouver* doing news.

**Don Lawrie**, 92, in Toronto. A member of the *Canadian Association of Broadcasters Hall of Fame*, Lawrie began his career as an announcer, morningman, newscaster and sportscaster at *CJKL Kirkland Lake* in 1946. By 1951 Lawrie was the station manager. A year later he moved to *CHEX Peterborough* as GM. The station was owned by the Thomson family which, at the time, owned 11 Ontario radio and TV stations. Later, after *Power Broadcasting* bought *CHEX/CHEX-TV* and *CKWS/CKWS-TV Kingston*—and soon afterwards *CKBB Barrie*, *CKCB Collingwood*, *CFTJ Galt* and *CJOY Guelph*—Lawrie became president and remained as such until his retirement in 1989.

**Peter Leonard**, 84, in Edmonton. He was director of art and design at *CFRN-TV Edmonton* for over 30 years and was also a colour commentator for the *NASL Edmonton Drillers*, and a theatre critic at a now defunct Edmonton radio station.

**Doug Loney**, 83, in San Diego. He and his late wife, **Jacquie**, owned and operated *Broadcast + Technology* magazine, the Canadian technical radio-TV magazine, which they folded in 1998 after opting for retirement in San Diego.

**Ron Lowe**, 70, in Moose Jaw after suffering a brain tumour. Lowe became the coordinator of Broadcast Journalism, Radio and Television at the inception of the *Seneca College School of Communication Arts* (Toronto) in 1988, continuing until his retirement in 2004. Before that, he worked in the TV newsrooms of *CKSO Sudbury* and *CHCH Hamilton*.

**Clancy MacDonald**, 71, in Sudbury hospital after suffering from progressive supranuclear palsy or PSP, a rare degenerative disease that affects a person's vision, balance, ability to speak and swallow. MacDonald was a veteran *CFCH North Bay* broadcast journalist who, from 1965 to 2001, was the voice of radio news in that city—and, for most of his time there, he was the news director of *CFCH* and its sister station, *CKAT-FM*. MacDonald left radio in 2001 to become the executive assistant for his riding's MP. In May, 2003 he became one of the first recipients of the *Lifetime Achievement Award* from the *RTNDA*, now the *Radio Television Digital News Association*.

**Peggy MacFarlane**, 88, whose career began at *CBW Winnipeg* in 1954 where she was an announcer through 1958. Then it was on to *CBX Edmonton* where she was an announcer/producer. MacFarlane also served as the Saskatchewan director of radio & television in Regina, as the co-founder of the *School of Journalism* at the *University of Regina*, and, finally as the manager of *CBX Edmonton* up to her retirement in 1991.

**Larry D. Mann**, 91, in Los Angeles. Before making his name in acting he was a *CHUM Toronto* announcer (1949). His best-known Canadian TV exposure was in a *Bell Canada* series of spots called *The Boss* which aired over a 10-year period beginning in 1981. In 1953, Mann was on *CBC* with puppet *Uncle Chichimus* on the show *Let's See*. Mann appeared in more than 20 movies, with roles in *The Sting* and *In the Heat of the Night*. His dozens of TV credits include *Gunsmoke*, *Bewitched*, *Hogan's Heroes*, *Green Acres* and *Hill Street Blues*.

**Len Marucci**, 84, known as **Len Michaels** on the air at *CFPL-AM 980 London*. He spent his broadcast career as a reporter/anchor. A memorial service will be held in the spring.

**Heather Matheson-Leyland**, 65, of cancer in Vancouver. She was a journalist and producer with *CBC* in Toronto, Montreal and in Vancouver.

**Ross McCreath**, 90, in Toronto. In 1949 he became a sales rep for *All-Canada Radio Facilities Ltd.* By 1955, when TV came along, he helped All-Canada establish its television division and was appointed its national sales manager. In 1966, McCreath was appointed VP/GM of *All-Canada Radio & Television Ltd.* In 1972, he became president. After his retirement in 1989 after 40 years with All-Canada/Selkirk, he continued his interest in broadcasting, and the work of the *Canadian Communications Foundation* of which he became president in 1994.

**James A. "Pete" McGarvey**, 86, in Orillia. He began his broadcast career at *CFOR Orillia* in 1947 and stayed for 18 years, advancing from copywriter to assistant GM at the station which launched Gordon Lightfoot's career. McGarvey was news director at *CFCO Chatham* from 1965-1973 before moving to *CKEY Toronto* as a feature newscaster/commentator. He reported from such locations as Moscow, Hong Kong, Seoul, London, Washington, Jerusalem and Beirut in the '70s and '80s. And he reported on the final days of the Nixon administration in a series of broadcasts from the *Watergate Hotel* in Washington. In 2004, Pete McGarvey was presented with the *Radio-Television News Directors Association (RTNDA) Lifetime Achievement Award*.

**Bob McKay**, 86, at Oceanside, CA. McKay began his career at *CJCA Edmonton* but spent the next 36 years at *CBC Edmonton*, latterly as the manager of program operations.

**Bob McLean**, 81, in Brampton of complications from heart disease. He's best remembered as the host of the *CBC-TV* daytime program, *The Bob McLean Show*, which aired from 1976 to 1981. After the *CBC* show ended, McLean returned to his roots in radio, serving for a time as a host at *CFRN Edmonton*. Later, he moved to *CKCO-TV Kitchener*. He wrapped his career at *CKWR Waterloo*.

**Graham Michael McMullin**, on his 87th birthday, in West Vancouver. McMullin began with *Canadian Press* in 1954, then worked at *CBC TV News* until his retirement. He was an assignment editor and one of Vancouver's first TV news cameramen, shooting locally and in Vietnam, Pakistan, India and Hong Kong.

**John Meadows**, 83, of cancer at Algoma Manor Nursing Home in Thessalon, ON. The long-time broadcaster worked at *CJIC-AM Sault Ste. Marie* and *CKCY-AM/TV Sault Ste. Marie* for over 60 years as a news director, talk show host and on-air personality. Meadows was also part-owner of *CKCY 920 Ltd.* in the late 1980s.

**Knowlton Nash**, 86, in Toronto after a long bout of Parkinson's disease. The *CBC* veteran spent a decade of his 37-years there as anchor of *The National*. But Nash was also a reporter, on the scene at some of the greater news events in the last 50 years. They include the Vietnam War, the Cuban missile crisis, the assassinations of the Kennedys and Watergate. Later, he was the head of *CBC News*. His successor at the anchor desk, Peter Mansbridge, paid tribute to Nash a few years back with this [VIDEO](#).

**Patrick Nicholson**, 67, of cancer. The longtime morning show host at *The Lounge Parksville* began his radio career in the early '60s in Port Alberni and then moved to stations in Williams Lake, the Okanagan, Nanaimo and Parksville. Nicholson returned to the air a relatively short time ago after undergoing treatment for his cancer.

**Patrick Nicol**, 64, in Vernon of complications related to cancer. Nicol, the GM of *Kiss FM Vernon* and predecessor *CJIB-AM* from 1990 to 2010, was also a member of Vernon council for 22 years and was the current chair of the Regional District of North Okanagan. He joined CJIB in 1977 as PD/announcer. Back in late 2007, upon Nicol's 35th anniversary with the then *Rogers*-owned station, Rogers VP Gary Miles (Toronto), GM Paul Fisher (*Rogers Vancouver*) and GM Kim Hesketh (*Rogers Victoria*) visited and helped him celebrate by donating \$10,000 in Nicol's name to the Cancer Society.

**Diane Nyland Proctor**, 70, in Toronto of chronic obstructive pulmonary disease and congestive heart failure. She was best known for having played the title role in the 1970s Canadian sitcom *The Trouble With Tracy*.

**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.

**Don Pardo**, 96, in Tucson, Arizona. Best known in recent years as the booth announcer for *Saturday Night Live*, Pardo's voice, with its swoops in pitch and pregnant pauses, was a part of newscasts, game shows and TV shows for more than 60 years. He continued with SNL through to the end of last season when he performed the introductions on the finale in May.

**Bruce Phillips**, 84, of kidney failure in Penticton. He was a political reporter and the *CTV News Ottawa* bureau chief where he produced and was host of *CTV's Question Period*. Phillips also initiated the year-end interview with the prime minister, now a tradition on most networks. Later, after leaving broadcasting, he was Canada's privacy commissioner and expanded the reach of privacy laws beyond government into the private sector to better protect the personal data of Canadians. Phillips was invested in the *Order of Canada* on Sept. 3, 2010.

**Lenore 'Babs' Christina Pitt**, 89, in Sault Ste. Marie. She had a lengthy and distinguished career in broadcasting as one of the first female executives at *CFCF-TV Montreal*, *CTV* and *CBC*. Pitts was described as a trailblazer when there were few women at the corporate level.

**Roderick Rabbitskin**, 49, of cardiac arrest in Mistissini, PQ. After almost 20 years with *CBC Montreal*, tired of city living and yearning to be closer to family, Rabbitskin returned to Mistissini where he continued his radio career as host and production manager at *JBCCS*, the *James Bay Cree Communications Society*.

**John Robertson**, 79, at Gimli, MB. The former newspaperman turned to broadcast in 1973, working at *CJAD Montreal* and *CFCF Montreal* as an open line host, gaining fame there for his leadership in the 1974 anglophone opposition to *Bill 22*, the language law introduced by the Bourassa provincial government. He moved to *CBC-TV Winnipeg* in 1977 and stayed there for five years before returning to covering sports in print, this time moving to the *Toronto Sun* in 1982 and later to the *Toronto Star* from which he retired in 1990 for health reasons.

**Paul Robertson**, 59, of pancreatic cancer in Toronto. He was the executive vice-president *Shaw Communications* and president of *Shaw Media*. Shaw CEO *Brad Shaw* told *Global News* that Robertson was a warm and caring leader with an infectious sense of humour and "*a relentless passion for our industry. He lived every day with heart and laughter, and he generously shared his wisdom and insight with all around him.*" Before joining Shaw in 2010, he was president of television at *Corus Entertainment* and senior VP of sales and marketing at *CTV*.

**Vern Rodenhiser**, 82, in Bridgewater. He began his broadcast career at *CKBW Bridgewater*, moved on to other stations—first in the U.S.—then back to Canada. Later, Rodenhiser returned to *CKBW* for a longer stint. His talent earned him a number of voiceover gigs for Halifax-produced television ads.

**Juris Silkans**, 70, at home in Los Altos, Calif. while exercising. Before he founded *Life Network*, Silkans was director of cable and new service policy for the *Department of Communications* in Ottawa. Later, he became president of *Atlantis Broadcasting*, then president of *Alliance Atlantis New Media*. Silkans was inducted into the *Canadian Association of Broadcasters Hall of Fame* in 2000. He also was a long-time executive committee member of the *National Broadcast Reading Service (Voice Print)* in Toronto.

**John “Country” Size**, 87, in North Bay. The early Northern Ontario broadcasting pioneer was a 62-year broadcast veteran. Most recently, he did a Bluegrass show on *CKAT North Bay* which he continued after his retirement in 1991 and up until 2005. Before that, he was the news director and an anchor at *CKGNTV/CKNY-TV North Bay* (at the time, a *CBC/CTV* twin-stick operation).

**James Glenn “Jim” Smith**, 82, of cancer at St. Jacobs, ON. His career in broadcasting began at the *CBC* before moving to *CKCO-TV Kitchener* (now *CTV*) where, for the next 25 years, his career took him to the position of operations manager before he opened *CAVECO* (now *BSE*), his broadcast equipment company. Smith was a cameraman for the first *CKCO News* broadcast in 1954, and a cameraman for the first televised *Toronto Maple Leafs* game and *Grey Cup*.

**Alf Spence**, 90, in Vancouver. The *CBC* audio technician began in radio when he was just 16, doing morning DJ and transmitter operator duties at 100-watt *CKMO Vancouver* (1941-42). He then moved across the street to *CKWX Vancouver* (1942-46) and, after a three-year absence from radio, joined technical staff at *CBC Radio Toronto* (1949-53). Spence, who joined *CBC Radio Vancouver* in 1953, retired in 1983.

**Ernie Steele**, 93, in Ottawa. Steele was president of the *Canadian Association of Broadcasters* from 1978 through 1985. He followed Jim Allard in that role. During his time at the CAB he also served as chairman of the *University of Ottawa’s* board of governors, succeeding Pierre Camu, a former chairman of the *CRTC*. Steele held several top public service positions in the 1960s including secretary of the *Treasury Board*, assistant deputy minister of finance and undersecretary of state. He left the public service in 1968.

**Bill Stephenson**, 85, in the Greater Toronto Area. He underwent a serious operation in 2006 after suffering a stroke and never fully recovered. Stephenson was the sports director at *CFRB Toronto* during the station’s halcyon days from the ’60s through the ’90s, and known as one of the most outspoken and respected Canadian sports commentators. He is also a member of the *CAB’s Canadian Broadcast Hall of Fame*. His early days in broadcasting saw Stephenson get his start at *CJAV Port Alberni*, then he had moves to *CKWX Vancouver* and *CKDA Victoria* (not necessarily in that order).

**Peter Stursberg**, 101, in Vancouver. The *CBC Radio* correspondent during the Second World War and father of **Richard Stursburg**, who was head of CBC's English Services (2004-2010), saw the liberation of Holland from Nazi occupation. He was also one of the last reporters in Adolf Hitler's bunker.

**Murray Vosburgh**, 61, in Sarnia of cancer. He was a 20-year commentator on *CHOK Sarnia's* broadcasts of *Sarnia Sting* hockey games. Vosburgh had been battling cancer that eventually caused him to lose his voice.

**Paul Wainwright**, 56, in Hamilton of a heart attack. The radio host, actor and music enthusiast was the voice of *GIANT FM Welland's* afternoon show from 2005 to 2012. Before that, he worked at Hamilton stations *CKOC*, *CHAM* and *K-Lite*. He also was host of *The Stories of Classic Rock* on *Badunga Radio* in Los Angeles. Wainwright's proudest acting moment was in his role as a pharmacist in the 2011 movie, *Man on the Train* starring Donald Sutherland and U2 drummer Larry Mullen Jr.

**Beverly Whiteway**, 62, of cancer. She worked her way up to become sales manager at *CJCJ Woodstock*, N.B. during her 40-year career there. CJCJ was her first and only employer.

**Mike Winlaw**, 76, in Vancouver. He spent 13 years with *CBC Vancouver* as a news anchor and then a regular on the CBC-TV show *Hourglass*. When he left CBC he moved to *CKVU-TV* (now *City Vancouver*) as one of three hosts on the experimental *Vancouver Show* with Pia Shandel and Laurier LaPierre.

**Ange-Aimée Woods**, 41, at Chute-Saint-Philippe, PQ of apparent heart failure suffered while visiting her mother. The 10-year *CBC Radio* producer, editor, reporter and researcher left the public broadcaster late last year to pursue a career in the U.S.

**Jim Yount**, 64, in Kaslo, B.C. after struggling with various health problems. Yount worked as a news anchor at such stations as *CJIB Vernon*, *CKOV Kelowna*, *CFAC Calgary*, *CKVN Vancouver*, *CKXR Salmon Arm/Revelstoke*, *CKIQ Kelowna* and *CKNW New Westminster*. He was also the program head of broadcast journalism at the *British Columbia Institute of Technology* (BCIT) for five years in the mid '80s.

# BROADCAST Dialogue

## Essential Reading

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Thursday, January 22, 2015

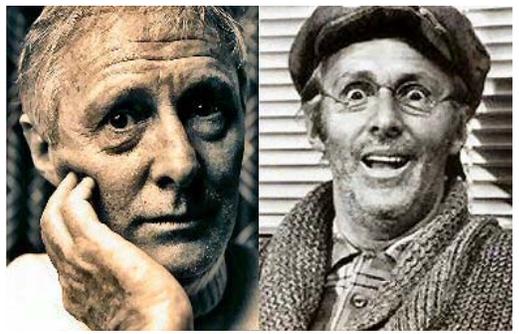
Volume 22, Number 33

**R**ADIO: The *CRTC*, after receiving an application for an FM commercial licence in Burlington from *Byrnes Communications*, has issued a call for comments on market capacity and on the appropriateness of issuing a call for other applications. Byrnes owns *104.7 Heart FM (CIHR) Woodstock*. He wants a low-power licence at 88.5 in Burlington. Feb. 17 is the deadline for receipt of interventions... *Bayshore Broadcasting's* Wasaga Beach station, *The Beach (CHGB-FM)* will be allowed to change its authorized contours from directional to non-directional and to bump power from 200- to 700-watts. A joint intervention by *Corus Entertainment* and *Dufferin Communications*, the operators of competing stations in the affected area, supported Bayshore's request. The two posited that listeners in Wasaga Beach, Collingwood and Meaford should be able to receive the service of their local station as they travel from home to work... Paul Larche, president of *Larche Communications*, owner of two radio stations in Simcoe County — *104.1 The Dock Midland* and *KICX 106 Orillia*, handed over a cheque in the amount of \$500,000 to Barrie's *Royal Victoria Regional Health Centre* this week. His stations' fundraisers, dubbed *Radio for Radiation* were for the purchase of, first, a radiology machine. A five-year timeline was set to raise the funds but all of it was donated in just two years. With that being accomplished, the Radio for Radiation theme was repeated, this time for another \$500K to purchase a CT simulator unit. That goal was achieved this month. Having raised \$1 million for the cancer wing, Larche has launched a *Radio for Cardiology* campaign. By raising another \$500,000, Larche said RVRHC will be able to buy cardiac catheterization lab equipment... At *CKLB Yellowknife*, where some staff remain though the station has not been on the air since its August shutdown, management is dodging local media who are asking about federal and territorial funds amounting to \$550,000 which have been paid to the station since August. *Native Communications Society* CEO Les Carpenter declined comment because he doesn't like previous stories done about CKLB... While the radio segment of *Corus Entertainment's* business has been financially weak, President/CEO John Cassaday says radio in general has continued to show growth at the 1% rate. Regretably, he says, Corus hasn't benefitted because of ratings issues in Toronto and Vancouver. But he expects radio to stabilize and grow in the third quarter. On his retirement in March, Cassaday said he wishes to "do something new and exciting" but has no idea yet what that's going to be. His comments came during the earnings call related to the Corus Q1 results... Nominations are now open for the *2015 Canadian Music and Broadcast Industry Awards*. To be considered, submit nominations at [www.cmw.net](http://www.cmw.net). The deadline is midnight, Feb. 13.

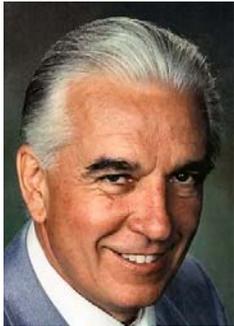
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**SIGN-OFFS:** Don Harron, 90, better known for his comedic persona, *Charlie Farquharson* -- the country bumpkin from Parry Sound wearing a grey cardigan and spouting incessant puns, in Toronto. He'd chosen not to seek treatment for cancer. Harron introduced Charlie Farquharson to *CBC* viewers in 1952's show, *The Spring Thaw*. In the late '60s he began an 18-season stint on American TV's country version of *Laugh-in*, called *Hee Haw*. In the '70s, he was a regular contributor to CFRB Toronto's programming and, from 1977 to 1982, he was host of *CBC Radio's Morningside*. He also authored 17 books, among many other accomplishments...



Don Harron and Charlie Farquarson



John Larocque

**John Larocque**, 79, in St. Catharines of Parkinson's and Alzheimer's disease. Known as the 'Mayor of the Morning', Larocque's last stop before semi-retiring was at *CHSC St. Catharines* from 1971 through 1996 when the station was rated #1 and owned by the late Robert Redmond. Before that, he did mornings at *CKTB St. Catharines* for six years. And before that, he was in mornings at *CKOC Hamilton* for nine years before moving to CKTB. Current CKTB morning host Tim Denis said of Larocque: "He was class through and through, always had time to talk and was the voice that thousands associate with real local radio."

**REVOLVING DOOR:** Leslie Roberts, the *Global News Toronto* anchor, resigned a week after it was learned that he co-owned a public relations company. He had been under suspension. *The Toronto Star* reported some of his firm's clients had appeared on his show. Roberts had worked for Global Toronto since 2000 as the anchor of the evening newscast and, recently, a part of the Global morning show... Ex *The Edge Toronto (Corus)* morning host Dean Blundell has been hired by *Sportsnet 590 The FAN Toronto (Rogers)* to host its morning show. Blundell was fired by The Edge a year ago after he and his co-host made comments deemed to be homophobic. The Fan has a seven-second delay. *Dean Blundell & Co.*, with current morning show host Andrew Walker, will debut March 2. Greg Brady, Walker's co-host in mornings now, will take over the 1-to-4 p.m. slot. Tim Micallef and Sid Seixeiro, who are in that spot now, will move to Sportsnet's TV properties... Barbara Shearer is joining Western Canada-based *Anaid Productions* as executive producer in charge of the company's Toronto operations. Most recently, she was with *Shaw Media* as the executive in charge of factual content for *Global Television, HISTORY, National Geographic Channel* and *Slice*... New GSM at *95.3 The Peak/101.5 Kool FM Calgary* is Harold Spicer. He begins at the *Jim Pattison Broadcast Group* stations Feb. 2. Spicer moves from retail sales manager at *Bell Media Calgary (Virgin Radio/CJAY 92)*... JD Francis, who'd been afternoon drive announcer at *Energy 106 Winnipeg*, is crossing the street to join Sarah Christie in mornings at *99.1 Fresh FM* in early February...



Leslie Roberts



Barbara Shearer

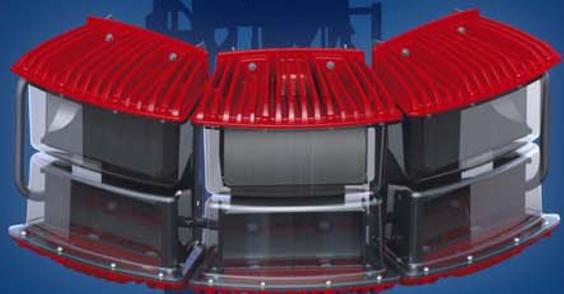
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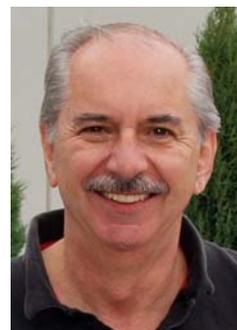
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See the light

J. Malcolm Morrison who, for the last few years has been a business editor at *The Canadian Press*, will retire March 20 after 42 years with the company. The majority of his career at CP/BN was with *Broadcast News* where he served as the head of *BN Audio* and, before that, as a reporter-editor...



Malcolm Morrison

Mike Saretsky is the new station manager/general sale manager at *Golden West's* three stations in Swift Current; *CKSW 570/The Eagle 94.1(CIMG)/Magic 97.1 (CKFI)*. He succeeds Carla Congdon who's no longer with the company. Saretsky was assistant sales manager at GW's *Bolt FM (CHBO) Humbolt* before leaving to pursue other interests... After almost 20



Mike Saretsky

years on the *B101 Barrie* morning show, Jamie Hall wraps it up Friday in favour of a PR position with *Simcoe County Community Services*. He and co-host Tara Dawn Winstone started at B101 when it was the new station in town (not entirely new since it had morphed from *CKBB-AM*). A search is underway to find his successor... Matt MacLeod adds PD duties to his being morning host at *HOT 105.5 Charlottetown*. MacLeod has been at HOT 105.5 for three

years... Jim Panousis has been appointed head of soccer content at *TSN*. Panousis has held a variety of production roles during his 25+ year tenure with the sports channel...



Jerad Bowes

Jerad Bowes is the new PD/morning host at *XM105fm Whitecourt*, succeeding Cal Gratton who resumes his MD duties at sister station *105 CJVR Melfort*. Bowes moved from PM drive at 105 CJVR. And Jesse Evers is now doing afternoon drive/promotions at XM105fm; another CJVR Melfort alumni... Rick Moran, the general sales manager at *Bell Media Brockville*, has retired after 25 years with the stations. He started with then



Jesse Evers

*CHUM Radio Brockville* in 1989 as an account manager, was promoted to sales manager in

1998 and to GSM in 2001... Former *TVB* President Theresa Treutler has begun a teaching stint at *Sheridan College* in Oakville.

**T****ELEVISION:** As video content seemingly pours in from everywhere, new U.S. network shows are striving for boldness with such topics as Jesus, a pregnant lesbian, an Asian-American family, a hip-hop empire, cybercrime fighters and the last man on earth. *ABC*, *CBS*, *Fox* and *NBC* are depending on shows such as that to bump up a season of troubling ratings declines and massive competition from cable and digital media. Paul Lee, the president of *ABC Entertainment Group*, says least-objectionable television is dead. Passion now rules, he said, and people are “only going to watch the shows that they really love, that they’re really passionate about”... While new subscriptions to *Netflix* in the U.S. are on the wain, 4.33 million new subscribers were added in the fourth quarter, mostly from other countries... *CBC* and *ScreenScape Networks* have a content provider agreement that makes *CBC/Radio-Canada* digital news feeds available to *ScreenScape* customers on a premium, pay-per-use basis. Brand marketers and retail networks use *ScreenScape* to publish digital signage content on screens inside their stores. Other organizations use it in similar applications to inform and entertain... *Blue Ant Media* has rebranded its nature and wildlife channel from *Oasis* to *Love Nature*. The network delivers the showcasing of animals, landscapes and wonders of the world. The rebrand is tied to *Blue Ant*’s commitment to produce 200 hours of 4K nature and wildlife content annually... Marci Ien, the co-host of *CTV’s Canada AM*, has been appointed to a two-year term as a distinguished visiting professor in the *RTA School of Media in the Faculty of Communication & Design* at *Ryerson University* in Toronto.

**G****ENERAL:** The *Canadian Federation of Independent Business* (CFIB) has given *CRTC* Chairman Jean-Pierre Blais its annual *Paperweight Award* to kick-off *Red Tape Awareness Week*. Blais won for the anti-spam law that CFIB says does little to stop real spam. Instead, it says, the law imposes huge requirements on small business to record and track consents for just about every e-mail they send... Installing computer programs on an individual's computer without consent is now illegal, part of Canada’s anti-spam legislation. The *CRTC* says under the new requirements, it is illegal for a website to automatically install software on a visitor's computer or for an app on your phone to be updated without your OK... Gary Slaight, CEO at *Slaight Communications* in Toronto, will be shaving his head in a bid to raise money for cancer research. Details at <http://fundraising.nohairselfie.ca/NoHairSelfie/GarySlaight>.



Gary Slaight

**S****UPPLYLINES:** Eric Pefau is back with *Incospec*, this time as sales and business development manager. Before returning he’d been with *SBRF* and, before that, with *Rohde & Schwarz*... For products and services related to broadcasting, click on the *2015 Broadcast Dialogue SupplyGuide* banner at the top of our home page ([www.broadcastdialogue.com](http://www.broadcastdialogue.com)).

# Selling broadcast's role in SEO

What makes marketing exciting is that as soon as you find a strategy that works, it quits working. Why?

If you've created a campaign that works, your competitors quickly catch on and copy or upstage you, making your once-unique strategy now commonplace.

Take the example of furniture stores. I'll bet that some time ago a furniture store in your market promoted "Nothing to pay for 30 days" and it worked! Until a competitor began promoting, "Nothing to pay for 90 days" and yet another joined the fray with "Nothing to pay until next year."

In advertiser seminars to position broadcast's important role in the new media marketing mix, I often joke that I'm waiting for the furniture ad that says "Never pay. Leave the debt to your heirs."

As an astute marketer, you know that when all of your competitors are zigging, you'll stand out and be successful by zagging. I describe the marketing tendency to follow others as 'sheep syndrome'. Doing what everyone else does simply levels the playing field without creating a competitive advantage.

So let's talk about the flock to digital. Search engine optimization (SEO), creating messages to go viral and a long list of other online strategies worked extremely well for early business adopters because their competitors weren't yet effective in that space.

But now, virtually everyone is on that level playing field.

Andrew Herrault, the lead strategist at digital marketing agency Connective Insights, says, "SEO isn't what it used to be. SEO used to be a powerful tool. One could easily game the system. You could buy links, submit to link wheels and directory blasts, keyword stuff and hide on-page text. You could submit to irrelevant blogs for keyword-rich anchor text and you could [syndicate](#) your content across the Web. Those were all viable techniques during the SEO heyday."

Today, each of those tactics is unhelpful. Yes, you can guest-blog but only occasionally and in very specific instances. Yes, you can syndicate articles but only with canonical tags or other methods that prove to be difficult to execute because of restrictions from the destination site. You cannot buy links, use link schemes, use directory blasts or any hidden content tactics,



by Wayne Ens

or you will be hit by an algorithmic or manual penalty faster than you can say, “What’s Google’s algorithm?”

But here is the thing. Herrault further asserts, “SEO isn’t dead; it’s just different. SEO has evolved as Google has evolved, and it’s now more of an aggregate result of other marketing tasks than as its own standalone task.”

Our share of mind (SOM) research, in each market we’ve surveyed, consistently proves that radio and TV can be the most powerful tools among those “other marketing tasks” that drive more web traffic.

SOM is the best SEO strategy on the planet and only intrusive media such as TV and radio can create dominant SOM. Research varies slightly from market to market but somewhere between 76% and 84% of consumers will go to the website of a business they have heard of before they will click on the site of a business they have not heard of.

And of course the only sure way for a business to capture first-page search engine presence is when the shopper searches for a business by name, rather than searching generically for what they want to buy.

In a crowded field such as tires, for example, if Bill’s Tires has created a pre-need awareness and preference for their business, motorists will be guaranteed to find Bill’s Tires’ website if they search for them by name. But searching for ‘tire stores’ generically can reveal different first-page tire stores every day as competitors in that space continue to engage in old-world SEO races to the top of the page.

Are you educating your clients, prospects, and staff about broadcast’s important role in creating share-of-mind and pre-need preference in a rapidly changing marketing and media landscape?

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# BROADCAST Dialogue

## Essential Reading

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**REVOLVING DOOR:** *Corus Radio* has made changes at stations in Ontario, Manitoba and B.C., and perhaps other locations that we've not been able to confirm. Gone from *Corus Winnipeg* are *Power 97* morning co-host TJ Connors and announcer Holly Bausman; Mandy Shew from *99.1 Fresh FM*; and *CJOB* anchors Lorne Edwards and April Anderson. Earlier this month, Fresh FM morning host Matt Sutton was let go

and co-host Sarah Christie quit late last week. Moving into Fresh FM mornings in the next week or so is JD Francis. At Fresh FM London, Ian Sterling and Kim Woodbridge comprise the new morning show. Sterling is the former brand director. Brad Gibb is the new BD at Fresh FM, adding it to his current BD chores at *FM 96* and *Country 104*. At *Corus Vancouver*, two of three traffic department staffers - Kim Katayama and Leslie Glaeser

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- were released because of centralization in Calgary... New GM at *Blackgold Broadcasting's* existing *The One (CJLD) Leduc* and new Stony Plain/Spruce Grove station is former GSM Karren Andreychuk. Gruff Gushnowski moves from mornings to afternoon drive and remains operations manager at The One. Steve Zimmerman is now in mornings. The new station at 88.1, also The One, is expected to launch at mid-April with a Country format... Kim Fjellner is no longer the GSM at *Harvard Broadcasting's* Edmonton stations, *HOT 107 (CJNW)* and *95.7 CRUZ fm (CKEA)*... Shannon Lebrun has been promoted to sales manager at *Corus Radio Cornwall*. Lebrun has been with the station cluster since 2001 as a sales representative, then as sales assistant... Brian James became the GM/GSM for *Vista Vancouver Island* a while back. James was promoted from his PD and AC format leader role at *Vista Radio's Cottage Country* stations in Ontario... Tripp West, ex of *97.1 The Bounce Edmonton (Rogers)*, moves to become the afternoon host at sister station *105.3 KiSS (CISS) Ottawa*. He starts on-air Feb. 9... Deb Simpson has been appointed general manager of *99.3 County FM*, effective March 1 after a month of training with JJ Johnston. She had been a volunteer comptroller with the community radio station... Lady Angela is no longer with *CFWE/Aboriginal Multi-Media Society Edmonton* because of health issues. She had been program coordinator for Internet radio, an on-air host and music department stalwart... Tom Hastings has been appointed director, independent production at *Bell Media's* suite of specialty channels in Toronto, succeeding Trish Williams. She will become co-executive producer of *CTV's* drama series, *Saving Hope*... Kathy Khamis is *TVO's* (Toronto) new manager, public relations. She moved from being a senior account executive at *Ketchum Public Relations*... Andrew Hore is the new retail sales manager at *Bell Media Edmonton*. It's a promotion from his account exec position... Alex Tostowaryk starts in afternoons at *Q 105.7 Brooks* Feb. 9. He moves from *Mix 107.9 (CKFT) Fort Saskatchewan*... Tim Martin is now doing afternoons/pm drive at *CFTK Terrace*. He moved from *Energy 103.5 Halifax* where he was marketing and



Tim Martin



Charlie Tryon

promotions manager... Gord Rutherford is the new afternoon host as of this Saturday at *Mountain FM Squamish/Whistler*... Charlie Tryon, the chief engineer at *Bell Media Hamilton* will, after 48 years in the broadcast industry, retire Feb. 9. He began at *CFGM Richmond Hill* in 1967 as an engineering assistant. After a five-year stint with Brian Sawyer's consulting company, he joined *CFBK Huntsville* in 1980 as chief engineer. Seventeen years later he moved to become chief engineer at the *Telemidia Sudbury* stations. In 2002, Tryon started with what are now the Bell Media stations in Hamilton. He's moving to Newfoundland and plans on being a part-time musician (steel guitar) and building amplifiers by hand.

**R**ADIO: *Newcap* and *Rogers* say six former employees have no cause for action and that the Court of Queen's Bench in New Brunswick should dismiss their claims. The former producers, on-air staff and a sales rep allege that despite assurances of jobs from *Newcap*, they were let go as soon as *News88.9 Saint John* was in *Newcap's* hands last summer. The station then became *Rock 88.9 (CHNI-FM)*... The **Jim**

**Pattison Broadcast Group** purchase of **Rawlco Radio** stations in Saskatchewan and Alberta will close this Saturday night January 31st. Those stations are: *CKNO-FM Edmonton*; *CIUP-FM Edmonton*; *CKBI Prince Albert* and its transmitters *CKBI-FM La Ronge* and *CKBI-FM-1 Big River*; *CFMM-FM Prince Albert* and its transmitter *CFMM-FM-1 Waskesiu Lake*; *CHOX-FM Prince Albert* and its transmitters *CHOX-FM-1 Waskesiu Lake*, *CHOX-FM-2 La Ronge* and *CHOX-FM-3 Big River*; *CJQC-FM North Battleford* and its transmitter *CJQC-FM-1 Meadow Lake*; *CJHD-FM North Battleford*; *CJNB North Battleford*; and *CJNS-FM Meadow Lake*. Value of the transaction, as determined by the Commission, is \$112,015,962... A *CRTC* hearing in Gatineau March 25 will, among other applications, see competing bids from *Golden West Broadcasting* and *Clear Sky Radio* for an FM licence in Sylvan Lake, Alta. and one from *Vista Radio* in Stratford. *Clear Sky Radio* wants 88.5 at 791 watts for a Modern Music (Hot AC and Modern Rock/Alternative) format in Sylvan Lake while *Golden West* wants 88.3 at 24,000 watts for a New Country format there. In Stratford, *Vista Radio* has applied to flip *CJCS-AM* to FM at 107.1 with power of 900 watts and a Rock format. Interventions are due by Feb. 25... The **16th Annual Corus (Edmonton)**

**Radiothon** for the *Stollery Children's Hospital* raised \$1.35 million. That sum brings to \$17 million the amount of money raised over the lifetime of these radiothons... Former *CBC Radio One* host *Jo-Ann Roberts*, 58, says she will seek the **Green Party's** nomination in Victoria for this year's federal election. One of her goals, she said, is to see a \$115-million federal funding cut to the CBC restored. *Roberts* resigned after a decade as host of the Victoria-originated show, *All Points West* in December... *CHOQ-FM Toronto*, the greater Toronto area's lone French-language community radio station, may soon be off the air due to a lack of funds. A tight advertising market and unexpected expenses from logistical changes are being blamed. Station manager *Xavier Lambert* says *CHOQ* serves

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200,000 French-speaking people and relies on community volunteers... Two denials of applications from the *CRTC* involve an application for a new ethnic FM licence in Winnipeg and for *Concordia's CJLO 1690 Montreal* to add an FM transmitter in the downtown area. The Winnipeg licence was denied for competitive reasons while *CJLO's* request was denied for technical reasons.

**T**ELEVISION: A judge in Weyburn has ordered *CBC* to pay damages to anti-gay activist **Bill Whatcott** who filed a defamation lawsuit over a national news story aired in 2011. The report included video shots of a flyer Whatcott distributed in Alberta that had the lyrics of a parody song titled "*Kill the homosexuals*". Whatcott argued the *CBC* defamed him when it showed the lyrics of the parody song but did not show a statement on the next page explaining that Whatcott didn't actually want to kill homosexuals. Instead, he wanted them to "*repent of their sins and turn to Jesus Christ*"... With the *Super Bowl* days away, the *NFL* has added *YouTube* to its video-distribution roster and will post game highlights, previews, recaps and additional football-related videos to its official YouTube channel. The *Wall Street Journal* says *Google*, the owner of YouTube, agreed to pay the league a multi-million dollar sum annually for the content rights. Google will split advertising revenues with the *NFL* once it recoups the upfront fee... Last summer, *CTV* and the *Canadian Marketing Association (CMA)* put out a challenge to elevate Canadian creative for *Super Bowl XLIX*. The incentive for the best ad was to get advertising time on *CTV* during the big game. The winner is *Cundari* for its "*Disco*" spot created for *Ontario Ministry of Government and Consumer Services*. Click [HERE](#)... Still on a sports theme, the *NHL* will be outfitting certain players with *GoPro* cameras on their helmets to take a different view of televised games. As an example of what's to be expected, click [HERE](#)... American ISPs want protection from federal regulations that would get in the way of their ability to demand fees from high-volume users such as the video-streaming *Netflix*. They have asked the U.S *Federal Communications Commission (FCC)* to prevent Internet providers from charging for connections. The problem is "net neutrality", wherein many influencers, including President Obama, favour rules ensuring that all Internet

traffic is treated equally. But those opposed say the ISPs use web congestion for leverage in demanding tolls for delivering video traffic to their subscribers. Netflix said its videos flowed faster after it paid *Comcast, Time Warner Cable, AT&T* and *Verizon*... Larry Stogner, after a 40-year career in broadcast journalism at *WTVD Raleigh*, said goodbye Friday night. When he participated in the *Ice Bucket Challenge* last summer he didn't yet know that he was one of those suffering from *Lou Gehrig's disease*. See his touching farewell by clicking [HERE](#)... A call-in program on *V*, the French-language channel, has - for the third time - been cited for the same offence. As a result, it will now have to "provide a concrete indication of the measures" it intends to put in place to avoid further similar violations. The *Canadian Broadcast Standards Council* again decided that the call-in contest's puzzles lacked transparency and were misleading. For the complete decision, click [HERE](#).

**G**ENERAL: *CRTC* Chair/CEO Jean-Pierre Blais will announce some decisions related to the *Let's Talk TV* public proceeding during an address today (Thursday) to the *London Chamber of Commerce*. The topic of his speech relates to the future of local television in Canada... *Bell Media's* fifth annual "Let's Talk Day" in support of mental health had raised approximately \$3 million by Noon ET yesterday (Wednesday). Bell Media radio and TV properties across Canada took part... There shall be no more paid appearances by *CBC/Radio-Canada* on-air journalists. That dictum came in a memo co-signed by CBC News Editor-in-Chief Jennifer McGuire and Michel Cormier, Radio-Canada's executive director of news and current affairs. The exceptions are existing booked speeches. The key word is 'paid'. On-air journalists are still allowed to speak at public events, to moderate debates or take part in other public appearances. Meantime, the *Canadian Media Guild* calls the CBC management stance a "blanket ban" and a violation of the collective agreement, and suggests it will fight the new provisions... To assist clients take advantage of advertising investments and to maximize the value of its consulting services, *Quebecor Media Sales* has put in place a new organizational structure. There are five new sectors in national sales: automotive, consumer products, retail, telecommunications and financial services, and entertainment and recreation. The idea, says Quebecor, is to "promote a more strategic and productive collaboration" with clients' marketing strategies... At *Advertising & Marketing Week 2015* in Toronto, the *Institute of Communication Agencies* in partnership with *Ipsos Reid* unveiled the *Top 10 Most Influential Brands in Canada* in 2014. The majority of top 10 brands remain in the tech, digital and social media sectors. In descending order, they are: *Google, Microsoft, Facebook, Apple, YouTube, Walmart, Visa, Tim Hortons, Samsung* and *President's Choice*. Four of the Top Ten are Canadian, and the #14 spot went to *The Weather Network*. Brands outside the top 10 that made some of the biggest gains in 2014 are: *Netflix, Twitter* and *LG*... The *BBC* has opened its innovations labs to public scrutiny in the form of a web service that hosts some of the Beeb's most experimental digital projects. Called *BBC Taster*, the site shows off new techie whizbangs before they've been rolled out to all devices. It's being done in an effort to get the public's feedback. To have a look, click [HERE](#).

**S**IGN-OFF: Peggy Charren, 86, in Dedham, Mass. Charren was the founder of *Action for Children's Television* in 1968 because she was so frustrated by the poor quality of programming – which she called "wall-to-wall monster cartoons" – available to her daughters.

**S**UPPLYLINES: *SF Marketing* of Montreal has sole distribution rights in Canada for *Atlantic Technology*, effective Feb. 1.



# The 10 most important communications trends

**T**echnology, media and telecommunications (TMT) predictions for the next 12- to 18- months show a hodge-podge of fascinating developments, all thanks to *Deloitte's 2015 TMT Predictions*.

Now in its 14th year, the predictions are based on worldwide research involving clients, industry analysts, global leaders and more than 8,000 Deloitte member firms. And over the last five years of TMT predictions, more than 79% were accurate.

Historically, new technologies such as PCs and cellular phones were adopted first by business and then, years later, by the mass consumer market. But it's been the opposite during the last decade. Consumers were first to adopt tablets and smartphones with large screens. Now, however, it appears the pendulum is swinging back to business enterprises.

The shift away from the consumerization of IT began last year when the purchases of wearable technology such as smart glasses was modest. Enterprise adoption of wearables, 3D printing, drones and the Internet of Things (IoT) will have a bigger impact generating more economic value in goods and addressing business needs than the consumer market.

# 10 TMT Predictions relevant for Canada

1.

## In-store mobile payments will gain momentum

The end of 2015 will mark the tipping point for the use of mobile phones for Near Field Communication-enabled (NFC) in-store payments. It will be the first year in which the multiple prerequisites for mainstream adoption—satisfying financial institutions, merchants, consumers and device vendors—will have been sufficiently addressed. About five percent of the base of 600 million NFC-equipped smartphones worldwide will be used to make an in-store NFC payment at least once a month, compared to less than half a percent of about 450 million NFC phones in mid-2014. In-store mobile payments in the Canadian market are likely to be slower than the U.S., depending on when various payment services are introduced but 56% of Canadians are not interested in paying with a smartphone. It remains to be seen if they will change their minds.

2.

## The smartphone upgrade market will exceed one billion

Expect 1.4 billion smartphones to be sold worldwide in 2015 although over a billion of them will be upgrades. The refresh cycle may be lengthening but screen size, speed, storage, software and design will drive growth for smartphone refreshes. In Canada, more than five million smartphones sold will likely be upgrades.

3.

## Print is not dead, at least for print books

Sales from print books will be at least four times the sales of eBooks globally. eBooks have not substituted print books in the same way that sales of CDs, print newspapers and magazines have declined. Young people (18-34) are as attached to print books as their elders and read at about the same rate than older demographics, and they are willing to pay for them.

4.

## The 'generation that won't spend' is spending on TMT

Canadian millennials (18-34) will spend an average of \$750 for traditional and digital content (pay TV, music, computer games, books, live sports, streaming video and print newspapers). With nine million millennials, that's nearly \$7 billion in sales for the Canadian media industry. In an Ipsos survey commissioned by Deloitte, more Canadians aged 18-34 increased or spent the same amount of money in 2014 as they did in 2013 on books (84%), live music (83%) or live sports (92%) relative to GenX-ers who were born from the mid 1960s to the early 1980s (78%, 76% and 82% respectively) or Boomers, born between 1946 and 1964, (78%, 73% and 76% respectively).

5.

### **Click and collect booms: a boon for the consumer, a challenge for retailers**

The number of click and collect locations in Europe will reach half a million in 2015, a 20% increase on the previous year. Click and collect provides shoppers with the option to pick up items purchased online from locations such as a special section in a store or a secure locker in a transit station or in a shopping mall. It is prevalent in Europe but just starting on trial in Canada even though the concept was pioneered by a Canadian company back in the dotcom era.

6.

### **The connectivity chasm deepens as gigabit Internet adoption rockets**

Globally, the number of homes with broadband Internet will grow by about two percent to 715 million while average broadband speeds in most countries will increase by 20%. But variations in broadband speed in homes will be significant. The top \*decile of homes in some markets will have five times the average speed of those in the bottom decile. Factors unique to each home from the thickness of walls, age of a router, time of day and browsing habits of neighbours will determine the actual speeds attained at each broadband-connected device. Hundreds of thousands of Canadians get broadband speeds of more than 50 Mbps, but even more have realized broadband speeds of less than 5 Mbps.

\* In descriptive statistics, a decile is any of the nine values that divide the sorted data into 10 equal parts so that each part represents 1/10 of the sample or population.

7.

### **The end of the consumerization of IT?**

In 2015, the pendulum of technology adoption will begin to swing back to the enterprise market, reversing a decade-long trend that went the other way—when mass adoption of technologies such as large screen smartphones and tablets started with consumer adoption first.

8.

### **The Internet of things really is things, not people**

In 2015, over 60% of the one billion global wireless IoT devices will be bought, paid for and used by enterprises despite media focus on consumers controlling their thermostats, lights and appliances (washing machines to tea kettles). The IoT-specific hardware will be worth \$10 billion but the services enabled by the devices will be worth about \$70 billion.

9.

### **3D printing is a revolution: Just not the revolution you think**

Nearly 220,000 3D printers will be sold worldwide in 2015 with a dollar value of \$1.6 billion US but it is unlikely that there will be a factory in every home. Deloitte estimates about 80% of the value of

all 3D printers will be for companies instead of consumers. The real revolution will be in the enterprise market.

# 10.

## 10. Short form video: a future, but not *the* future, of television

In 2015 total time spent watching short-form (less than 20 minutes in length) video online will represent under three percent of all video watched on all screens, in Canada and globally. Short-form revenues will be about \$5 billion. By comparison long-form TV content will generate over \$400 billion from advertising and subscription revenues alone.

These ratios may appear surprising, given that short-form is often proclaimed as the future of television.

Deloitte does not expect short-form online content to usurp long-form traditional television. It is a future, but not *the* future, of screen-based entertainment and is unlikely to ever be the predominant video format as measured by hours watched or revenues. Short-form's success should be respected but needs to be put in context. Claims about short-form usurping traditional long-form content should be analyzed carefully using comparable metrics.

Short-form should not be considered a direct competitor of traditional long-form content but rather as an additional screen-based medium that addresses needs previously unserved or which were catered to by other media such as magazines, guides to playing video games or cookbooks.

Stars are likely to emerge from short-form but may well have to diversify to monetize their fame as advertising to increment revenues. For example Zoella, a UK-based video blogger (vlogger), has signed make-up and book deals on the back of her online ubiquity. Zoella's first book holds the UK record for first-week sales at 78,000. Vloggers looking to increase revenues should observe product placement regulations carefully; as short-form gets a higher overall profile, it is likely to come under closer scrutiny.

Multi-channel networks, set up to aggregate vloggers, may also need to look to additional revenue streams such as taking cuts from ancillary deals with brands that are looking to tap into vloggers' reach.

A charge often made of traditional TV advertising is that some of it is ignored or skipped over while digitally served advertising is assumed to be more precise. However, short-form videos can also be skipped, ignored, muted or even be played outside the current field of view.

Regardless of whether the ads on short-form are watched all the way through, the most popular short-form videos are often ads in themselves. A toy being unboxed should promote interest in that toy; someone watching a video of a game being played is more likely to purchase the game; music videos can stimulate demand for paid downloads and concert tickets.

—BD