

BROADCAST Dialogue

Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • LOK 1B0 • howard@broadcastdialogue.com

Thursday, April 2, 2015

Volume 22, Number 43

REVOLVING DOOR:

RDoug Murphy is now president/CEO of *Corus Entertainment*, succeeding John Cassaday. Cassaday, the founder of Corus, left the company after 15 years at the helm. Murphy has been with Corus for over 10 years, most recently as Exec. VP/COO with responsibility for the television and radio divisions... Chris Pandoff will retire as president of *Corus Radio* effective at the end of this month after 16 years with the company. He joined *Shaw Media* in 1999 when Shaw purchased Vancouver radio stations *CKNW* and *CFMI-FM* from *WIC Communications*. One year later, Corus was created. Succeeding him immediately as president of radio is Mario Cecchini who also continues as president of *Corus Média* (Quebec). Too, he assumes the Chair of *Canadian Broadcast Sales* (CBS). Cecchini's background includes being Sr. VP of sales and marketing for *Astral Radio*, president/COO of *Zoom Média* and Exec VP at *Telemedia Radio Ontario*...

Changes at *Bell Média Québec* include Martin Spalding, formerly VP of radio operations and local sales, and VP/GM at *CJAD/CJFM-FM/CHOM-FM Montréal* who relinquishes his GM duties there, becoming VP, operations & local sales, radio for the province. Louis Douville, the VP/GM of *CTV Montréal*, takes on general management and local sales supervision at all six Montréal radio stations, including *NRJ 94.3*, *107,3 Rouge fm* and *TSN Radio 690*. Denis Bouchard, who worked as GM for the Gatineau market, takes over general management of the Montérégie market, *Boom 104.1 Saint-Jean-sur-Richelieu* and *Boom 106.5 Saint-Hyacinthe*. Peter Georgariou, GM of Québec local sales, becomes GM of the Gatineau market...

Bernie McNamee, the *CBC Radio* newscaster, has retired. He'd spent 40 years in broadcasting, 25 of them with CBC. Before that, he was an anchor/reporter at *CKEY Toronto* and its audio service, *Newsradio*, *CKO All News*



Doug Murphy



Chris Pandoff



Mario Cecchini



Louis Douville



Denis Bouchard



Peter Georgariou



Bernie McNamee



General Manager/General Sales Manager

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Radio, CFRA Ottawa and CKNX Wingham. He also was a general assignment reporter and line-up editor at *CFTO-TV Toronto*.. Vito Culmone as the new executive VP/CFO at *Shaw Communications* in Calgary. He moves from being CFO at *WestJet*...

The new morning show at *104.9 Virgin Radio Edmonton*, beginning later this month, sees *Ian MacKinnon* and *Chelsea Bird* join forces. He's from mornings at *99.9 SUN FM Kelowna* and she's been the afternoon drive co-host at *CISN Edmonton*...

Mel Sampson is the new PD/promotions director at *89.3 K-Rock Kentville*. It's a return for Sampson to the *Newcap* station where she was afternoon host when K-Rock launched through to 2013. She's moving back from sister station *95.9 sun fm Miramichi* where she had been PD/promotions director/mid-day host...

Radio-Canada radio host *Marie-France Bazzo* will be leaving the public broadcaster tomorrow (Friday). There had been disagreements, she said, because of her "show's orientation". Bazzo has anchored *C'est pas trop tôt* for two years at *Ici Radio-Canada Première*...

KSR Dias is the new *Bell Media Hamilton* engineer. He moves from *Bell Media London* where he's been since 1997, first with *Standard*, then *Astral*.



Mel Sampson



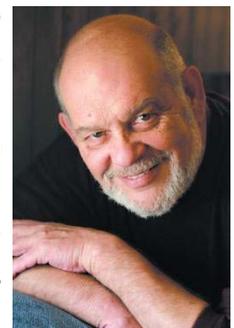
KSR Dias

IGN-OFFS:

SRichard Proulx, 70, in Gatineau of cancer. The legendary French-language radio morningman began at *CJRC 1150 Ottawa-Hull* when the station launched in 1968. He later was morning host across the river at *CKCH 970 Hull-Ottawa*. Proulx was the first in-house bilingual announcer at *Ottawa Senators* home games. He returned to CJRC in mornings, retiring from there in 1998...

Bruce Davidsen, 70, in Toronto after a prolonged illness followed by a heart attack. While most of his career involved radio and records, music promotion and artist promotion, his character was such that many of the now "grumpy old men" of radio in Toronto, Calgary, Edmonton and Vancouver are paying tribute to the enormous effect he had on their lives and careers.

Roger Ferguson, 57, in Vancouver of cancer. The 25-year veteran of the Western advertising industry was most recently senior national account manager, specialty TV/ TSN/RDS at *Bell Media Sales*. Ferguson's career began on the agency side at *Walker Leonard*, then *Palmer Jarvis*, then *DDB Tribal*. He moved to the *Western Media Group* in 2003 in specialty TV sales before going to *Astral Media*.



Richard Proulx



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RADIO:

91.5 EZ Rock Salmon Arm, following on the success of a similar venture at sister *Bell Media* station **105.7 SUN FM Vernon**, is working with start-up mobile marketing company *GetintheLoop* to connect business with consumers digitally. Advertisers promoting deals will benefit from digital touch-points while having their branded offers promoted by 91.5 EZ ROCK...

Craig Timmermans, the operator of community Country *CFRM-FM Little Current* on Manitoulin Island, has won *CRTC* approval for a second station in that market, this one a commercial FM licence that also programs Country. It will at 103.1 MHz with power of 35,200 watts. Timmermans said community *CFRM-FM* cannot reach all of Manitoulin Island...

The *CRTC* has denied *Blackgold Broadcasting's* bid for an FM licence in Ponoka, AB. Blackgold wanted 10,000 watts at 89.7 for a Country music format...

The *Rogers* news stations, from Halifax to Vancouver, are getting a bit of a makeover by way of new logos, increased local content and on-air imaging. Sr. VP Julie Adam says doing what you've always done won't work if you want to remain successful; "It's a constant evaluation." The websites, too, are getting an overhaul, including responsive web design, easier navigation and enhanced user-generated content functions...

Thunder Bay Information Radio has received regulatory approval for an upgraded FM tourist station that moves its parameters from a low-power unprotected station to a protected Class A1 station with power of 250 watts. It will offer local reflection and programming diversity through spoken word...



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The *CFCW Edmonton/Camrose Critters* hockey team, established in 1993, has toured the province each winter ever since. To date, the players have raised \$875,000 which went toward the local communities' efforts, e.g. minor hockey, arena renovations, figure skating clubs, play-school lunch programs and various local charities. This year's total is \$80,000 after games in nine Alberta towns.



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TELEVISION:

The *CRTC* has unveiled a proposal to make TV service contracts more consumer friendly, positioning consumers ahead of the country's broadcasters. The draft code would, if enacted, require BDUs to make customer contracts easier to understand as well as more clearly spelling out fees and policies surrounding early contract cancellations, and adding or removing individual channels. The Commission is accepting public comments on the draft code until May 25. The CRTC also said it is taking steps to improve accessibility to TV programming for people with disabilities. By 2019, it said, most broadcasters will have to provide described video for programs aired from 7 to 11 p.m. and by the end of this year it will require TV service providers to offer accessible hardware (set-top boxes and remote controls)...

Corus Entertainment and *Nickelodeon* have a new long-term agreement granting Corus exclusive rights to all of Nickelodeon's English and French-language content across existing and emerging digital platforms as well as linear services in Canada. Nickelodeon content has been seen on Corus's kids and family networks *YTV* and *Treehouse* since 2005. Iconic hits include *SpongeBob SquarePants*, *Teenage Mutant Ninja Turtles* and *iCarly*, as well as favourite *Nick Jr.* series *Dora and Friends*, *Team Umizoomi* and *Bubble Guppies* among others...

Canadians, at 36.3 hours a month, are among the biggest online addicts anywhere, visiting more sites and spending more time on the Internet than anyone else in the world. *comScore Canada*, which keeps track of these things, also says Canadians are increasingly using smartphones to access the Web, and video watching has seen a 36% hike in time spent watching during the last year...

Much has created *Much Digital Studios*, describing it as "a multi-channel network of Canadian and international *YouTube* creators" that's slated to launch this spring. *Much.ca* will re-launch to showcase this new curated content, together with current on-air programming, music videos, and interviews.

GENERAL:

CBC/Radio-Canada is slashing 244 jobs from local news services across Canada, 144 positions from English-language services and 100 jobs on the French side. The public broadcaster is adding 80 new digital jobs. In a memo to staff, *Jennifer McGuire*, the editor-in-chief of CBC News, said no stations would close and all local radio programming would be maintained. Among the lost jobs are 37 positions in Alberta, 30 in Ontario and 25 in B.C.; technical, editorial, management and administration. The cuts are part of a five-year strategy that would see up to 1,500 jobs cut, with roughly 500 positions eliminated over the following 12 to 15 months. Almost half of the 1,500 cuts have now been made or are in the process of being implemented...

Broadcast winners of the *2015 Jack Webster Foundation Professional Development Fellowships* are Paula Baker, online producer at *Global BC*, reporter Anita Bathe of *News1130 Vancouver* and Robert Buffam, reporter/anchor at *CTV Victoria*. They will attend the *Poynter Institute* in Florida...

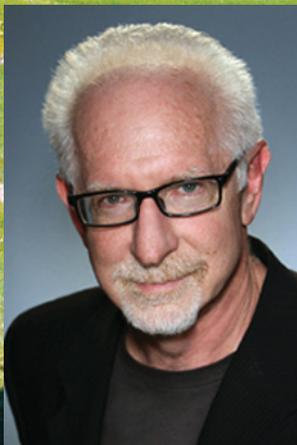


Alert Ready— the national emergency alert system that’s operated by *Pelmorex* and developed in partnership with federal, provincial and territorial emergency management officials, Environment Canada and the broadcast industry — will see a \$2 million marketing campaign begin on Monday. The bilingual PSAs will be aired on both TV and radio, digital ads and its new website, AlertReady.ca. The site includes information about the type of alerts Canadians will receive, examples of the alert notifications, links to provincial and territorial emergency preparedness resources and videos. The Alert Ready system will be used on cable and satellite companies (BDUs), radio stations, over-the-air TV stations and video-on-demand services to transmit crucial emergency alerts to viewers and listeners. The CRTC, however, says it is concerned and disappointed that *Bell*, *Bell Aliant*, *MTS*, *Shaw* and *Sogetel* aren’t able to issue emergency messages to some subscribers. They’ve asked for extensions of up to one year to implement the service. The Commission encouraged the industry to participate in the National Alert Aggregation and Dissemination System since its implementation in 2010. In August of last year, the CRTC required that broadcasters and television service providers begin relaying emergency alert messages to Canadians by March 31 of this year...

New Internet users are going online on smartphones rather than computers. One in five American adults, according to *Pew*, access the Internet primarily from their smartphones. One-tenth of Americans over 18 have no broadband service apart from the data package on their phones.

See you in Banff

WAB
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Fred Jacobs

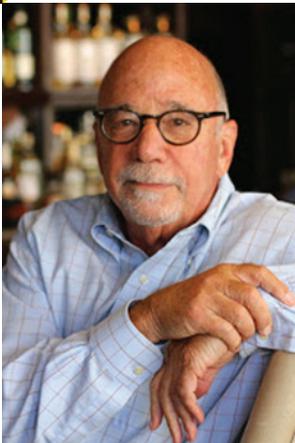
The Western Association of Broadcasters will hold its Annual General Meeting and Conference in Banff June 3-4 where members will discuss the hot topics facing the broadcasting industry.

The Conference kick-starts with the annual WAB Golf Classic at the prestigious Fairmont Banff Springs Golf Course. Network and connect with peers while enjoying a fun round of golf in the heart of Canada's majestic Rocky Mountains. This year's Golf Classic has exciting activities in store.

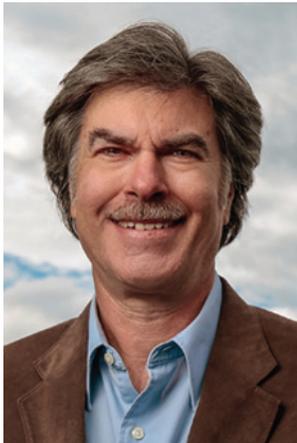
There's a battle brewing for space on the dashboard; the automobile industry is redefining just about everything in radio, from distribution to revenue generation. The next day's sessions begin with Fred Jacobs of Detroit-based Jacobs Media taking a 360 degree look at radio and the "connected car". What is the future of the digital dash and its impact on radio? The connected car is now on the radar and there are many issues facing broadcasters, e.g, can radio continue to have a leading role in the future of in-car audiotainment? From the "centre stack" to the rising importance of local car dealerships, this presentation will take you behind the scenes of the connected car's evolution.



Hillary Hommy



Bob Hoffman



Jim Bottomley



Cam Clark

Next up is Hillary Hommy on how Radioplayer Canada technology and its aggregating platform will help broadcasters engage listeners and increase digital tuning. From small to large market stations, Radioplayer promises to unite Canadian broadcasters and help provide greater participation in the future of the connected car. Leading broadcasting companies have been in discussions with Radioplayer Canada, working towards the objective that all listeners will be able to experience Canadian radio digitally, in dash, in home, in office and on smartphones.

Keynote speaker Bob Hoffman will expose the faulty and costly predictions of marketing and advertising “experts”, revealing the large gap between what we’ve been told to expect and reality. Hoffman is a contrarian voice in the advertising and marketing world as evidenced by his keynote’s title: The Golden Age of BS.

Futurist Jim Bottomley says the age of innovation and strategies for success are changing like never before. Previously, a channel was considered a media outlet for a viewer, but what is a channel in the digital age? Multiple platforms? New levels of collaboration? Local engagement? More demanding customers and greater competition for the ad dollar?

Bottomley will share how best to enter the digital age, outlining how to look at branding and target marketing in a different way while providing methods to boost sales. He’ll provide insights into how technical, social, economic and demographic trends are shaping the years ahead for broadcasters. Bottomley will also focus on how these trends are changing the consumer behaviour of listeners/viewers as well as advertising buyers, suggesting strategies to improve profits.

Rounding out the conference is a panel discussion on what the broadcasting industry needs to do to move forward in the digital era. Moderated by Cam Clark (Westman Communications Group, Brandon), the panel represents a cross-section of industry from broadcast to agency to post-secondary education. Sharing their



Susan Andree



Chris Gordon



Geoff Poulton



Stephen Sienko



David Stanger

expertise and insights, the panel consists of Susan Andree (Red River College, Winnipeg), Chris Gordon (Bell Media, Toronto), Geoff Poulton (Vista Radio, Vancouver), Stephen Sienko (Target Broadcast Sales, Toronto) and David Stanger (DSA Media, Victoria). Delegates are invited to participate in what promises to be a highly-charged discussion. WAB members are encouraged to send suggested discussion points and questions to info@wab.ca.

The conference highlight is the President's Dinner & Gold Medal Awards Gala. Long-serving broadcasters will be recognized for their 25 and 50 years of service. The best and brightest in Western Canada broadcasting will be recognized with WAB Gold Medal Awards for significant community service. As well, the WAB will recognize a Leader of Tomorrow and will also present the Hall of Fame award to a distinguished individual serving the broadcast industry.

Entertainment, thanks to FACTOR and its partnership with Canada's private radio broadcasters and the Government of Canada, will come from country star Brett Kissel. The 24-year-old singer/songwriter was THE country music story of 2014, winning two awards at the Canadian Country Music Association Awards for CMT Video of the Year and Interactive Artist of the Year, after a record eight nominations. Kissel also took home Breakthrough Artist of the Year honours at the Junos among other award recognitions in 2014.

The WAB Conference takes place immediately prior to the Banff World Media Festival. Registration is open online at www.wab.ca/registration.

Members and non-members are welcome to attend. Reserve your hotel accommodation before rooms sell out. You may also reserve directly with the Fairmont Banff Springs Hotel by calling 1-800-441-1414 and asking for the special Western Association of Broadcasters rates.

The WAB has been meeting for 80 years, and it appreciates the support from sponsors and members who continue to see the value of their affiliation with our long-standing association. In addition to private radio and television stations in Alberta, Saskatchewan and Manitoba, we welcome Associate Members (companies engaged in business connected with broadcasting) to join. For more information on becoming a member, call 1-877-814-2719 or email info@wab.ca.

—Western Association of Broadcasters

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Davicom's new products include:

Davicom DVLD-1 Lightning Detector Receiver

The DVLD-1 is designed to give advanced warning of potentially hazardous lightning activity in the vicinity of a transmission site. It uses a sophisticated algorithm to estimate the distance to a lightning strike and to reject potential man-made signals. The DVLD-1 connects to Davicom units through a 4-wire interface.

Davicom BKB-1. Brand B Interface Harness

The BKB-1 allows for easy replacement of Brand B remote controls by Davicom DV units. Rewiring is as easy as removing the cables from the Brand B remote and connecting them through the BKB-1 to the new DV unit. The existing I/O panel remains.

New Inovonics 531N Interface

Thanks to Davicom's built-in SNMP manager, a configuration and workspace have been designed to interface with Inovonics' new 531N SNMP-capable Modulation Analyzer. The interface is free for download from the Davicom web site.

New DavNet NOC Software Version 5.56

The latest version of the DavNet NOC software incorporates such features as support for alarm forwarding by secure E-mail with encryption and authentication, polling alarm generation and changes to Map Icon colours.

New Davicom Firmware Version 5.56

New additions to this latest release of our Firmware include such features as alarms on non-responsive SNMP events in the on-board manager, improvement to the Apple Push Notifications for the iOS App, optional logging of SNMP SETs, and many others.

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DAD v15

DAD is the world's most powerful and flexible radio automation system. DAD v15 adds Multi-Play mode which provides the operator the ability sequence and layer multiple audio tracks simultaneously while maintaining an easy to follow work flow. Also showcased at NAB is the ENCO1 virtualized automation system, one button voice-tracking, built-in streaming solutions, mobile tools and DAD video integration.

HotShot2

HotShot2 is ENCO's all new audio playout and clip management package for television studio production, master control, remote production and stage events. HotShot2 provides instant access to audio assets anywhere locally or on the network via a searchable database that supports a virtually unlimited number of audio files and audio types. New features include more flexible audio transferring, instant trimming and cueing mechanism, powerful reporting, iPad control surface option and a new backlit button box that shows actively playing cuts on its 8 banks of 70 buttons. HotShot2 is available as a complete package with support for up to 8 stereo channels.

enCaption3

enCaption3 is the latest generation live automated captioning system from ENCO. This breakthrough technology features an enhanced speech recognition engine that delivers closed captions in real-time with never before seen accuracy. enCaption3 allows broadcasters to serve their hearing impaired audience for a fraction of the cost of traditional captioning services and is always available for live and breaking news, weather and events.

The advertisement features a green background with a white radio tower icon on the left. The text 'MUSIC SCHEDULING SECRETS' is prominently displayed in white and red. Below it, 'featuring Bob Bellini from SAGA' is written in white. A large red play button icon is centered. On the right, there is a portrait of Bob Bellini. At the bottom, a black banner contains the text '#2 OPTIMIZE YOUR RULES' in white, followed by the MusicMaster Scheduling logo.



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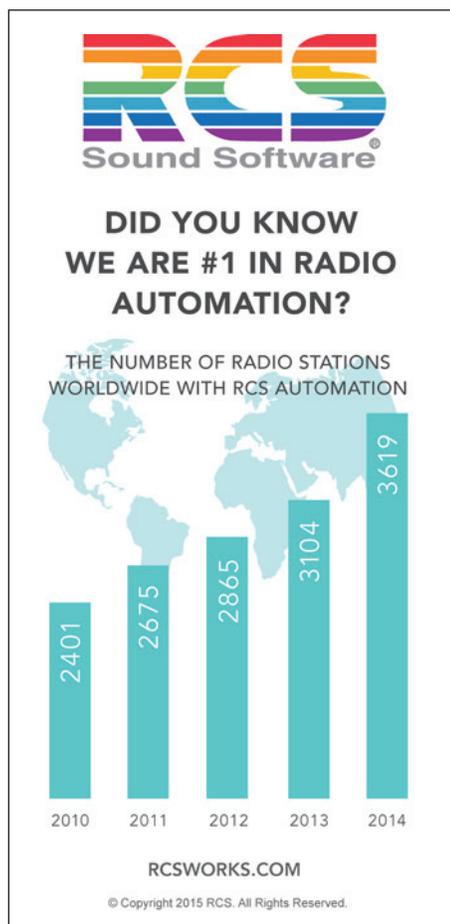


SDS offers unified traffic, sales, CRM, and A/R for TV, radio and Web. Please join us at the SDS hospitality suite in the Palazzo Hotel. Contact Jim Anderson at janderson@sds.ca to set up a meeting.

RCS Canada
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www.rcscanada.com



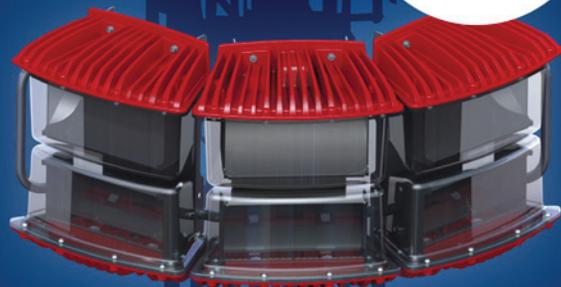
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To effectively manage traditional broadcast business, look at **WO Traffic** (sales, traffic and revenue management software), **WO Media Sales** (comprehensive sales management), **WO Media CRM** (sales and account management), **WO Automation for Radio** (modern and powerful radio automation system) and **WO Analytics** (advanced media analytics).

To drive new digital revenue and opportunities, look at **WO Digital Hub** (complete digital ad management), **WO Traffic-Digital Orders** (manage digital orders within *WO Traffic*), **WO Streaming** (digital audio streaming and monetization platform), **WO On-Demand** (deliver relevant and targeted ads with dynamic ad insertion) and **WO Mobile** (SMS and MMS mobile campaign tool).

Schedule a meeting today!

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Volume 22, Number 44

REVOLVING DOOR:

R David Dekker, the GM at *CJNB/Q98/93.3 The Rock North Battleford*, has retired after a broadcast career spanning four decades. His departure also ends over 60 years of Dekker family involvement in the local radio stations – now owned by *Jim Pattison Broadcast Group*...

Shelly Glover, the minister of *Canadian Heritage and Official Languages*, and MP for St. Boniface, will not run in the next federal election, expected this fall. She says she will return to police work in Winnipeg...

The new president of the *Television Bureau of Canada (TVB)* is **Catherine MacLeod**, most recently the senior VP, specialty channels and *Bell Media Production*. TVB's 150+ members, including TV stations, networks, specialty services and their sales representatives, have a national, single voice in the bureau's marketing of the benefits and effectiveness of TV to advertisers...

Stephen Tapp has been appointed as Sr. VP, business development at Montreal-based *Stingray*. Tapp's background includes *XM Satellite Radio*, *Viewer's Choice Canada*, *Pay Per View*, *TSN*, *Citytv* and *MuchMusic*. Most recently, he founded a company specializing in advisory/investment services and investment in digital television, online and mobile media, and marketing...

The Jewel 106.7 FM Hudson's latest host acquisition is **Paul 'Tasso Patsikakis' Zakaib**. He was *Aaron Rand's* long-time morning show co-host at *Q92 Montreal*. Tasso is



David Dekker



Catherine MacLeod



Stephen Tapp

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- DARREN DAVIS, IHEARTRADIO & IHEARTMEDIA NETWORKS
- JEFFREY SMULYAN, EMMIS COMMUNICATIONS CORP.
- WARREN KURTZMAN, COLEMAN INSIGHTS
- STEVE JONES, NEWCAP RADIO
- HILLARY HOMMY, SPARKNET COMMUNICATIONS
- DAVE DENES, BENTZOWN
- MARK REDMOND, SIRIUSXM CANADA INC.
- PAUL SKI, ROGERS BROADCASTING LTD.

Logos: @benztown, COLEMAN, sparknet



Tasso Patsikakis



Kevin Fell

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doing the 10 a.m. to Noon shift, beginning today...

Kevin Fell aka K-Fell is the new morning host/MD (mooseketeer) at *Moose FM Bracebridge*. He succeeds Mike Hepditch who moved to *B93 Lethbridge*. Fell's last stop was at *Blackburn Radio Wingham* where, in the three years he was there, he did mornings, afternoons and evenings. Before that, Fell had spent four years at *Rogers Radio Fort McMurray*... Dave Snodgrass has retired from his technician position after 28 years at *CHCH-TV Hamilton* and over 50 years in TV and radio... Earlier this year, Haralds Rudzroga retired as an engineering supervisor at *CHCH-TV* after being there for 30 years.

(If there have been changes at your operation, send a note to howard@broadcastdialogue.com.)

SIGN-OFFS:

Ben Meisner, 76, in *Winnipeg's Health Science Centre* of advanced bone marrow cancer. He was known as the *Voice of the North* in Prince George, Meisner's home for more than 40 years. His 60-year broadcasting career began at *CKDM Dauphin*. Later, he worked in markets such as Winnipeg, Toronto, Yorkton, Red Deer, Kamloops and at *CKPG Prince George*. He was host of the *Meisner Program* on CKPG for upwards of 30 years. He was also a senior bencher with the *Law Society of BC*, a recipient of the *Queen's Golden and Diamond Jubilee* medals, and a Lifetime Achievement Award from *RTDNA*...

Janice Paradis, 48, of cancer in Grand Falls, N.B. She had been sales and market manager of *Bell Media's K93 Grand Falls* though her illness had kept her away from the job for two and a-half years.

TELEVISION:

While careful to say that traditional television has not been replaced, the *Media Technology Monitor's* (MTM) latest Streaming Video report shows that it continues growing in popularity. Report highlights include:

- * 80% of Anglophones watch some type of video on the Internet;
- * Online TV continues to grow in popularity, with almost half of Anglophones watching it online;
- * YouTube is the most popular site for streaming video. Seven in 10 Anglophones watch video on YouTube and close to half of YouTube viewers frequent the site daily...



Senior News Anchor/Executive Producer - Victoria

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High-energy upbeat spots during sad shows are a bad idea, according to *Oxford University's* Nancy M. Puccinelli. Research by her and two colleagues found that the tactic is likely to be less effective when ads are placed in and around serious, somber TV shows and movies (40% of programming). In one experiment, people who had viewed seven minutes of *9/11: The Falling Man*, a documentary about the New York terrorist attacks, found high-energy ads were difficult to watch, and fewer were watched than moderate-energy ads. Moderately energetic ads in such shows are regarded in a more favourable light (50% more)...



Claire Martin

Former *CBC* meteorologist Claire Martin will seek the *Green Party* nomination in the North Vancouver riding for the upcoming federal election. She appeared on *The National* from 2005 to 2014 as the corporation's chief meteorologist. Martin resigned last year to join Anaid Productions in Vancouver as managing director...

Under new Canadian copyright law the accessing of U.S. *Netflix* here — or jumping the geofence — may have been made illegal. Law firm *Fasken Martineau* notes that the government reforms made it illegal to circumvent virtual private networks which control access to copyrighted works. But it also notes that since Canadian courts haven't dealt with the issue, the legality of such access hasn't been established. Upwards of one million Canadian households, or one in three Netflix subscribers here, log onto the U.S. service. Those people likely wouldn't be prosecuted, though, since any crackdown would be more reasonably targeted at the companies providing access to U.S. Netflix...

There are two new TV decisions from the *Canadian Broadcast Standards Council*. *Fairchild Television*, during a report on renovation scams, showed an image of a business owner's card containing a photo of his face and business address as well as video footage of the business location which was also the renovator's personal residence. Because business cards were a marketing tool for the business, CBSC determined that showing one on television didn't constitute a breach of privacy... *CP24*, on the other hand, was found to be in breach of the *CAB Code of Ethics* when it didn't terminate an interview with boxer Mike Tyson after he'd made coarse comments during a daytime interview... Both decisions, in detail, can be found [HERE](#)...

Four *TVO* co-produced children's programs have been nominated for the *42nd Annual Daytime Emmy Awards*. *TVO* also received 14 *Youth Media Alliance* nominations April 1...

While declining to say how many people would be laid off, a *Viacom* spokesman said a round of layoffs and restructuring will result in Viacom booking \$785 million in special expenses in its recently ended quarter. Underperforming TV shows will be written-down and some purchased shows will be abandoned. Add to those costs the severance payments for those who have been laid off...

U.S. network ratings among 18-49s are said to be down 7% among *ABC*, *NBC*, *CBS*, *Fox* and *CW*. *NBC* and *Fox* are off sharply from last year while *CBS* and the *CW* are even. *ABC* is up slightly. Nielsen reports the five nets are averaging a 10.1 among 18-49s, down from a 10.9 at this time last year. *NBC* remains on top with a 2.6 average, down from a 2.9 last year. *CBS* is in second with a 2.4. *ABC* has 2.2 for third place. *Fox* is fourth with a 2.1. And the *CW* is in fifth with a 0.8...

For the first time in 28 years, Ron MacLean is not scheduled for the host's chair for any of the *NHL* first-round play-off series. He will, however, appear with Don Cherry on *Coach's Corner*...

In specialty channel *Showcase's* 20th year, a new look, logo and voice. The refreshed brand is said to complement the channel's character-driven dramas and movies and is a throwback to the original Showcase logo.



General Manager/General Sales Manager - Drumheller, Alberta

For Details on the Career Opportunity, or to Apply,

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RADIO:

Last week's *Ninth Annual Corus Caring Hearts Radiothon* for the *Cornwall Hospital Foundation* raised \$133,181.64, all of it going toward instituting chemotherapy programming at the *Cornwall Community Hospital*. Since the inception of these fundraising drives for the Foundation, Corus Cornwall listeners have donated \$1-million+.

GENERAL:

The *CRTC's* new procedures for licence renewal applications will see the issuance of notices of consultation calling for the submission of licence renewal applications. This is a change from sending personalized letters to each TV and radio station and BDU. Radio stations wanting amendments to their licenses must submit a separate application but can do so at any point during their licence terms...

Calgary Mayor **Naheed Nenshi** says the 19 job losses at *CBC Calgary* expected later this year are disproportionately higher than those at other locations and he's asked CBC President **Hubert Lacroix** to explain why. In an e-mail to Lacroix, Nenshi said the job cuts are a breach of CBC's mandate and "will very seriously limit the ability of *CBC Calgary* to tell the stories of Albertans..."

Privacy Commissioner **Daniel Therrien**, following an investigation into 170

complaints, says *Bell's* targeted advertising initiative (or "relevant advertising program" [RAP]) has such a significant impact on privacy that it now must ask its customers if they wish to opt in. RAP involves tracking the Internet browsing habits of customers, along with their app usage, TV viewing and calling patterns. By combining this information with demographic and account data, Bell can create detailed profiles for third parties and their targeted ads. Bell says it will cut back on its ad targeting but argues that rules should apply to international firms such as *Facebook* and *Google* as well.



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2015 Canadian



Week

It all gets underway May 1 at a new venue for Canadian Music Week—the Sheraton Centre in Toronto—and running through May 10. This annual event celebrating Canadian radio and the country’s music industry remains the top draw for professional radio people and musicians.



■ Bryan Adams



■ Cowboy Junkies



■ John Cassaday



■ Steve Kane



■ Darren Throop



■ Don Shafer

Canadian Music & Broadcast Industry Gala Awards

At what organizers describe as “CMW’s biggest night,” pioneers and builders are front and centre as are legendary musical reunions. Those being honoured are: Bryan Adams who will receive the Allan Slaight Humanitarian Spirit Award; Cowboy Junkies—Hall of Fame Award; John Cassaday, the retired president/CEO of Corus Entertainment—Hall of Fame Award; Steve Kane, the president of Warner Music Canada—Hall of Fame Award; and Darren Throop, the president/CEO of Entertainment One in Toronto—Hall of Fame Award.

Canadian Radio Music Awards

Don Shafer is the 2015 inductee to the Canadian Broadcast Industry Hall of Fame. The industry veteran and innovator will be honoured with the Allan Waters Broadcast Lifetime Achievement Award at the CMW Awards luncheon.

Working both on and off the air, Shafer has collaborated with many of Canada’s best broadcasters developing legendary brands such as CHOM FM, CHUM FM, The Fox, Rock 101, SUN FM and Q107. He’s now president of Roundhouse Radio in Vancouver.

50th Anniversary of The Crystal Awards

The Crystals dinner, an annual event celebrating audio creative genius, is alive with wit and wisdom; an industry barometer of who’s who, and who’s hot.

The Rosalie Award

The Rosalie recognizes Canadian women who have blazed new trails in radio. Recipients are women who are seen as leaders, mentors and people making a difference in the business. Previous recipients include: Rosalie Trombley (2005), Marilyn Denis (2006), Jane Hawtin (2007), Ky Joseph (2008), Erin Davis (2009), Denise Donlon (2010), Julie Adam (2011), Maureen Bulley (2012), Betty Selin (2013) and Liz Janik (2014).

Interactive International Radio Summit

May 7 – May 8

Keynotes

Brian Solis: It's Time to Move on to Social Media 2.0

Social media is still undervalued and underperforming, partly the fault of executives not getting it and programmers/on-air people not helping themselves nor the industry. Solis will share his thoughts on the state of the industry while challenging attendees to think differently.

Brian Solis, principal analyst at Alimeter Group in San Mateo, CA, is an author, digital analyst, anthropologist and a futurist who studies the effects of disruptive technology on business and society.

Mark Ramsey: 12 Things We Don't Worry Enough About

Broadcasters, says Mark Ramsey, are obsessed with the evolution of the auto dashboard and with the possibility of FM chips in mobile phones. But there are 12 other things they need to be much more worried about. Find out “what’s really happening”.

Ramsey is a veteran media strategist, researcher and author.

Travis Wright: Data Driven Marketing Technologies and Their Role in Modern Marketing

With thousands of marketing technologies in over tens of categories, choosing the right fit for your data-driven marketing technology is tricky. Would you buy a marketing cloud from established tech giants or would you build one that’s custom?

Travis Wright will discuss the pros and cons and provide insights vendors may not discuss. There is no one-size-fits-all in the marketing technology space.

Wright is the chief marketing technologist at CCP Global in Overland Park, KS.

■ Brian Solis



■ Mark Ramsey



■ Travis Wright



Jeff Pollack: The Ongoing Transformation of Entertainment & Media

With entertainment and media rapidly changing, Jeff Pollack says legacy media is scrambling to find its place in online and mobile entertainment. He'll outline the things successful media companies need to do to ensure their dominance.

Jeff Pollack is CEO of Los Angeles-based Pollack Media Group.



■ Jeff Pollack

Futuretainment with Ken Rutkowski

Look for a world view of your next generation of customers and the impact they'll have on your business. Ken Rutkowski will describe what it takes to compete and win on customer experience.

Rutkowski is the founder/CEO of Business Rockstars in Marina Del Ray, CA.

Steve Jones: Brand Like a Rock Star

Ten key traits that legendary musicians used to build their own brands, and how programmers can use them to create stronger radio brands.

Steve Jones is VP, programming at Newcap Radio.



■ Steve Jones

Presentations

Warren Kurtzman: Coleman Insights Presents Aristotelian Dramaturgy

The fundamentals for a great morning show were laid out more than 2,000 years ago by Aristotle in ancient Greece. Warren Kurtzman will look at the fundamentals of drama and comedy and how to use them to create personality-driven content.

Warren Kurtzman is president/COO of Coleman Insights.

Steve Reynolds: Three Critical Ingredients to a Big Personality Win and the "Dirty Dozen" Ways Talent Can Get into Trouble

We could repeat the title of this presentation here in the description because it effectively sums up what Reynolds is going to present.

Steve Reynolds is president of Raleigh, NC-based The Reynolds Group and spent most of his career doing morning radio.

■ Warren Kurtzman



■ Steve Reynolds

Panel Discussions:

The View From The Executive Suite

This annual presentation of Radio Interactive assembles a panel of high-ranking industry players for their takes on where the industry is going. The moderator is Paul Ski, adviser to the president, media at Rogers Broadcasting. Panelists are: Julie Adam SVP Rogers Radio, Toronto; Rick Arnish, chair, Pattison Broadcast Group, Kamloops; Chris Gordon, president radio & local TV, Bell Media, Toronto; Mark Redmond, president/CEO, SiriusXM Canada, Jeffrey Smulyan, CEO/chairman of the board, Emmis Communications, Indianapolis; and Peter Smyth, chair/CEO, Greater Media, Inc., Braintree, MA.

'Hot' Wheels: What The Connected Car Means To Radio

The connected car means limitless choice for the commuting consumer and an existential challenge for broadcasters. Fred Jacobs, the president of Jacobs Media, will moderate this session that will attempt to enlighten delegates on the evolving dashboard and what it means. Panelists are: Christopher Andrews, leader of emerging technologies at Visteon Corporation; Ed Cohen, VP measurement innovation at Nielsen Audio MD (formerly The Arbitron Company MD); Michael Hill, managing director, UK Radioplayer, London; Andrew Lennox, GM, Humberview Group Toronto; and Ted Kritsonis, technology journalist.

Audio Wars—The Fan At The Centre Of Everything

Music consumption is measured by multiple metrics, with sales only part of the picture. Music is measured in downloads, streams, spins and views, driven by Millennials who are engaging with music and technology. This session looks at how multiple access points for music are influencing decisions and changing business models for radio, service providers, artists and labels.

Moderator is David Bakula, SVP of client development and industry insights at The Nielsen Company. Panelists are: Christian Hall, national program manager, Harvard Broadcasting; Ian Kwechansky, business development & marketing manager, arts & crafts for Do416; Mark Monahan, executive director, RBC Bluesfest; and Jeff Pollack, CEO, Pollack Media Group.

Radio of the Future

Is traditional radio endangered or has the digital noise been a distraction from some strong and enduring vital signs? Look for





this panel to parse the numbers, the forecasts, the demographics and the dollars at stake, and deliver a verdict on radio's long-term prospects.

Moderator is Alan Cross, broadcaster, interviewer, writer at Corus Radio and Brain Dead Dog Productions. Panelists are: Darren Davis, president, iHeartRadio and iHeartMedia Networks, New York; Davin McGarry, president, Jumpwire Media, Los Angeles; James Cridland, radio futurologist/managing director, media.info, London, UK; James Stirling, head of BBC Music, BBC Radio, London; and Paul Cramer, EVP, Triton Digital, New York.

Jeffrey Smulyan, the CEO/chairman of Emmis Communications, will deliver the keynote.

Frame Your Station...It's a Work of Art

Much like fine art, radio stations need to be properly framed so that they tell listeners that they're experiencing something special. Radio is the art, imaging is the frame. When thought and effort is given to sonic branding, listener engagement will be driven.

Moderator for this session is Dave "Chachi" Denes, the president of Benztown in Burbank. Panelists are: Justin Case, director of programming & imaging at Benztown; Howard Cogan, president of HOCO Productions; Chris Pottage, regional creative director at Rogers Broadcasting, Toronto; and Ronnie Stanton, VP national brands/programming at Corus Radio.

Generation Next: Targeting the Millennial Market

A plethora of newer social media, including Pinterest, Snapchat and Vine are cutting in on Facebook and Twitter. Millennials are among the most eager users of whatever's on the front edge of tech. Reaching them is critical to brand longevity. This session examines the move to ever more visual content and coordinated targeting.

The moderator is Ted Cohen, managing partner at TAG Strategic, Los Angeles. Panelists are: Sean Cunningham, managing director, strategy & development, Brand Momentum, Mississauga; Justin Erdman, head of business development, Tunestars, Toronto; Hessie Jones, digital strategist, ArCompany, Pickering; and Tatiana Simonian, VP of branded entertainment, Nielsen Entertainment, Hollywood.

Juke Box Jury

Be a fly on the wall as song salesmen engage PDs/MDs in a role-playing game that allows musicians to see what happens to their music inside glass-walled offices. Hear what the programmers and music directors have to say about the new product. Will they consider it for their playlists?

The moderator is Julian Tuck, music programmer at CBC Radio 2 Toronto. Panelists are: Christina Fitzgerald, MD, Indie 88.1 (CIND-FM) Toronto; James Stirling, head of BBC Music; Julie James, APD/MD, CHFI-FM Toronto; Kai Black, exec. producer, brand partnerships, CBC Radio 2 Toronto; Mike Rice, owner, RPM promotion, Toronto; Oscar Furtado, owner, Tandemtracks promotions, Victoria; Paul Jessop, VP of promotions, Universal Music Canada, Toronto; Paul Morris, MD / APD, 97.7 HTZ-FM (CHTZ-FM) St. Catharines; Phil Kallsen, PD, Country 105 (CKRY-FM) Calgary; Steve Coady, VP, radio promotion, Warner Music Canada, Toronto; and Warren Copnick, director, national promotions/A&R, Sony Music Entertainment Canada, Toronto.

Broadcasters Roundtable Meetings

This is the annual gathering of consultants and experts, each hosting tables and giving face-to-face advice on delegates' questions regarding all aspects of broadcasting. Steve Reynolds, the president of The Reynolds Group in Raleigh, is the presenter. Hosts are: Ronnie Stanton, VP national brands/programming, Corus Radio; Fred Jacobs, president, Jacobs Media; Gavin McGarry, president, Jumpwire Media, Los Angeles; Hillary Hommy, VP, brands & networks, sparknet, Vancouver; Jeff Vidler, president, Audience Insights, Toronto; JJ Johnston, president/CEO/talent coach, JJ International Media and Management Solutions; Liz Janik, Janik Media; Mark Goodier, MD/chairman, Wise Buddah Group, London; and Raj Shoa, CRTC commissioner, Toronto.

BROADCAST Dialogue

Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • LOK 1B0 • howard@broadcastdialogue.com

Thursday, April 16, 2015

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REVOLVING DOOR:

RKevin Crull, the *Bell Media* president who was deposed over journalistic meddling, has been succeeded by Mary Ann Turcke. Turcke, who joined Bell in 2005, was promoted from her position as media sales group president. George Cope, *BCE's* president/CEO said the independence of Bell Media's news operations is of "*paramount importance to our company and to all Canadians*". Crull joined *Bell* in 2005 as president of consumer solutions and was appointed president of Bell Media following Bell's acquisition of *CTVglobemedia* in 2011. He abruptly left his post last Thursday. Crull sparked widespread criticism for demanding *CTV* journalists not give airtime to *CRTC* Chair Jean-Pierre Blais. In a news release following Crull's demand, Blais said it was "*disturbing*" that the country's largest communication company would be "*manipulating news coverage*".... But Kevin Crull's departure and Mary Ann Turcke's appointment weren't the only changes at *BCE* last Thursday. Executive appointments included: Blaik Kirby, formerly chief marketing officer of Bell's wireless business unit promoted to president of *Bell Mobility*; Rizwan Jamal, formerly chief marketing officer for *Bell Residential Services* promoted to president of BRS; and Wade Oosterman, Bells chief brand officer, retains that position and adds group president, Bell Canada and BCE to his responsibilities...

Numeris President Jim MacLeod has advised the company's Board of Directors that he plans to retire. He will stay in position until a successor has been found and until a transition can be implemented, probably by late summer...

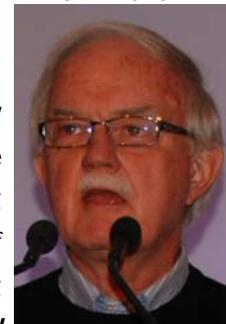
At *Shaw Media*, changes have been made to the media management team under Barbara Williams, EVP, *Shaw Communications*, and president, Shaw Media. Christine Shipton is now senior VP/chief creative officer. Dervla Kelly is now VP, marketing and communications, and Greg Treffry is now VP, business development and media digital strategy. The other members of the Shaw Media leadership team are Troy Reeb, senior VP, news and station operations, Michael French, VP, finance, Shawn Kelly, VP, media technology, Dan Markou, VP, human



Kevin Crull



Mary Ann Turcke



Jim MacLeod



Christine Shipton



Dervla Kelly



Jill Krop



Darren Jopka



George Brooks



J Stevens



Bob Schieffer



Colin McKay

resources and **Paul Cowling**, VP, regulatory. The organizational changes reflect Shaw Media's attempt to redefine itself as a broader media organization from that of a traditional broadcaster. Among those no longer with Shaw are: **Errol Da-Ré**, senior VP, sales who had been with the company for 13+ years. Da-Ré is chair of the Television Bureau of Canada (TVB) board of directors; **Amanda Ploughman**, VP, marketing for the last 18 months. Before joining Shaw, she was chief marketing officer for a year at *Pelmorex Media*; and **Kathy Gardner**, senior VP strategic insight, who joined *CanWest Mediaworks* in Feb. 2002. In 2007, she was appointed chair of the *BBM Canada* board of directors (2007-2009), the first female to hold that position. Gardner served on the board from 2004 to 2011...

Jill Krop has been appointed station manager/news director at *Global BC* in Vancouver. She began her career in 1986 at *CKPG Prince George*. Since then, she's worked in news at *STV Regina* (now *Global Regina*), *Atlantic Satellite Network* in Halifax, *CHEK TV Victoria* and *BCTV Vancouver*. BCTV is now Global BC. Former ND at Global BC and BC1 **Jeff Bollenbach** is no longer with the company...

The new general manager at *Rogers Radio Winnipeg* is **Darren Jopka**, a seven-year veteran with Rogers. He had been overseeing the Winnipeg radio operations for the last several months while maintaining his GSM responsibilities. Jopka, now GM/GSM, joined Rogers Radio Winnipeg in 2008 as sales supervisor and was promoted to GSM in 2010...

George Brooks has retired from *Blackburn Radio* after nearly 44 years on the air, 39 of them at hometown *630 AM CFCO Chatham*, then *CKSY-FM Chatham*, then *CKUE-FM Chatham*. Brooks began in 1971 at *CKAR Huntsville*, then moved to Peterborough... Also at *CKUE-FM*, **J Stevens** is the new PD. Stevens moves from sister stations at *Blackburn Wingham*. where he also was PD...

Keith Colhoun, the GM at community radio station *CJTR Regina* the last 12 years, has resigned. He hopes to continue as a volunteer at the station...

Bob Schieffer, the veteran *CBS News Face the Nation* moderator, has announced his retirement. The 78-year old says he'll wrap up his 50-year career this summer. Schieffer joined CBS News in 1969 and has been the network's chief Washington correspondent since 1992. He began at the political affairs show *Face the Nation* in 1991... **Colin McKay**, the *Energy 103.5 Halifax* morning host, has added APD duties at the *Evanov Halifax* cluster. McKay has been with the operation for two years... Restructuring at *Bell Media's* national transmission department in Toronto saw **Jeff Forgeron** laid off as senior manager, transmission engineering, and **Yul Lem** having his title change from director to senior manager, RF engineering... **Melinda (Mel) Spencer** is the new afternoon drive host at *C100 Halifax*. She had been doing middays at sister station *101.3 The BOUNCE*... **Tim**

THE CANADIAN PRESS 

Reporter-Editor, Broadcast - Toronto

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Mooney joins *CFJC-TV Kamloops* May 1 as a technician. He moves from the *University of Calgary's* campus TV station where he was the technical director.



TELEVISION:
Shaw Media has made changes in the production of news by consolidating much of it across Canada thus changing how local late-night and weekend newscasts are produced.

Involved are about 30 layoffs. Late night and weekend newscasts from Kelowna eastward will be moved to Toronto where a single-anchor team will produce a local newscast for each market. Local morning shows and early evening newscasts will continue to be anchored from studios in local markets. National and international segments of news programs will be the same throughout the country, a move described as freeing resources in each market for local news gathering. The layoffs are mostly from behind the cameras. Senior VP of News and Station Operations Troy Reeb said the move responds to how Canadians consume news and how Shaw pays for news content...

The *Canadian Media Production Association* (CMPA) is appealing a *CRTC Let's Talk TV* decision to no longer enforce safeguards for independent producers in their dealings with Canada's largest private broadcasters. Put in place in 2011 by the Commission, the safeguards were designed to redress the imbalance of bargaining power between indie producers and the broadcasters...



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Netflix, under no regulatory rule to do so, began making its content more accessible for blind and visually-impaired subscribers this week in Canada and the U.S. The audio descriptions tell what is happening on screen, including physical actions, facial expressions, costumes, settings and scene changes. The responses from visually-impaired subscribers were positive, one calling the service "a huge deal for me"...

shomi has a deal with *NBCUniversal* to add Canadian exclusive streaming rights to hit series such as *Girlfriends' Guide to Divorce*, *Parenthood*, *12 Monkeys*, *Satisfaction*, *Chicago Fire*, *Chicago PD* and *30 Rock*...

TVA Group has partnered with *Twitter Canada* to integrate Periscope and the Twitter Mirror into selected TVA Network programming events. The Periscope app allows users to receive live video from their mobiles, anywhere. The Twitter Mirror lets the public generate animated GIF images through its interactive screen.

RADIO:

Lite FM (CKUE-FM) Chatham undergoes a re-launch this morning at 10. COOL-FM will feature the best-of-the-best from the '80s, '90s and today, moving from a format that listeners told GM Walter Ploegman was "too soft and sleepy". COOL-FM is aimed at the 35+ demos...

The CRTC has issued a call for comments on the capacity and appropriateness of issuing a call for radio applications in the Edmonton market. There are applications on hand, including: *VMS Media Group* for a commercial ethnic station at 106.5 with power of 2,100 watts; an AM ethnic station at 1650 with power of 10,000 watts by Neeti Ray; an ethnic FM ethnic station at 106.5 with power of 1,822 watts by Antoine Karam; and *South Fraser Broadcasting* for an AM commercial ethnic station at 580 with power of 10,000 watts. The deadline for the receipt of interventions is May 11. VMS Media and Antoine Karam have proposed the use of one of the last known available FM frequencies in Edmonton...

The Commission will hold a non-appearing hearing June 12 in Gatineau to review, among other applications: Neeti Ray's request for an AM licence in Brampton at 1350 with power of 1,000 watts in the daytime for a News Talk

format and up to 39 hours a week of ethnic programming; *Radio Humsafar's* application for an ethnic commercial AM licence at 1350 and with 1,000 watts of daytime power; Ravinder Singh Pannu's request, also for 1350 on the AM dial at 1,000 daytime watts for a News Talk/World Music format; *Clear Sky Radio's* application for an FM licence at Sylvan Lake, AB at 88.5 with power of 791 watts and programming Hot AC and Modern Rock/Alternative; and *Golden West Broadcasting's* application for an FM licence at Sylvan Lake with power of 24,000 watts at 88.3 and programming New Country. The deadline for interventions is May 11...

The *Indiana State Senate* has adopted a resolution urging wireless carriers to activate the FM chips (radio receivers) in smartphones. The resolution calls for residents to have direct access from their smartphones to the emergency information broadcasts of local radio stations. The benefits for consumers include accessibility

Goldilocks would approve.



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during an emergency, light battery usage and non-reliance on Internet data to function. Major wireless carriers haven't activated the FM chip in the smartphones they sell since they don't feel compelled to do so and the profit motive from data usage on streaming media...

A *Country 93.3 Fort McMurray* fundraiser for homeless fire victims has raised \$25,000+. Four homes were destroyed and four others were

damaged in one neighbourhood. As well as cash, the public donated a warehouse full of clothing...

Hot 105.5 FM Charlottetown, working with the *Insurance Bureau of Canada* in its *Leave The Phone Alone* campaign, is sending the message: "*Leave the phone alone - don't text and drive*" to high school students...

Sirius XM Canada Holdings reported a \$25.1-million net loss in its most recent quarter. Citing a decision by the *Canada Revenue Agency* to book a non-cash, one-time income tax expense of \$19.1 million, Sirius XM Canada says the loss amounted to 19 cents a share and compared with a net profit of \$6.2 million or five cents per share in the second quarter of fiscal 2014. Revenue for the three months ended Feb. 20 was \$80.1 million, up from \$75.5 million in the same quarter last year...

101.3 Virgin Radio Winnipeg, ecstatic over the city's *NHL* franchise making it into the play-offs for the first time since 1996, created an anthem to both celebrate it and to get fans pumped. Have a look/listen to the *Winnipeg Jets* song sung to the tune of *Eminem's Without Me*. Click [HERE](#)...

Alternative X92.9 Calgary, in the few weeks before the May 5 provincial election, has re-launched its *Just Vote Dammit* campaign. The emphasis is on encouraging young Calgarians to make their vote count. Utilizing social media and on-air support, the *Harvard* station directs Calgarians to a website billed as their one-stop shop for the necessary requirements...

Two radio licenses in Banff have been revoked; *CFPE-FM* (English) and *CFPE-FM* (French). The two stations were operated by *The Banff Centre* and programmed tourist information. The Banff Centre requested the revocation...

Q, the *CBC Radio One/Sirius XM* show previously hosted by *Jian Ghomeshi*, has been renamed. Renamed may be overstating the case. The name's the same but modified to a lower case *q*. The daily show relaunches Monday with its new host, *Shad* (*Shadrach Kabango*). *q* is among other brands that have gone to lower case names, including *adidas* and *vodafone*.

GENERAL:
G Television and radio are the best ways for automobile manufacturers to influence purchase decisions, according to a new study. The automotive ROI research was done by *Bell Media*, developed in partnership with *MediaCom Business Science* and a major automotive company. It found that, in the demand generating media, TV and radio achieved the strongest return on advertising investment at \$21.55 and \$7.44, while newspapers scored the lowest at \$1.36. Television and radio, according to the study, "*play a pivotal role in building up the sentimental connection consumers have with automotive brands*". Two other findings in favour of the mixed media strategy were a nearly 10% increase in sales driven by TV and radio and, second, media advertising accounted for 29% of vehicle short-term sales over a three-year period...

Corus Entertainment had an \$86.786-million net loss in its second quarter. Results were blamed on a writedown of the value of some of its assets and advertiser confidence. Total revenue was \$191.484 million, compared with \$191.41 million in the same quarter last year. Television revenue was \$155.175 million, up from \$152.101 million, while radio revenue dropped to \$36.309 million from \$39.312 million. Corus says it will prioritize women at its *Fresh FM* stations in a strategy aimed at boosting listeners...

Bruce Williams, the manager of community and client relations at *CTV Vancouver Island*, is the 2015 *United Way Greater Victoria* campaign chair. Williams is also a weekly on-air TV food show host and *CFOX-FM Victoria* announcer...

Quebecor has closed the sale of *Sun Media Corporation's* English-language businesses to *Postmedia Network*. The final purchase price was \$305.5 million, down from \$316 million after a deduction of \$10.5 million for administration and adjustments related to the selling of real estate by *Sun Media* before the closing...

Shaw Communications recorded \$38 million of expenses from severance packages and other costs tied to the departure of about 1,600 employees, mostly from call centres. Profit for the quarter ended Feb. 28 dropped 24% from \$222 million a year ago to \$168 million...

Bell Canada says it plans to reintroduce a program that creates consumer profiles for sale to advertisers based on their cellphone online viewing habits. This time, however, it will attempt to get explicit customer consent for tracking their Internet usage...

The *CRTC* has launched a three-stage proceeding regarding the Internet. The first, information collecting, began late last week. The second stage, set for the fall, will collect comments from Canadians regarding the issues identified. And next spring, the third phase will see a public hearing associated with what was learned in stage two.

SIGN-OFFS:

Jürgen Gothe, 71, in Vancouver of cancer. The former *CBC Radio 2* host of *DiscDrive* was at the reins of that show for 23 years... Paul Almond, days short of his 84th birthday, in Malibu from complications arising from long-time heart problems. Almond was known for directing, producing and writing films seen on *CBC-TV*.

SUPPLYLINES:

The *Jim Pattison Broadcast Group* Edmonton radio cluster has signed a deal with Toronto-based *DealNet Capital's Impact Mobile* for the ability to "chat" with listeners via SMS, and to interact using contests, voting, and other mobile engagement techniques... Husam Hassan, the manager, marketing and technical sales, transmitter business unit at *Rohde & Schwarz* and based in Munich, will leave the company in June. Hassan, well-known to broadcasters in this country after years spent with the R&S Canadian unit, plans on moving back to Egypt, his home country.

Digital Media Summit

The one-day Digital Media Summit, part of 2015 Canadian Music Week, has keynotes, presentations and panel discussions that, in previous years, have been of interest to broadcasters.

This Year's Keynotes

How to Achieve Face-Melting Content Marketing ROI

Raising brand awareness, building trust, establishing credibility, and ultimately driving revenue; the impact of social media and content marketing.



Jason Miller

Jason Miller, the author of *Welcome to the Funnel* and who is the senior content marketing manager at LinkedIn, aims to demonstrate how combining social and content marketing into an integrated marketing approach can deliver results.

Prior to LinkedIn, Miller spent 10 years at Sony developing/executing marketing campaigns around some of the biggest names in music.

If Things Could Speak

Gary Schwartz is CEO of Impact Mobile Inc. and author of *The Impulse Economy and Fast Shopper, Slow Store*. For years, he says, marketers have struggled to catch up with their smartphone-enabled fans, consumers and guests. They've built digital destinations for exploring cars, homes, stores and stadiums using the browser and app storefront. But the challenge in 2015 is to begin designing for the physical web so as to interact more intelligently and intuitively with the new consumer. A profound change will be a shared language; the way marketers speak to consumers and the way consumers speak to marketers.

Schwartz believes we are entering a world where things that we connect with, things that were limited to an on/off switch, are now sentient. He'll speak about this new machine-to-machine revolution and the language that will allow consumers to participate.



Gary Schwartz



It's Time to Move on to Social Media 2.0

Social media is still undervalued and underperforming, partly the fault of executives not getting it and programmers/on-air people not helping themselves nor the industry. In a conversation with Ted Cohen, managing partner at TAG Strategic, Los Angeles, Solis will share his thoughts on the state of the industry while challenging attendees to think differently.

Brian Solis, principal analyst at Alimeter Group in San Mateo, CA, is an author, digital analyst, anthropologist and a futurist who studies the effects of disruptive technology on business and society.

This keynote is also open to Radio Interactive Summit attendees.



Brian Solis

Data Driven Marketing Technologies and Their Role in Modern Marketing

With thousands of marketing technologies in over tens of categories, choosing the right fit for your data-driven marketing technology is tricky. Would you buy a marketing cloud from established tech giants or would you build one that's custom? Travis Wright will discuss the pros and cons and provide insights vendors may not divulge. There is no one-size-fits-all in the marketing technology space.



Travis Wright

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Logos: benztown, COLEMAN, sparknet

Speakers listed in the graphic include: Brian Solis (Altimeter Group), Peter Smyth (Greater Media Inc.), Chris Gordon (Bell Media Radio), Jason Miller (LinkedIn), Julie Adam (Rogers Broadcasting Ltd), Travis Wright (CCP Global), Mark Ramsey (Mark Ramsey Media), Mark Ramsey, Darren Davis (iHeartRadio & iHeartMedia Networks), Ken Rutkowski (Business Rockstars), Sam Milkman (Coleman Insights), Steve Jones (Newcap Radio), Jeffrey Smulyan (Emmis Communications Corp.), Hillary Hommy (Sparknet Communications), Mario Cecchini (Corus Entertainment Radio), Dave Denes (Benztown), and Mark Redmond (SiriusXM Canada Inc.).

Wright is the chief marketing technologist at CCP Global in Overland Park, KS.

This keynote is also open to Radio Interactive Summit attendees.

Futuretainment with Ken Rutkowski

Look for a world view of your next generation of customers and the impact they'll have on your business. Ken Rutkowski intends to describe what it takes to compete and win on customer experience.

Rutkowski is the founder/CEO of Business Rockstars in Marina Del Ray, CA.

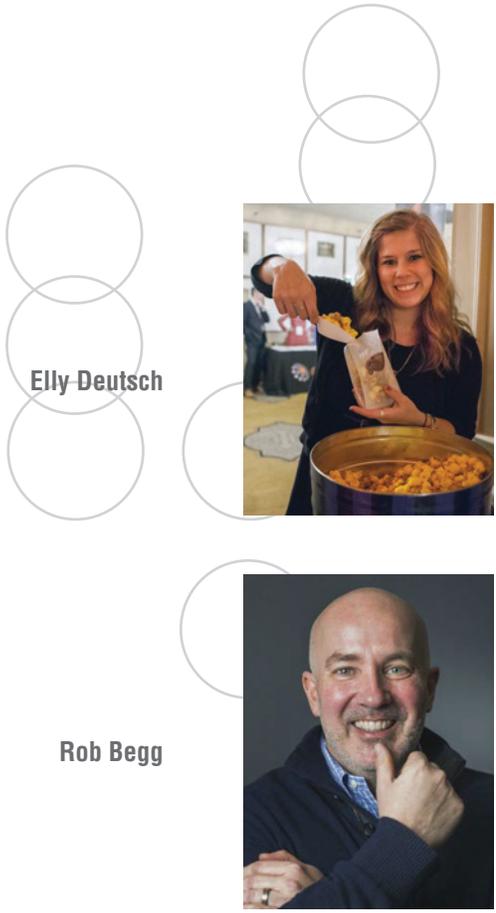
This keynote is also open to Radio Interactive Summit attendees.

Presentations

Customer Service Engagement Strategies

Thanks to the Net, a dissatisfied customer can damage your company's reputation worldwide before you've had a chance to power up. Conversely, great customer service can result in instantaneous great advertising in the form of glowing reviews. Customer service is a do-or-die commitment that requires planning and effective teamwork, a need that fueled the creation of the brand management social network Hootsuite.

Elly Deutch is the associate director of digital and social media at Garrett Popcorn, a brand that "shares happiness" around the globe with its handcrafted gourmet popcorn. Rob Begg is VP of enterprise strategy at Vancouver-based Hootsuite.



Winning on Pinterest for Marketers

Marketers are taking notice of Pinterest, the growing visual search engine, demonstrably so according to the latest results from Ahalogy's Pinterest media report. Bob Gilbreath is the co-founder/president of Ahalogy, a Pinterest marketing company. He is the author of *The Next Evolution of Marketing: Connect with your Customers by Marketing with Meaning*.

Understanding the Visual Content Revolution: Secrets to Viral Success

Fully 60% of companies in the U.S. have zero presence on YouTube. This presentation's goal is the enlightenment of creating and positioning of online videos geared to driving sales and engaging audiences.

Presenters are Chris Dallavilla, Ian Buck, Jeff Perkins and Jeff Davis.

Panel Discussions

Online Crisis Management: Putting Out Fires Online

They may seem like good ideas at the time, but social media fails are legion e.g. McDonald's #McDStories which quickly turned from fan testimonials to horror stories. But there are social media managers who can use the medium to put out even the most incendiary online fires. This session will look at the damage online sabotage can do to your brand and offer approaches that can help you protect it from costly mischief and potentially disastrous crises.

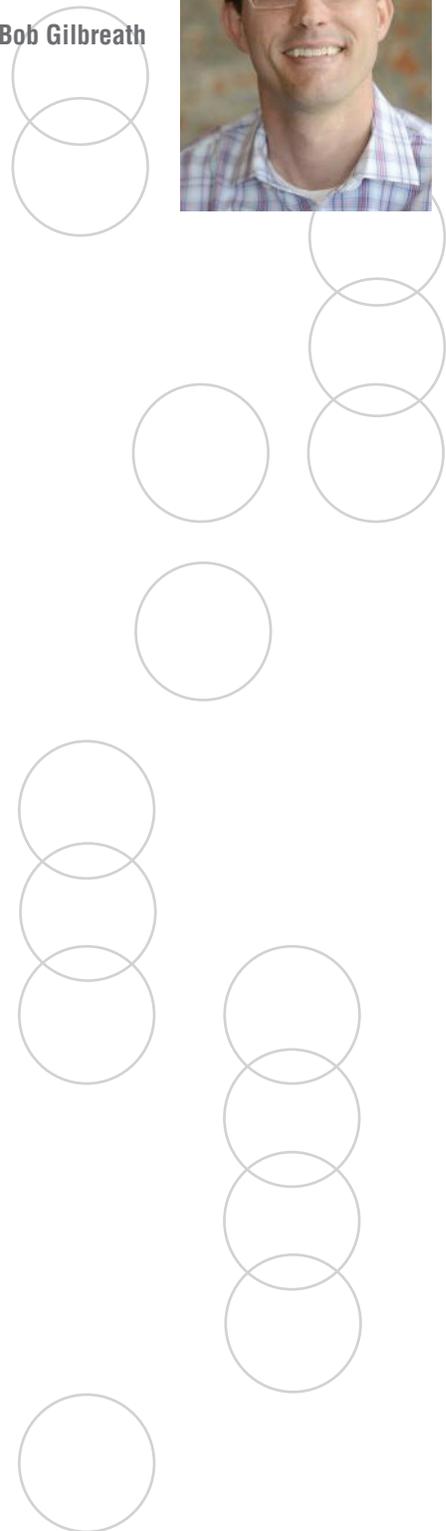
Panelists are: Cynthia Martinez, the director, global corporate communications at Royal Caribbean Cruises, Miami; John McCauley, senior director, marketing at Maple Leaf Sports and Entertainment in Toronto; and Kristina Libby, Microsoft consumer media relations.

Tiny Screens

New screens appearing on the market daily on wearables and usables are forcing designers to rethink data, user interface and consumer relationships. From watches to bikes to locks, how can we best communicate information? What is the new language of the marketplace? What is the new interface of the smart home or the self-driving car? Who are the new winners and losers for market and mind share? And who owns the dashboard to tie all their pieces together? Samsung, Google, Intel, Qualcomm, Apple?

Panel moderator is Gary Schwartz. Panelists are: Ali Nawab, founder, Kiwi Wearable Technologies, Toronto; Brittany Williams, market insights manager, Etsy, Brooklyn; Jim Bilus, manager of sales, Crowdtorch by Cvent, McLean, VA; Leonard Cervantes,

Bob Gilbreath





mobile product manager, CBC Toronto; Sohaib Zahid, co-founder, Vanhawks, Toronto and Tristan Cezair, founder & creative director, AltPresence, Toronto.

Native Advertising: Massaging the Message

Native advertising has always faced an uphill battle. In the analog world, it was advertorial content merging seamlessly with editorial copy. In the digital world, it's branding via social media. Prejudice persists, particularly among old-school Netizens who still consider business an interloper in their private playpen. But brands can create content that entertains and connects with consumers. Publications can partner with advertisers with integrity. The promise of this session is the offering of tips on meeting challenges and avoiding disasters in the highly competitive digital market.

The moderator is Frankie Flowers, the City Television Toronto weather personality. Panelists are: Leigh George, director of marketing & communications, URAC, Washington; Paula Festas, SVP, global advertising sales, The Weather Network; Vince Bannon, VP, strategic partnerships and evangelist, Getty Images, Los Angeles.

Generation Next: Targeting the Millennial Market

A plethora of newer social media, including Pinterest, Snapchat and Vine are cutting in on Facebook and Twitter. Millennials are among the most eager users of whatever's on the front edge of tech. Reaching them is critical to brand longevity. This session examines the move to ever more visual content and coordinated targeting.

The moderator is Ted Cohen, managing partner at TAG Strategic, Los Angeles. Panelists are: Sean Cunningham, managing director, strategy & development, Brand Momentum, Mississauga; Justin Erdman, head of business development, Tunestars, Toronto; Hessie Jones, digital strategist, ArCompany, Pickering; Liam Negus, co-founder, The Physical Network, Los Angeles and Tatiana Simonian, VP of branded entertainment, Nielsen Entertainment, Hollywood.

This panel discussion is also open to Radio Interactive Summit attendees.

To register for the Digital Media Summit click [HERE](#).

—BD

BROADCAST Dialogue

Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • LOK 1B0 • howard@broadcastdialogue.com

Thursday, April 23, 2015

Volume 22, Number 46

REVOLVING DOOR:

Rogers Media President Keith Pelley has given his notice. He'll leave Rogers this summer to become the commissioner/CEO of *The European Tour*, a global golf tour.

A former *CTV* and *TSN* executive, Pelley's been with Rogers for five years...

CBC has severed ties with Chris Boyce, who was the executive director of radio and audio, and Todd Spencer, who was executive director of Human Resources. Both had been on leave since January as part of *CBC's* investigation into Jian Ghomeshi. Ghomeshi, free on \$100,000 bail, is due back in court April 28 to face seven counts of sexual assault and one of overcoming resistance by choking (see **GENERAL**)... The latest round of *CBC/Radio-Canada* cuts saw 241 jobs lost, notably a large number of videographer positions at regional stations. Many other news-gathering positions are also said to have been affected. The last year has seen nearly 1,400 jobs lost at the public broadcaster...

Jeff Lumby's last day as morning co-host at *KOOL-FM Kitchener-Waterloo* is April 30. He joined *KOOL Mornings with Angie and Jeff* in April, 2012...

Tom Harrington, after five years as co-host of *CBC-TV's Marketplace*, is leaving the show. By this fall, he'll be doing news on *CBC Radio One's The World This Hour*, weekdays

beginning at 3 p.m. ET. He will succeed the retired Bernie McNamee...

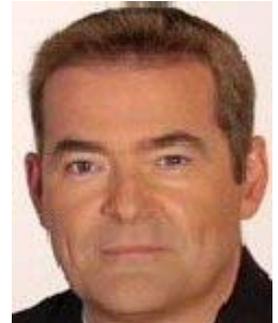
Marc Riddell, executive producer at *Global BC/BC1 Vancouver*, has joined *TransLink*, Metro Vancouver's regional transportation authority as director of communications...

Karen Eckert has been appointed director of multiplatform media sales at *CBC*. She'd previously been with *Bell Media Toronto*...

Sue Childs, a member of the radio program faculty at



Keith Pelley



Tom Harrington



Sue Childs

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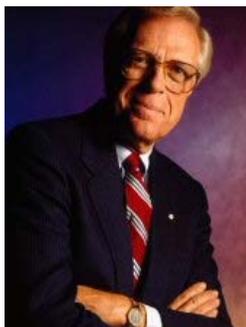
Account Manager
For Details or to Apply,
Click [HERE](#).

Canadore College in North Bay for almost 23 years will retire at the end of May. Before moving into the educational phase of her career, Childs worked in news at *Mid Canada Television* (MCTV) and *CHUR-AM North Bay*...

Chris McMillan is the new ND at *Heart FM Woodstock*. He'd held the same position at *98.9 myFM Simcoe*...

Travis Turner is the new content producer at *The Edge Toronto's* morning show. His background includes *Newcap*, *Evanov* and, most recently, *C100/The Bounce Halifax* as a producer.

TELEVISION:



Knowlton Nash

Knowlton Nash is the inaugural inductee to the *CBC News Hall of Fame*. At a special dedication ceremony yesterday (Wednesday) in Toronto, the late Nash – who retired as *The National's* anchor in 1992, handing over the reins to current host Peter Mansbridge – was so honoured. He died last year at 86 of Parkinson's disease...

Corus Entertainment has the Canadian licensing rights to *Disney Channel* content. September 1, Corus will offer the *Disney Channel* for children aged six to 14. Corus also has the Canadian rights to streaming content and ad-supported video on demand for certain programs. Disney content had been available on *Family Channel* but with the rights transfer, says owner *DHX Media*, the *Family Channel* line-up will change...

The *Netflix* subscriber numbers have increased to 62.3 million worldwide in 50+ countries. The video streaming service had a gain of 4.9 million subscribers in the first three months of the year, 2.3 million in the U.S. where its subscriber count has surpassed 40 million... Meantime, the days of using technical tricks to watch U.S. *Netflix* in Canada may be drawing to a close. Movie and TV producers are being forced to fight services that let *Netflix* users access its services in countries other than their own. A contract between *Netflix* and *Sony* sees *Netflix* agreeing to geofence (or geoblock) in making some movies and TV shows available in certain countries and not in others. Threats of lawsuits and copyright legislation in some countries may also start to make it harder to get proxy and virtual private network (VPN) technologies to help viewers get around geofences...

Canadian medial winners in the *New York Festival's World's Best TV & Films* event were:

GOLD

Ric Esther Bienstock for *HBO/Shaw Media/Canal D - Tales From The Organ Trade* - Best Direction

Associated Producers Ltd. for *HBO/Shaw Media/Canal D - Tales From The Organ Trade* - Social Issues

Exploration Productions Inc. - *Discovery Channel Canada* for *Daily Planet - Hunt for a Super Comet* - Best News Documentary/Special

Makin' Movies Inc. for *Global Television - Living Dolls* - Best Direction

Radio-Canada - Mylène Paquette *Great Odyssey* - Sports & Recreation

SILVER

Dreamfilm Productions - *The Allergy Fix* - Health/Medic

Klick Health for *2014 Holiday Card* - *Epic Holiday Remix* - Original Music

Klick Health for *2014 Holiday Card* - *Epic Holiday Remix* - Category:



Editing

Shine Light Entertainment for Calgary Stampede - Calgary Stampede Chuckwagon Open - Sports Program Open & Titles

Shine Light Entertainment for Calgary Stampede - Calgary Stampede Rodeo Open - Sports Program Open & Titles

Yap Camp X Productions for History Canada - Camp X: Secret Agent School - History & Society

BRONZE

Attraction Images for Z - Secret Agent - Online Comedy Program

Global Television, 16x9 - Lev Tahor - Current Affairs

Insight Production Company Ltd. and CARAS for Bell Media - The JUNO Awards - Variety Special

Insight Production Company Ltd. for Bell Media - The Amazing Race Canada Season 2 - Reality TV Drama

Insight Production Company Ltd. for Shaw Media - Top Chef Canada Season 4 - Culinary Program

Jump Studios for ESPN - NBA Draft Tease 2014 - Graphic Design: Promotion/Open & IDs

Klick Health for 2014 Holiday Card - Epic Holiday Remix - Sound Design

MFMusic Inc. for Sportsnet - Major League Baseball Postseason: October Writes Itself - Sound Design: Promotion/Open & IDs

Radio-Canada - The Lac-Mégantic Tragedy - Social Issues

FINALIST CERTIFICATE AWARDS

Exploration Productions Inc. for Daily Planet - Discovery Channel Canada - Paintball Plant Wars - Environment & Ecology

Global Television, 16x9 - Gender Identity - Social Issues

Global Television, 16x9 - The Unspooling Mind - Human Concerns

Jump Studios for ESPN - ESPN Tennis Graphics Package 2014 - Graphic Design: Promotion/Open & IDs

Radio-Canada - Synthetics Drugs: The Race Against The Chemists - Current Affairs

Shine Light Entertainment for Horse Racing Alberta - 2014 Canadian Derby Open - Sports Program Open & Titles.

GENERAL:

Rogers Communications reported a profit of \$255-million for the first three months of the year, down 17% from the same period last year. Earnings were 53 cents a share on an adjusted basis, down from the 62 cents analysts had projected. Rogers says profit took a hit from increased spending to hang on to cellphone customers and lower than expected revenues from mid-season NHL games. Revenue was up 5% to \$3.175-billion. Rogers says it is being proactive in investing in improvements to its brand and expects them to deliver “meaningful” growth...

A \$750-million class action law suit has been launched against *Bell Mobility* and *Bell Canada* for tracking, collecting and selling subscribers' account and Internet browsing information to advertisers through its *Relevant Ads Program*. Earlier this month, the Privacy Commissioner found that Bell violated the federal *Personal Information Protection and Electronic Documents Act* over not giving customers the option of properly consenting to the use of their information...

Tim Leiweke, president/CEO of *Maple Leaf Sports & Entertainment* (MLSE) in Toronto, has been elected to the Board of directors of Oakland, CA-based *Pandora*, the Internet radio service. He moved to Toronto from the U.S. and took the top job at MLSE June 30, 2013. Last August, Leiweke announced that he'd be leaving MLSE at mid-2015 in favour of self-employment...

There were nine recommendations made by **Janice Rubin** in her report on *CBC's* handling of matters related

to former *Q* host **Jian Ghomeshi**:

- * Review/clarify policies with the *Canadian Media Guild* (CMG) which set out behavioural standards at the CBC
- * Provide training to staff and managers on revised policies
- * Have a third-party conduct employee surveys and independent audits on workplace culture
- * Provide a confidential hotline where employees can report concerns and complaints
- * Improve training in workplace investigations and record-keeping of complaints and findings
- * Create a new "respect at work and human rights" ombudsperson position that reports to the CBC CEO
- * Re-examine the role of executive producers and their duties to report improper conduct
- * Better assess employees' ability to work respectfully with others, making it a consideration for promotions
- * Create a task force with the CMG to support young employees who might be vulnerable to impropriety as they seek more reliable work and career advancement...

William R. Callahan is this year's recipient of the *Lifetime Achievement Award* to be presented May 9 in Halifax by the *Atlantic Journalism Awards*. Callahan was a newspaper reporter/photographer, and a news director at *CJON Radio/TV St. John's*. He was also a frequent commentator for *CBC* Radio and Television...

Winners at the Atlantic Regional *RTDNA Awards*, held on the weekend, are:

RADIO

Adrienne Clarkson Award/Diversity - *CBC Halifax*
Byron Macgregor Award/Best Newscast (small market)- *CBC PEI*
Byron Macgregor Award/Best Newscast (medium) - *News95.7 Moncton*
Charlie Edwards Award/Spot News - *CBC Prince Edward Island*
Dan McArthur Award/In-depth/Investigative - *CBC Nova Scotia*
Dan McArthur Award/In-depth/Investigative - *VOCM NEWS St. John's*

TELEVISION

Adrienne Clarkson Award/Diversity - *CBC Prince Edward Island*
Bert Cannings Award/Best Newscast (medium)- *CBC News New Brunswick*
Charlie Edwards Award/Spot News - *CBC New Brunswick*
Dan McArthur Award/In-depth/Investigative - *CBC Nova Scotia*

Dave Rogers Award/Long Feature - *CBC Nova Scotia*
Dave Rogers Award/Short Feature - *CTV Atlantic*
Gord Sinclair Award/Live Special Events - *CTV Atlantic*
Hugh Haugland Award/Creative Use of Video - *CBC Nova Scotia*
Ron Laidlaw Award/Continuing Coverage - *Global News*
Sports Award - *NTV St. John's*
Trina McQueen Award/News Information Program - *CTV Atlantic*

DIGITAL

Ron Laidlaw Award/Continuing Coverage - *CBC New Brunswick*
Digital Media Award - *Global News*
Dan McArthur Award/In-depth/Investigative - *CBC Nova Scotia*

Winners at the British Columbia Regional *RTDNA Awards*, held on the weekend, are:

RADIO

Adrienne Clarkson Award/ Diversity - *CBC - The Early Edition*
Byron Macgregor Award/Best Newscast (large) - *News1130 Vancouver*
Byron Macgregor Award/Best Newscast (small) - *B-100 (CKBZ) Kamloops*
Byron Macgregor Award/Best Newscast (medium) - *CFAX 1070 Victoria*
Charlie Edwards Award/Spot News - *News1130 Vancouver*
Dan McArthur Award/In-depth/Investigative - *CBC - The Early Edition*
Dave Rogers Award - Long Feature (small-medium) - *CBC Kelowna*
Dave Rogers Award - Long Feature (large) - *CBC - The Early Edition*
Dave Rogers Award/Short Feature (large) - *CBC - The Early Edition*
Dave Rogers Award/Short Feature (small-medium market) - *CBC Nelson*
Dick Smyth Award/Creative Use of Sound - *CBC - The Early Edition*
Gord Sinclair Award/Live Special Events - *News1130 Vancouver*
Peter Gzowski Award/News Information Program - *CBC Kamloops*
Ron Laidlaw Award/Continuing Coverage - *News1130 Vancouver*
Sam Ross Award/Editorial/Commentary - *CKNW Vancouver*
Sports Award (small-medium market) - *CBC Kamloops*
Sports Award (large market) - *CKNW Vancouver*

TELEVISION

Adrienne Clarkson Award/Diversity - *CTV Vancouver Island*
Bert Cannings Award/Best Newscast (large) - *CBC Vancouver*

Bert Cannings Award/Best Newscast (small) - *CFJC TV Kamloops*
Bert Cannings Award/Best Newscast (medium) - *CTV Vancouver Island*
Charlie Edwards Award/Spot News - *CTV Vancouver*
Dan McArthur Award/In-depth/Investigative - *CBC Vancouver*
Dave Rogers Award/Long Feature (large) - *Global BC*
Dave Rogers Award/Long Feature (small-medium) *CKPG Prince George*
Dave Rogers Award/Short Feature (large) *CTV Vancouver*
Dave Rogers Award/Short Feature (small-medium) *CHEK-TV Victoria*
Gord Sinclair Award/Live Special Events - *Global BC*
Hugh Haugland Award/Creative Use of Video - *CTV Vancouver*
Ron Laidlaw Award/Continuing Coverage - *CTV Vancouver*
Sam Ross Award/Editorial-Commentary - *CTV Vancouver*
Sports Award - (large) - *Global BC*
Sports Award - (small-medium) - *CKPG Prince George*
Trina McQueen Award/News Information Program - *CBC Television*

DIGITAL

Charlie Edwards Award/Spot News - *Global BC*
Dan McArthur Award/In-depth/Investigative - *CBC British Columbia*
Data Storytelling - *CBC British Columbia*
Digital Media Award - *CBC British Columbia*
Ron Laidlaw Award/Continuing Coverage - *Global BC*

RADIO:

In a decision related to 105.9 *The Region* (CFMS-FM) Markham, the CRTC granted a power boost, from 704 to 981 watts. The station's signal was weak in parts of Markham, Richmond Hill and Vaughan...

The 2015 recipient of *The Rosalie Award* is Shushma Datt, the president/CEO of *i.t. Media Broadcasting*, Western Canada's largest South Asian media organization. Based in Vancouver, *i.t.* owns two radio stations and three TV programs. In 2005, Datt was the first woman to be granted a radio licence by the

CRTC. Her previous honours include the *Order of British Columbia* (1992), the *Queen's Golden Jubilee Commemorative Medal* (1993), the *Humanitarian Award* from the *Vancouver Multicultural Society* (1995) and the *YWCA's Woman of Distinction Award* (1997)...

The national FM networks of Norway will begin shutting down Jan. 11, 2017, making room for the transition to digital radio. Norway is the first country to set a final date for FM switch-off. The Scandinavian country began the move to DAB in 1995. While there are some large market North American stations on digital most remain analog because of the costs involved in making the switch. But a U.S. radio industry observer noted that since other technologies are moving to digital, radio won't want to end up being the only analog player on the digital block...

The first annual *Radio Works* sales conference, a workshop rather than a seminar, is set for Toronto June 4 which aims to offset the crisis in confidence regarding radio's role in the new media landscape. Each participant will build a radio presentation they can take back to their markets to bolster advertiser confidence. For details, click [HERE](#)...

The makeover from *CBC Radio 2's Q* to *q* has been clarified. The public broadcaster now says the show's logo will use a small q but for "clarity and readability", the program will otherwise be referred to with an upper-case Q in written communication.

A circular graphic with a central white silhouette of a person labeled "YOU". Surrounding this are 15 circular portraits of industry professionals, each with their name and company. The text "BE OUR VIP REGISTER TODAY!" is prominently displayed in the center. Below the portraits, the event details are listed: "Radio Interactive International Radio Summit", "MAY 7 - 8, 2015", "SHERATON CENTRE, TORONTO", and "WWW.CMW.NET/RADIO". At the bottom, it states "THE ULTIMATE VENUE FOR CONNECTING WITH RADIO PROFESSIONALS" and lists sponsors: benztown, COLEMAN, and sparknet.

A graphic showing a perspective view of a road with many lanes, leading towards a bright horizon. The text "HD Radio Ahead Digital AM & FM" is at the top. Below, it asks "On the road to HD Radio broadcasting? Nautel has you COVERED." and provides the website "nautel.com/HDradio" and the Nautel logo.

A graphic with a green background and a radio tower icon on the left. The text "MUSIC SCHEDULING SECRETS" is in large, bold letters, with "SECRETS" in red. Below it, it says "featuring Bob Bellini from SAGA". A large red play button icon is in the center. At the bottom, it says "#2 OPTIMIZE YOUR RULES" and features the MusicMaster Scheduling logo.

SIGN-OFF:

Paul Hudson, 70, in Toronto. He's best known to broadcasters as the president of *McCurdy Radio*. McCurdy audio equipment was a mainstay at the *CBC* and at private broadcasters across the country for decades.

SUPPLYLINES:

Ottawa-based *International Datacasting Corp.* says it will sell its broadcast products business for US\$4.1 million cash to *Pico Digital* of San Diego. Pico will also provide US\$1 million in bridge financing.



→ Registration Now Open!

Western Association of Broadcasters 81st Annual Conference
June 3-4, 2015, Fairmont Banff Springs Hotel, Banff, Alberta

Speaker Spotlight
Jean-Pierre Blais
*Special CRTC Report by the
Chairman & CEO*



The last tube user manual (2)



The environment inside a typical transmitter power tube is very different from our neighbourhood. It's a lot hotter, there's no air and there are streams of subatomic particles rocketing around inside to name but three things.

When things are going wrong inside it can be difficult to know what the problem is. Luckily, the tube itself can often offer clues just by examining its outsides.

Power tubes most commonly come in two flavours—silver- and nickel-plated. The silver-plated ones are finished in a matte, whitish surface. Nickel-plated tubes are shinier and more of a silvery-grey colour. For the purposes of our discussion, let's hope your tubes are silver-plated for reasons that will become clear.

A used tube can indicate at what temperature it's been operating by its colour. Silver-plated parts darken where they've been exposed to excessive heat. So if a silver-plated tube removed from use has a darkish area around its filament contacts you'd better check the filament voltage. If it's dark in the area of its plate contact the tube loading circuit is suspect. If it's dark all over, better make sure that blowers are working and the air filters aren't plugged up with dirt. Nickel-plated tubes, by the way, don't give away any of these problems. They always look new.

Another thing a tube can indicate to you is whether or not its socket is in good shape. The tube's silver plating is relatively soft and the tube socket's fingers should bite into it where the fingers make contact. A tube removed from a properly working socket will show fine scratches all the way around in the contact areas. If they're missing, and particularly if there are flash-marks on the contacts or the adjacent ceramic, it's a sign that the socket is not working as it

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should. Old contact fingers lose their bite and sometimes some of the fingers can snap off. Time for some new socket parts.

One of the neat things about the internal structure of a tube is the manner in which the filament ages. Last time we were noting that tube life can be extended, sometimes a great deal, by managing the filament voltage; using only the minimum voltage necessary to release enough electrons and increasing that gradually as needed when the tube starts to age.

It turns out that the filament resistance, never very high, naturally reduces as the electrons boil off its surface. As a result the filament current will tend to increase which increases the operating temperature and releases more electrons. This feature tends to self-adjust the tube's filament as the tube ages and may be reflected in the transmitter readings. The filament voltage can be seen to decrease gradually as the tube's operating hours increase.

Some transmitters use tetrodes in their power amplifiers and may increase their tube's screen voltage as a means to increase gain hence output power as the tube ages, acting as an automatic power control. That's great as far as it goes but be sure to remember that the tuning and loading conditions will also change when the screen voltage is adjusted and it can be important to remember to touch up these controls as the screen voltage creeps up or your tube might end its life with a bang since destructive arcing can occur. The screen voltmeter can provide a handy indicator of your tube's aging.

Transmitter tubes are not as familiar to us as they once were but there's no need to fear them. A little care (and a healthy respect for the high voltages present) and we can all get along together a while longer.

(The first chapter offering tips and tricks to keep your transmitter tube amplifier working properly can be accessed [HERE](#).)

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