

# BROADCAST Dialogue

## Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • L0K 1B0 • [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

Thursday, May 7, 2015

Volume 23, Number 1

### ADIO:

The *50th Annual Crystal Awards*, honouring the very best of radio creative, were awarded last night during *Canadian Music Week* in Toronto. Winners are:

#### Radio Single

<i>Bell Media Winnipeg</i>	The Vasectomy Rag - Buenafe Clinic	GOLD
<i>Rogers Media Toronto</i>	Halloweenski - Charton Hobbs	SILVER
<i>Rogers Media Vancouver</i>	Soiled Myself- Coast Aggregates	BRONZE

#### Radio Campaign

<i>Jim Pattison Broadcast Group Edmonton</i>	Game Day - Edmonton Eskimos	GOLD
<i>Rogers Media Lethbridge</i>	Dinner with Parents, Chicken Dinner, Curlers - NAPA	SILVER
<i>Bell Media Vancouver</i>	Burger, Thirsty, Date - Rides.ca	BRONZE

#### Radio Promo Single

<i>Corus Radio Toronto, AM640</i>	Bring on the Salt	GOLD
<i>Bell Media Windsor, 89X Radio</i>	Detroit Lions Symphony Orchestra	SILVER
<i>Harvard Broadcasting Edmonton, 95.7 Cruz FM</i>	Bicycle	BRONZE

#### Radio Promo Campaign

<i>Central Ontario Broadcasting Toronto, Indie88</i>	Be The Voice	GOLD
<i>Bell Media Toronto</i>	Marilyn's Missing Money - 104.5 CHUM FM	SILVER
<i>Corus Radio Hamilton, Y108</i>	This Sh!t Ain't Real!	BRONZE

#### Best Radio Entry from a Small Market

<i>Rogers Media Medicine Hat</i>	Spalding - Medicine Hat Golf & Country Club	GOLD
<i>Jim Pattison Broadcast Group Nanaimo</i>	Meat Good - Smokin' George's BBQ	SILVER
<i>Corus Radio Cornwall</i>	Dairy Queen "Bacon Poutine"	BRONZE

#### Agency Single

<i>Ig2</i>	Joan of Arc - Societe de l'assuranceautomobile du Quebec	GOLD
<i>Rethink</i>	Grunt - Science World	SILVER
<i>ZGM Marketing</i>	1000 Stories - The Drop-In	BRONZE

#### Agency Campaign

<i>Ig2</i>	Joan of Arc, Ghandi - Societe de l'assuranceautomobile du Quebec	GOLD
<i>Rethink</i>	The Pledge - Fall Off - Canadians Men Health Foundation	SILVER
<i>C&amp;B Advertising</i>	All Around Us, The Nod, Champions of Change - Calgary Stampede	BRONZE

#### Public Service Announcement

<i>Rethink</i>	The Pledge - Canadians Men Health Foundation	GOLD
<i>Rethink</i>	The Pledge - Fall Off - Canadians Men Health Foundation	SILVER
<i>Rethink</i>	Sounds of Colours - Science World	BRONZE

#### Performance

<i>Newcap Radio Okanagan</i>	Wine Selection - Metro Liquor	GOLD
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<i>Corus Radio Kitchener</i>	Leave it to Zoup! - ZOUP! Fresh Soup Company	SILVER
<i>Bell Media Ottawa, 93.9 BOB FM</i>	Talk Nerdy to Me	BRONZE
<b>Production-Creative Use of Sound/Music</b>		
<i>Corus Radio Kitchener</i>	Scrap that metal...make some Cash - Joseph & Company	GOLD
<i>Newcap Radio Calgary, AMP Radio</i>	Drinking and Driving	SILVER
<i>Bell Media Winnipeg</i>	The Vasectomy Rag - Buenafe Clinic	BRONZE
<b>Copywriting</b>		
<i>Blue Hive Canada</i>	Silly Silly - Ford Parts and Service	GOLD
<i>Newcap Radio Okanagan</i>	Wine Selection - Metro Liquor	SILVER
<i>Newcap Radio Vancouver</i>	Discreet Tractor - Honey Gifts	BRONZE
<b>Best in Radio \$2,500 Prize</b>		
<i>Newcap Radio Okanagan</i>	Wine Selection - Metro Liquor	GOLD
<b>Best in Agency \$2,500 Prize</b>		
<i>Rethink</i>	The Pledge - Canadians Men Health Foundation	
<b>Platinum Award - Best in Show \$10,000 Grand Prize</b>		
<i>Ig2</i>	Joan of Arc, Ghandi - Societe de l'assuranceautomobile du Quebec	



*Golden West Broadcasting* has finalized an offer to buy *CJUV 94.1 FM Lacombe* from *LA Radio Group*. A *CRTC* application has been submitted and a decision is expected later this year. *Sunny 94* (*CJUV-FM*) went to air in June 2006, the first station owned by LA, with a Classic Hits format that remains popular... Meantime, the other *LA Radio Group* station – *KRAZE 101.3 (CKIK-FM) Red Deer* – has been sold to *Harvard Broadcasting* and, as with the *Golden West* deal,

the sale is contingent upon *CRTC* approval. Should the deal meet the regulator's approval, *KRAZE 101.3*, with a Current Hits format, would twin with *CRUZ FM (CKRI-FM) Red Deer* and its Greatest Hits format...

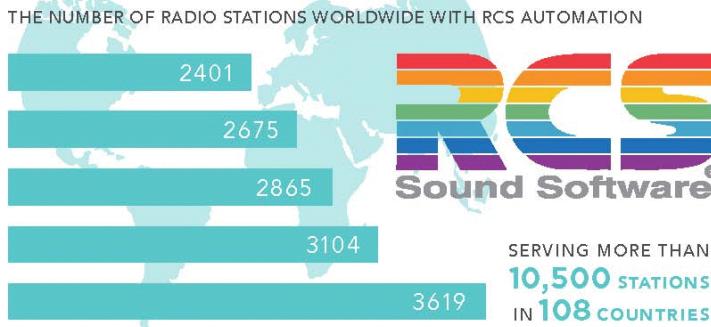
*Vista Radio* has been granted approval to change the frequency and contours of its low-power *CJFB-FM Bolton* to increase reach into Caledon, both towns northwest of Toronto. *CJFB* will move from 105.5 to 102.7 and bump power from 50 watts to 1,565 watts. Neither *CJFB-FM Bolton* nor its nearby *CFGM-FM Caledon* has achieved profitability since licensing because of competition from out-of-market stations and limited coverage in their respective service areas. With this decision, the two stations will be consolidated and the *CFGM-FM* licence will be surrendered...

There's been a format flip (April 29) at *Golden West's The Eagle 100.9 (CKUV-FM) High River/Okotoks* from

Classic Rock to CHR. The first song played was Taylor Swift's *Shake it Off* (the old format). The on-air line-up remains in place. As well as the flip is added news and traffic reports on *Golden West's* [www.okotoksonline.com](http://www.okotoksonline.com)... The annual *Kids Can't Wait Radiothon*, through *Rogers Kitchener Radio Group* (*CHYM 96.7, Country 106.7, 570 News*), raised \$212,670 for *KidsAbility*. The *KidsAbility Centre for Child Development* empowers children and



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*Canada* has awarded \$216,000 to 23 campus and community radio stations through its *Youth on Air!* pilot program. It gives 16-30s a radio experience this summer through training grants...

David Spencer, writing in the *Huff Post* from the UK, remembered why radio is magic. It's a good read. Click [HERE](#).

### TELEVISION:

Statistical and financial information for local TV stations in the broadcast year ended Aug. 31/14 has been released by the *CRTC*. The private stations were short \$117.1 million from the previous year, a 7.2% decrease, from \$1.94 billion in 2013 to \$1.8 billion in 2014. Private stations invested \$619.3 million in the creation of programs made by Canadians and employed 5,900 people. The public broadcaster (*Canadian*

youth who have a wide range of complex special needs, including children who cannot walk or talk properly; premature and at risk babies; preschoolers who need support and therapy to be successful in school; and children with complex medical syndromes who require therapy and medical support...

The pediatric, nursery and maternity units at *Penticton Regional Hospital* have received \$41,039.97 courtesy of the *Have a Heart Radiothon* on *EZ Rock/Sun-FM Penticton*. The 12th annual event's result will go toward the purchase of key equipment...

Also in Penticton, the *CRTC* has approved a low-power community FM'er. *Peach City Community Radio Society* will operate at 92.9 with power of 49.9 watts...

*SUN FM Vernon*'s annual radiothon for women's and children's health services at *Vernon Jubilee Hospital* raised a record \$61,368...

*Pandora* has received conditional *FCC* approval to acquire *KXMZ-FM Rapid City*, S.D. Pandora will now look to take advantage of lower royalty rates offered by *ASCAP* to companies which own broadcast radio stations and the digital radio services those broadcasters operate...

The *Community Radio Foundation of*

*Broadcasting Corporation/Société Radio-Canada)* had \$474.6 million in ad revenue in 2014, up 43% from the \$331.1 million generated the year before. The increase is attributable to airings of the *Winter Olympics*, the *FIFA World Cup* and the entire season of *NHL* games. CBC/SRC invested \$789.8 million in program creation. Combined, private and public television spent more than \$1.4 billion to fund the creation of new Canadian programs...

Steve Paikin has become a member of the *Order of Canada*. He is the host of *TVO's* current affairs program, *The Agenda with Steve Paikin*. TVO is based in Toronto...

*BCE* CEO George Cope says an internal report on the journalistic independence of *CTV News* staff will not be released to the public. The report was prepared by a committee comprised of BCE board directors. A new policy will be implemented to enhance the independence of journalists and the president of CTV News from the rest of the company, the details of which will be part of a code of conduct for all employees. Former Bell Media president Kevin Crull's abrupt departure came about after, first, trying to influence how CTV should cover a policy decision made by the *CRTC* and, perhaps of more relevance to BCE, the CRTC chair's blistering public admonishment of such actions...



Steve Paikin

*Apple* is adding made-in-Canada streaming video apps to its TV service, both *Bell's CraveTV* and the *Rogers/Shaw shomi* network. They won't be available internationally since both require a subscription to traditional paid TV services inside Canada...

Laura Stone, a federal politics reporter at *Globalnews.ca*, is the winner of the *Canadian Journalism Foundation's Greg Clark Award* for early-career journalists. The Greg Clark Award offers working journalists a chance to spend a week gaining insight, gathering strategic information and meeting key decision-makers on a specific issue or beat. Stone has chosen the *RCMP*...

*NBC* is breaking a paradigm by adding an online binge-viewing option to the new drama, *Aquarius*, starring David Duchovny. All 13 episodes will be available online after its two-hour premiere...

The *University of Ottawa*, Alex Trebek's alma mater, has honoured the *Jeopardy!* host during its Alumni Week celebrations by naming its new Alumni Hall after him. Funding for the Hall came in part from a \$2.4-million gift Trebek gave the U of O...

Americans now access 39 of the top 50 digital news websites via mobile rather than from desktop computers, according to the *Pew Research Center*. However, local TV had slight increases for evening (3%) and morning (2%) newscasts and larger ones for early morning and midday in 2014. Network television news had its second consecutive year of audience growth (5% in the evening and 2% in mornings) for a combined average evening viewership of roughly 24 million. Cable news was down 8% across *Fox News*, *MSNBC* and *CNN*. While Fox News retained the most viewers, it was still down 1% year over year.

## G ENERAL:

Industry Minister James Moore has unveiled plans to make Internet and television services less expensive for people living far out in rural areas and who depend on satellite companies for wireless, TV and Internet through high-frequency spectrum. The government is aiming at reducing regulatory fees charged to satellite companies which provide service outside the reach of the large telecom networks. The lower fees are scheduled to come into effect by April 1 of next year...

*BCE*'s first-quarter profit was hit by a \$137-million expense related to a long-running court battle with *Quebecor* but, after adjusting for that, its telecom and media business showed growth over the same quarter last year. Net income attributable to shareholders in the first quarter was \$532 million, down 13.5%. Profit was 63 cents a share, down from 79 cents per share...

The *Competition Bureau*, BCE and Rogers have reached a deal that allows the two communications giants to each hold 50% of wireless retailer *GLENTEL*. Under a consent agreement, administrative firewalls will be put in place between BCE, Rogers and GLENTEL to prevent the sharing of competitively sensitive information, including subscriber information, pricing and promotional offers...



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*Rogers Communications* has agreed to pay

over \$5-million in refunds to consumers as part of a deal reached with the Commissioner of the *Competition Bureau* regarding charges for "premium text messaging" to wireless customers. Consumers were given the impression that they were able to receive digital content such as ringtones, the chance to win prizes, news, advice, alerts, trivia questions and horoscopes for free when, instead, they were charged more than standard text messaging plans...

*TVA Group* reported a net loss of \$14.7 million or 57 cents per share in the first quarter of 2015, ended March 31. In the first quarter of 2014, the company reported a loss of \$10.2 million, or 43 cents per share. The consolidated revenues were \$126.5 million for the first quarter of 2015, up 20% from \$105.3 million for the same period in 2014.

**R**EVOLVING DOOR:  
There are two new *CRTC* Commissioners just appointed by the federal government to five year terms. Linda Vennard becomes Regional Commissioner for Alberta and the Northwest Territories May 11 while Christopher MacDonald steps into his Regional Commissioner role for the Atlantic Region and Nunavut June 17. Venard moves to the CRTC from the *University of Calgary* where she accumulated 15 years of experience in research focused on broadband and community engagement, science, technology and society. MacDonald worked as a sales executive and manager with *Rogers Communications* in Atlantic Canada the last 10 years...

Craig Pfeifer has been promoted to PD at *92 CITI FM Winnipeg*. He also retains his PD position at *KISS 102.3 FM*. Pfeifer had been APD of 92 CITI FM and PD of *Clear FM* since Feb. 2010. Clear FM was rebranded to KISS 102.3 FM earlier this year (Feb.)...

Rod Martens, PD at *Rock 88.9 Saint John*, has been promoted to operations manager. He's also now ops. mgr. at *UP! 93.1/The New Hot*



Craig Pfeifer



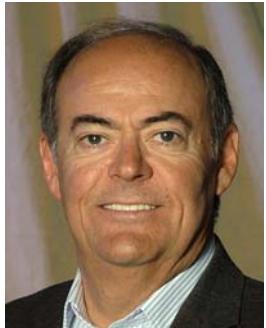
Rod Martens

*92.3 Fredericton*. PD Kate Buick at the Fredericton cluster is no longer with the stations...

Two changes at *Bell Media Radio Kitchener-Waterloo*. Sarah Miller, the midday host at *KOOL-FM 105.3* is no longer in that position. And Elle Dee, *99.5 KFUN*'s morning co-host, left the station...

Larry Marty, after 43 years at *CHBC-TV Kelowna*, has retired. It was March 27, 1972 when he began at the station and, after five internal job changes, his last 27 years were spent in local advertising sales...

Tom Armour, a radio newscaster mainstay in Montreal for upwards of 50 years, has retired.



Larry Marty

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Speaker Spotlight

**Jean-Pierre Blais**

*Special CRTC Report by the  
Chairman & CEO*



The long-time *CJAD* feature newscaster and news director for a time began his career at now-defunct *CJQC Quebec City* in 1959. After 18 months, he moved to *CJSS Cornwall*. Another 18 months later and he was in Montreal at *CFCF-AM/TV*. There was a bit of back and forth between CJAD and CFCF but Armour's return to CJAD in 1993 was solid. He'd been there ever since...

Ian MacLennan, the long-time ND at *Corus Barrie/Collingwood*, has resigned. At the end of this month he'll leave the industry to pursue an opportunity in Japan... Still with *Corus Barrie/Collingwood*, Christopher Fequet, a recent *Loyalist* graduate of the Broadcast Engineering Technology program, is the new engineer... Stan Carew, the host of *CBC Weekend Mornings*, says he'll retire at the end of September. He's spent 47 years in radio, beginning as an operator at *CHNS Halifax*...

Kevin Becker, who was the morning show co-host at *up! 97.7 Calgary* between 2011 and 2013, has returned to the *Rawlco* station as an advertising consultant. He begins Monday, May 11...

Sales exec Bart Todd is now with *Bell Media Winnipeg*. He'd been in sales with *City Winnipeg* for almost five years. Before that, Todd had been with *CHUM Radio Winnipeg* for 15 years.



### **S**IGN-OFF:

Dakota Leslie, 19, in Abbotsford after being hit by a car. Leslie worked at *CIVL Abbotsford* (University of the Fraser Valley) as an on-air host.

**S**UPPLYLINES: *Corus Entertainment* has begun a long-term partnership with *Mediabase* for it to supply airplay data (charts and airplay analyses of airplay in two dozen radio formats).



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# Shifting media economics

by Laurie Kennedy

This year's NAB conference in Las Vegas showed a marked change in focus, including a series of sessions under the title "Shifting Media Economics: Impact on Strategy, Finance and Technology" offering perspectives from product vendors, broadcast buyers, service providers and investors.

## Impact on Strategy, Finance and Technology

Joe Zaller, the president of Devoncroft Partners LLC, said IP infrastructure is the future for managing content and distribution for all. In the recent past, HD upgrades were the focus. Today, he said, it's managing multi-platforms, workflow efficiencies and media asset management.



IP offers efficiencies at a lower cost since it's software driven and runs on off-the-shelf hardware, allowing true end-to-end, automated workflow. Many organizations already have IP file-based workflows, this now includes transitioning SDI (serial digital interface) technology such as video routers to IP.

Cloud offers ease of scalability with storage and media management services; up or down. It can also provide standard services managing current device formats and ongoing new file formats; 4K, 8K, etc.

An IP infrastructure can support all types of distribution (OTA [over the air], OTT [over the top], wireless, cable, satellite), along with live video. Latency challenges will be manageable.

Throughout the rest of NAB week, Zaller's opinion was reinforced. Those speaking in other sessions said they believe this, along with media management/content as a service in a Cloud (CaaS) will be the only way an organization can stay competitive and remain agile.

## Product Vendor

Vendors on the panel are providers of products that support broadcast and cable companies in the traditional sense, and are continuing to evolve their offerings.

John Stroup, the president/CEO at Belden, said transitioning from the past to the future is complex. He remembers the industrial market and the changes it went through with IP. He believes, however, that customers are after efficiencies, not IP, and recommends avoiding customizations because migration may happen sooner than people might think.

Imagine Communications CEO Charlie Vogt said he is receiving RFPs (requests for proposals) with clear directives of no legacy equipment. They began transitioning their products to IP a couple of years ago, he said. He noted that it's tough to fund effective innovation and still keep existing product support alive.

Tim Thorsteinson, the CEO of Quantel, said it will be a mixed environment for some time to come. Timing is important as is having a mixed portfolio, since no one really knows when the end point of "old" will be.

Patrick Harshman, the president/CEO of Harmonic, said he's seen a fast IP transition, which began several years ago, in cable. Harshman believes agility is important and that efficiencies are easy to identify and justify.

## Broadcast Buyer

Bob Ross, the east coast senior VP of operations at CBS, said it was cheaper in a recent build to buy/own rather than rent someone else's with a mark-up. This is for core operations, including



stations, transmitters and global syndication/distribution. CBS, he said, uses cloud services when it makes sense. He believes HD-SDI (high definition-serial digital interface) works very well.

Fred Mattocks, who is GM, media operations & technology at CBC in Toronto, said the public broadcaster can't afford not to go with an IP infrastructure and that it would be easier if the transition cost could be easily justified. A key focus, he said, is change management and workflow efficiencies. Mattocks's primary concern is the high volume of content for radio and TV across the country and all the inefficiencies that add up.

Executive VP/GM, FOX Network Engineering and Operations Richard Friedel agrees with Mattocks. FOX, as is CBC, is a creative company and not a technology company. Cloud services are more feasible than in the past and software systems offer more flexibility. He does consider outsourcing/cloud services to accommodate extra capacity. Asked what keeps him up at night, Friedel said it's the "boss coming in, knowing what they need, with unrealistic timing expectations".

Ken Brady, the senior VP, media technology and operations at Turner Broadcasting, agreed. Turner, too, is a content focus company and no longer has a CTO/CIO (chief technology officer/chief information officer). Instead, he said, Turner has a lot of in-house development and needs to have a second look at the various options of building, buying or outsourcing. Spending is changing since service-based models in the cloud are different. Brady said what's needed is more software solutions that are flexible and future-proof, with interoperability being key.

## Service Provider

Anil Jain, who is GM, media group at BRIGHTCOVE—a cloud solutions company—said their technology must merge (interoperability) with other technology in the overall workflow of an organization. There is not a one-size-fits-all solution as each organization interacts with different content distribution providers. The key to success, he said, is working with other vendor companies and being cooperative.

CEO Darcy Antonellis of Vubiquity, a provider of content services for on-demand and linear viewing, said it is important to build for agility. That, she said, requires an investment in financial capital and resources/staff. Quoting Wayne Gretzky, Antonellis expressed her company's philosophy: "I skate towards where the puck is going, not where it has been".

Steve Plunkett, the CTO at Ericsson Broadcast and Media Services, leads a team that's building platforms and services to power the industry. Security is important, he said, along with scalability and people; all of which require ongoing investment.

Understanding advertiser teams has importance since they are changing and looking at things collectively (buying digital ads through portals).

### Technology Investor

Nick Lukens of Vector Capital bases decisions on investments through working with industry experts (trusted advisors) and directly from customers' satisfaction with a product. It's a rigorous process that requires understanding the software code and the technical perspective. Sometimes, said Lukens, the best technology doesn't make it in the marketplace.

Bryce Winkle of The Gores Group also works with trusted advisers. He believes that it is important to understand the shift in progress and look at companies which can afford a global footprint. They will align a company's vision with that of the trusted advisors. Winkle also said that it's important to understand the ad model and how it is shifting.

As a solution provider, Chris Kanaley of Parallax Capital Partners believes in doing anything he can do to lessen the pressure on technology departments while also supporting the consumer perspective. As an investor, he said, it's a great time to sell, a tougher time to buy.

### Summary

Transitioning to an all IP infrastructure and Cloud Services, offering agility and scalability, should be an enabler to a business strategy. The big picture view of the industry and where it is going is still fuzzy, including the role each existing broadcaster, cable provider or new service provider/online retail outlet will provide in the long term. As well, the digital ad sales model is becoming a recognized best practice with ease of use by advertisers and agencies. The disruptions to TV and radio—online versus OTA—is yet to be fully diagnosed.

Justifying the cost of a transition is difficult for most. Perhaps it needs to be viewed as a cost of staying competitive and in business.

*Laurie Kennedy, CMC is a consultant with Sapphire Leadership Inc. She can be reached at 416-918-4161 or [LSKennedy@sapphireleader.com](mailto:LSKennedy@sapphireleader.com).*



# BROADCAST Dialogue

## Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • L0K 1B0 • [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

Thursday, May 14, 2015

Volume 23, Number 2

### TELEVISION:

**T**CityNews Toronto reporter Shauna Hunt, fed up to the eyeballs with sexually explicit hecklers getting in the way of live hits, had her own version of “I’m mad as hell and I’m not going to take it anymore” (Editor’s Note: the line was made famous in the 1976 movie, *Network*, about a fictional TV network). And it cost the taunter, a \$107,000+ per year assistant network management engineer at *Hydro One* his job. The Sunday incident, captured on video at a *Toronto FC* game, saw Hunt questioning two men who were shouting obscenities into her mic. Toronto and Calgary police say similar incidents in future could see hecklers facing criminal charges...

One hundred and ten people have lost their news jobs at *Omni* television stations in B.C. and Ontario as a result of *Rogers*’s determination to cut costs. Succeeding the money-losing multicultural newscasts are current affairs shows which cost less to produce. Reporters and production staff comprise the majority of those who were laid off. Some of their responsibilities will be merged with *City* stations. Reacting, the *Canadian Association of Journalists* said Rogers Media abandoned a necessary commitment to multicultural communities. *Omni* newscasts had production costs of about \$9 million last year and brought in \$3.9 million of ad revenue... On the *City* television side, *Rogers* scrapped the Edmonton edition of *Breakfast Television* in favour of a new late afternoon program called *Dinner Television*...

The major federal political parties are rebelling against the televised debates model controlled by Canada’s broadcast networks. Already, there is agreement by *Conservatives* and the *NDP* to two new debates and the *Liberals* are expected to follow. Conservative spokesman Kory Teneycke said there is a proliferation of new media plus other credible organizations and media capable of hosting a debate. Excluding them in favour of *CBC*, *CTV* and *Global*, he said, is hard to defend...

During *Let’s Talk TV: A Conversation with Canadians*, the idea of a code of conduct for TV service providers took hold. The *CRTC*’s draft version of the proposed new TV Code is open for discussion on the Commission’s online forum and will remain so until May 25. Comments being sought are on topics such as offers and promotions, clarity of written agreements, changing programming options, and service calls...



Shauna Hunt



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Shaw)

*VMedia*, the operator of an Internet-based TV service in Ontario through set-top boxes, has received *CRTC* approval to go national...

An annual personas report, the third of its kind, reveals that in 2015 more than 82% of 25-54 moms, 83% of 25-54 men, and 90% of the 18-29 demo own mobile devices. Further, Canadians are spending more than 50% of their time on mobile devices, Android and iOS lead the mobile race in Canada, and TV viewing is moving more to smartphones and tablets. The 2015 Mobile Personas Report is produced by *Tapped Mobile*, *BrandSpark International*, and *App Promo*...

Calum Fraser's opinion piece, *The Swift Decline of Hockey Night in Canada*, as published in *The Hockey Writers*, takes a hit at change for change's sake. Click [HERE](#) for his thoughts...

*CTV News Vancouver*, on a five-day fundraiser for the *BC Women's Hospital*, raised \$822,333 with their *Hope Starts Here* campaign. All of the money goes to the hospital's Newborn Intensive Care Unit. The week-long awareness and fundraising campaign was spread over four daily shows: *CTV Morning Live Vancouver*, *CTV News at Noon*, *CTV News at Five*, and *CTV News at Six*. The NCIU is a 60-bed unit for B.C.'s most critically ill infants and newborns.

## R EVOLVING DOOR:

Mark Patric is the new general manager of *Jim Pattison Broadcast Group's* Vancouver stations *JRfm (CJJR)* and *The Peak (CKPK-FM)*. Patric has been PD at JRfm for the last two and a-half years and will continue in that role. His JPBG career began in 1993 when he joined the station as a part-time announcer/operator. From there, he moved up to music director/assistant program director. Patric succeeds former GM **Gerry Siemens**...

Tom Hayes, who had been anchoring the early evening edition of *City Toronto's* news package, is no longer with the station...

The new morning show at *JUMP! 106.9 Ottawa*, beginning June 2, is *JUMP! Mornings with Tony Stark & Jesse Reynolds*. Reynolds was the winner of the station's *Greatest Gig On Earth* co-host talent search and won over 160 other hopefuls wanting to work alongside Tony Stark... *CHYM 96.7 Kitchener* afternoon host Adele Newton will become morning host at the beginning of July, joining Tara Connors and an as yet unknown successor to retiring host George Michaels...

The new executive producer of *CBC Radio's q* is Nick McCabe-Lokos. He had been the senior producer on CBC Radio's *Day 6* since the show launched in 2010...

Channy Jay is the new morning co-host at *CHAT 94.5 Medicine Hat*. Her most recent stint was at *KG Country Red Deer* where she was handling afternoon drive and music director duties...

*Fraser Stott* succeeds Greg Hoffos as the engineering technologist at *Bell Media Salmon Arm* beginning next Tuesday. Hoffos, after 22 years with the station(s) under five different owners (*Astral*, *Standard*, *Telemedia* and *Okanagan Skeena* are the others) moved to the *RCMP* in Yellowknife as a civilian engineer. Stott is a recent *SAIT* graduate...

David Asch as been appointed Sr VP/GM of *shomi™*, the streaming media service co-owned by *Shaw Media* and *Rogers Media*. Most recently he was senior VP, content at *Redbox Automated Retail*...



Mark Patric



Tom Hayes



Tony Stark and Jesse Reynolds

## GENERAL:

**G**John Traversy, the *CRTC's* Secretary General/CFO, says the regulatory body's overall operating budget for 2015-2016 is \$59.9 million, \$47.6 million of which is funded by broadcasting licensees and telecommunications service providers, as well as telemarketers that subscribe to the National Do Not Call List. The budget increases by \$1.7 million over the year before...

*Telus* is paying \$478.82 million for more than half of the wireless spectrum auctioned by *Industry Canada* for service across the country. *Videotron* paid \$186.95 million for licenses in Quebec and Ontario, Alberta and B.C. The rest of the 2500 megahertz spectrum on auction was purchased by a variety of big and small companies... *AOL* has been purchased by *Verizon Communications* for \$4.4 billion. Verizon's intent is to advance its mobile video and advertising efforts. AOL CEO Tim Armstrong will continue to head up the company following the merger...

Patrick Grierson, the president of *Canadian Broadcast Sales*, will be honoured by the *Ontario Association of Broadcasters* with its *2015 Ontario Hall of Fame Award*. the award will be presented at the OAB's annual conference to be held Nov. 10 in Toronto... Broadcast companies represented on the 2015/2016 Board of Directors at *Advertising Standards Canada* (ASC) are: Gary Maavara (Treasurer), *Corus Entertainment*; Bev Kirshenblatt, *CBC/Radio-Canada* and Christopher Mercer, *Rogers*. ASC is the national, not-for-profit, advertising industry self-regulatory body...

Broadcasters winning GOLD awards at the *34th Atlantic Journalism Awards* in Halifax on the weekend were:

Online News Reporting

cbc.ca/nb - Daniel McHardie - *CBC Moncton* - Shootings

Breaking News Radio

*News95.7 Halifax* - Post-Tropical Storm Arthur Batters N.S.

Breaking News/

Spot News: Television

Chris O'Neill-Yates/Bruce Tilley/Sherry Vivien/Keith Burgess - *CBC St. John's* - Shaw Street Fire

Enterprise Reporting: Radio

*Myfanwy Davies/Angela Gilbert/Rachel Cave - CBC Fredericton* - Operation Osprey

Enterprise Reporting: Television

Adam Walsh/Philippe Grenier/Paul Pickett - *CBC St. John's* - Crooked Contractor

Feature Writing: Radio

Jackie Torrens/Christina Harnett - *CBC Halifax* - Poet Laureate of Youth Now Radio.

Feature Writing: Television

Michel Nogue - *Radio-Canada Acadie Moncton* - Cauchemar à Cogagne

Sports Reporting: Any Medium

Robert Jones - *CBC Fredericton* - The Amateur

Video Journalist: Television

Laura Brown - *Global New Brunswick Evening News* - Moncton - Show of Work

Best Multimedia Feature

Pascale Kutowski - *Radio-Canada Acadie Moncton* - Le CMA 2014

Best Information News

*Maritime Noon* - Norma Lee MacLeod - *CBC Halifax* - Moncton Manhunt

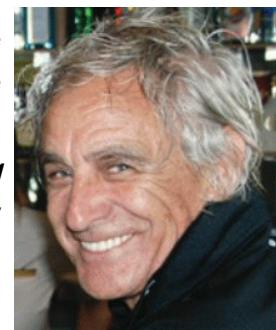
Radio Program

*Island Morning News* - *CBC Charlottetown*

Best Radio Newscast

*CBC Newfoundland - Here and Now* - *CBC St. John's*

Best Television News Broadcast



Patrick Grierson

## RADIO:

**R**The 36-hour *800 CHAB Moose Jaw Family First Radiothon*, with a goal of raising \$750,000 for the *Moose Jaw Health Foundation* and the purchase of equipment for a new regional hospital, beat that goal in an enormous way -- \$1,004,529. Within moments of the 6 p.m. Friday deadline, an estate gift of \$600,000 from a retired teacher and author blew everyone away...

Paul and Carol Hill were officially recognized Tuesday as the *CTV 2014 Regina Citizens of the Year*. Hill is the president/CEO of the *Hill Companies* which owns *Harvard Broadcasting*...

A *CRTC* hearing began in Gatineau yesterday (Wednesday) into non-compliance by *Aboriginal Voices Radio* (AVR) stations and their renewal applications. AVR is in a third consecutive short-term licence renewal term for



its stations in Vancouver, Calgary, Edmonton, Toronto and Ottawa. There is a further concern that AVR isn't providing the quality service it proposed...

*Postmedia* has launched *National Post Radio* as a daily morning show on *SiriusXM Canada*. Host is columnist/editor Matt Gurney...

The new *Blackgold Broadcasting* station, *88.1 The ONE (CKSS-FM) Stony Plain/Spruce Grove*, began transmitter testing Tuesday. The station is expected to launch with a Country format June 4. Blackgold's other property is *The One 93.1 Leduc*...

The broadcast industry awards at *Canadian Music Week* were handed out during last week's festivities in Toronto. Winners are:



**Lynch**  
**X929 Calgary**  
Music Director  
of the Year  
(Major Market)



**Anna Zee**  
**Q104 Halifax**  
Music Director  
of the Year  
(Secondary Market)



**Tammy Cole**  
**SUN FM Kelowna**  
Music Director  
of the Year  
(Small Market)



**Garner Andrews**  
**Sonic Edmonton**  
On-Air Talent  
of the Year  
(Major Market)



**Tucker & Sarah**  
**Virgin 97.5 London**  
On-Air Talent  
of the Year  
(Secondary Market)



**Curtis Strange**  
**QM FM/The Beat Vcr**  
Program Director  
of the Year  
(Major Market)



**Wendy Duff**  
**CHYM-FM Kitchener**  
Program Director  
of the Year  
(Secondary Market)



**Mark Burley**  
**SUN FM Kelowna**  
Program Director  
of the Year  
(Small Market)



**Trapper John**  
**Rock 103 Med Hat**  
Program Director  
of the Year  
(Small Market)



**John Cassaday**  
inducted to the  
Canadian Broadcast  
Industry Hall of  
Fame



**Shushma Datt**  
2015 recipient of  
The Rosalie Award

Promotion of the Year:	<i>World Pride 2014 Proud Toronto</i>
Station of the Year (Medium Market):	<i>104.9 The Wolf Regina</i>
Station of the Year (CHR):	<i>KISS 92.5 Toronto</i>
Station of the Year (Classic/Gold):	<i>Q107 Toronto</i>
Station of the Year (Country):	<i>Country 105 Calgary</i>
Station of the Year (Hot AC):	<i>CHUM FM Toronto</i>
Station of the Year (Mainstream AC):	<i>98.1 CHFI Toronto</i>
Station of the Year (Multicultural):	<i>101.7 WORLD FM Edmonton</i>
Station of the Year (News Talk/Sports):	<i>680News Toronto</i>
Station of the Year (Rock):	<i>INDIE 88.1 Toronto</i>
Station of the Year (Small Market):	<i>99.9 SUN FM Kelowna</i>
Digital Music Streaming Service of the Year:	<i>Spotify</i>
Music Journalist/Blogger of the Year:	Alan Cross, <i>A Journal of Musical Things</i>

Don Shafer, the president/CEO of *Roundhouse Radio Vancouver*, was celebrated at *CMW* for being the *2015 Allan Waters Broadcast Lifetime Achievement Award* inductee. During the celebratory Friday luncheon a video (click [HERE](#)) was presented highlighting the man and his career...

Justin Wilcomes, better known on-air as Drex on *CKNW Vancouver's* evening programming, began pitching medicinal marijuana on-air last month (for Eden Medicinal Society). So far as anyone knows, the station is the only one in North America doing spots for grass. The *Canadian Broadcast Standards Council* has no policy against marijuana ads and CBSC executive director John McNabb says he isn't sure which provision a complaint would fall under. Drex is a medicinal marijuana user and says it's strange that governmental, industry, and advertising standards organizations don't seem to know what's allowed.

## Registration Open!

**Western Association of Broadcasters 81st Annual Conference**

**June 3-4 at the Fairmont Banff Springs Hotel.**

**Speaker Spotlight**

**Jean-Pierre Blais**

*Special CRTC Report by the Chairman & CEO*






### **SIGN-OFFS:**

Gordon Burnett, 95, the original owner of *CHOW Welland* (launched in 1957 and now *Giant FM [CIXL]*), at *St. Catharines General Hospital*. Burnett began his broadcast career at *CKFH Toronto* as an announcer. His career ascent began with the Roy Thomson chain of radio stations in Ontario's north. Burnett was also an architect of the *Canadian Country Music Association* and served as its president (1981-83). When he stepped down in 1994, his late wife, *Suzanne Rochon-Burnett*, bought the station...

Lauren Davis, 24, in Ottawa while on maternity leave. Police responded to a medical call at Davis's home at 4:30 Monday morning. She was the daughter of *CHFI-FM Toronto* morning co-host Erin Davis who's now on an

extended leave...

Peter Collins, 42, in Kamloops of complications related to liver cancer. A Master Control switcher at *CFJC-TV Kamloops*, he was a former member of the *Canadian Opera Company* in Toronto and was also a music teacher and voice coach. His father is Doug Collins, the long-time news director of the *Jim Pattison Broadcast Group* radio and television operations in Kamloops (*CFJC TV, CIFM FM & CKBZ FM*)...

Geoff Bingle, 90, In London. Bingle's career began at *CJCS-AM Stratford* in 1948. Two years later, he moved to *CFPL London* and stayed until his retirement in the mid '90s. He anchored the *CFPL-TV* evening news and took part in at least two other live TV shows. During his years on the radio side, Bingle was chief announcer, production director, PD of CFPL-AM and, subsequently, *Stereo 96 (CFPL-FM)*. Late in his career and into semi-retirement he was the producer of the station's talk show.

## **S**UPPLYLINES:

Cincinnati-based *GatesAir*, a wireless and over-the-air content delivery solution provider for radio and TV, has appointed Montreal-based *Incospic Communications* as its Canadian distributor...



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1-866.FOX.GROUP | [www.foxgroup.ca](http://www.foxgroup.ca)



Chris Pottage, Rogers Radio Toronto and  
Stephen Ball, Rogers Radio Medicine Hat



Pat Cugliari, Bell Media Radio Toronto and  
Dave Hiltz & Johnny Quirk, Corus Radio Kitchener



Adam Herdman & Peter Wildman, AM640 Toronto  
and Mario Cecchini, Corus Entertainment



Dave Cochrane, Indie 88.1 Toronto and  
Patrick Grierson, Canadian Broadcast Sales, Toronto



Caleb Goodman, Rethink Toronto



Brenda Dittrich, Newcap Okanagan and  
Shelley Barry, Larche Communications



Pat Cugliari, Bell Media Radio Toronto and  
Dean Rutherford, Bell Media Sales Toronto



Pat Cugliari, Bell Media Radio Toronto and  
Adam McGale, Jim Pattison Broadcast Group Edmonton



Nicolas Boisvert, Ig2 Montreal and Brian Viggiani, Evanov Radio Group Toronto



Matt Fraracci, BlueHive Canada and  
Shelley Barry, Larche Communications



Platinum Award—Best in Show \$10,000 Grand Prize—  
Nicolas Boisvert, Ig2 Montreal and  
Dean Rutherford, Bell Media Sales Toronto

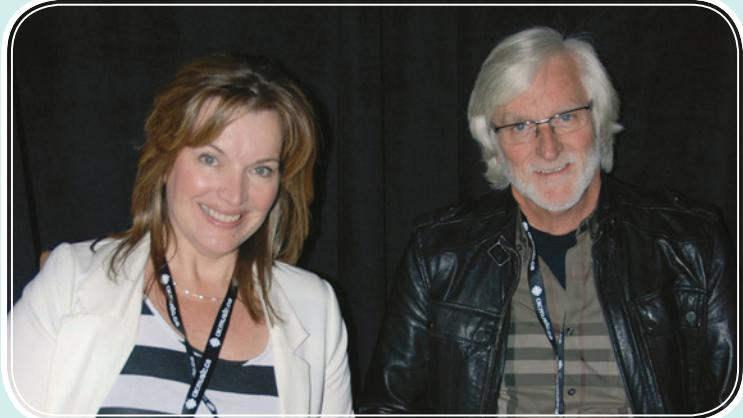


Best in Radio \$2,500 Prize—Newcap Radio Okanagan—Brenda Dittrich,  
Newcap Okanagan and Dave Murray, Newcap Halifax/Dartmouth



Images from

CANADIAN  
MUSIC WEEK



Sheila Walsh, Humber College, Toronto  
and Gord Harris, AM640 Toronto



Ted Roop and Don Vail, 92.3 The Dock, Owen Sound



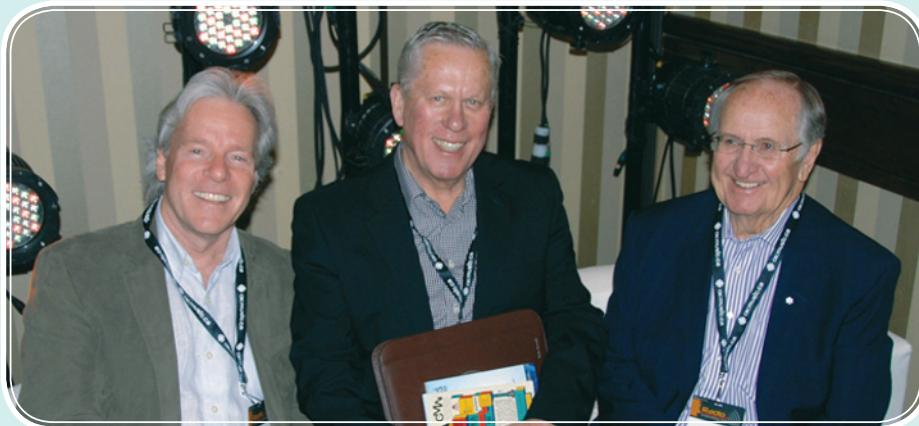
Steve Parsons, Newcap Toronto



Tish Iceton, CHFI-FM Toronto



Don Shafer, Roundhouse Radio Vancouver



Ross Davies, Numeris; Rick Arnish, Jim Pattison Broadcast Group, Kamloops  
and Elmer Hildebrand, Golden West Broadcasting, Altona



Heidi Baiden, Bell Media Kitchener

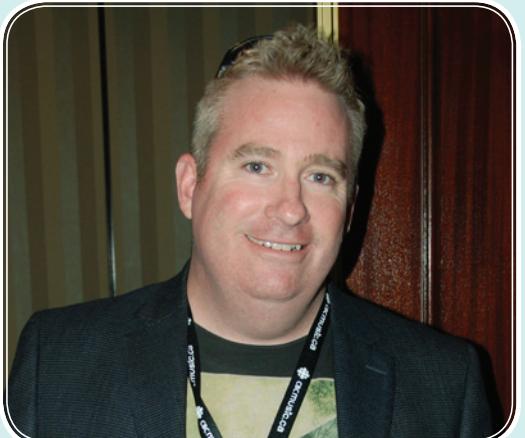


Images from

CANADIAN  
MUSIC WEEK



John Perras, Indie 88.1 Toronto and Doug and Mary Kirk, Durham Radio, Oshawa



Ronnie Stanton, Corus Radio, Vancouver



Tracey Friesen,  
Roundhouse Radio Vancouver



Sarah Cummings, Bell Media Hamilton



Julie Adam, Rogers Radio, Toronto



Megan Bingley, Indie 88.1 Toronto and  
Jana Sproule, Assiniboine Community College, Brandon



Ingrid Christensen, Broadcast Dialogue, Jeff Smulyan, Emmis  
Communications, Indianapolis and Peter Smyth, Greater Media, Braintree, MA

# BROADCAST Dialogue

## Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • L0K 1B0 • [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

Thursday, May 21, 2015

Volume 23, Number 3

### T ELEVISON:

The *Corus Entertainment*-owned *CHEX-TV Peterborough*, *Channel 12 Durham* and *CKWS-TV Kingston* will drop *CBC-TV* affiliation Aug. 31 and begin carrying *CTV* programming...

The consortium of broadcasters which televise federal election debates - including *CBC*, *Radio-Canada*, *CTV* and *Global* - has fought back in light of the Prime Minister's decision to skip taking part in them. The broadcasters say the greatest audiences are reached by TV debates, and not by *TVA* nor the *City* stations owned by *Rogers*. The *Conservatives* want instead to take part in as many as five independently staged debates in the run-up to the expected October federal election. Their decision now puts pressure on the *Liberals* and *NDP* to do the same but neither has opted for abandoning the traditional consortium-run debates. For its part, the consortium says it still plans to hold its debates with or without PM Harper. The *CRTC* doesn't require any specific broadcaster to host a political debate and such debates don't have to include all of the party leaders...

A Calgary man has been charged with stunting under the *Alberta Traffic Safety Act* after shouting obscenities at *CBC* reporter Meghan Grant who, ironically, was covering the bad behaviour of hockey fans. Grant was quoted as saying, "all of sudden somebody pulls up in a truck behind us and yells [it] at us, which was absolutely stunning given what we were there talking about"...

Halifax-based company *DHX Media* says revenue for the three-month period ended March 31 was nearly three times higher than last year: \$85.58 million. Acquiring *Family* and other kid-oriented channels from *Bell Media* accounted for 70% of the growth. Net income was \$18 million or 14-cents per diluted share...

American broadcasters and cable TV companies have joined forces to sell the power of premium video advertising to ad agencies. The *Video Advertising Bureau* (VAB), a new trade organization, was unveiled Monday in New York with the goal of promoting research and data quantifying the impact of TV content in



### Morning Show Host - Owen Sound

For details on this Career Opportunity,

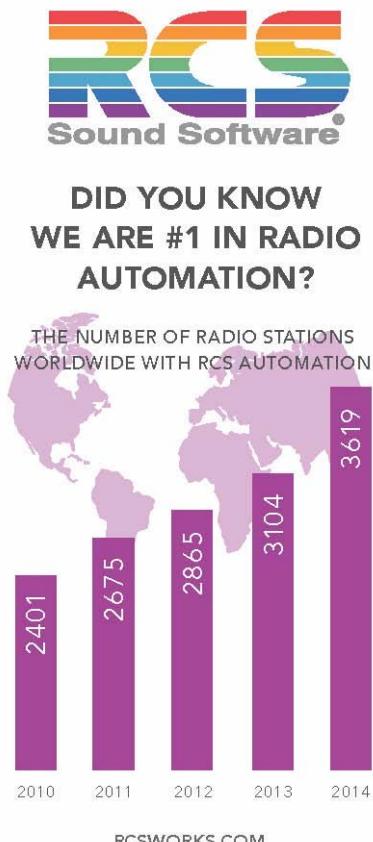
Click [HERE](#)

generating sales traffic. VAB succeeds the *Cabletelevision Advertising Bureau* and aims to provide research and insights into video advertising. VAB CEO Sean Cunningham says the new bureau represents “*an evolution of the video marketplace*” in that broadcast and cable networks both produce premium, long-form video, and the two now have more in common than not. *CBS*, *NBC*, the *CW* and *ABC* have joined. VAB’s position is that it really doesn’t matter if it’s broadcast or cable or how the content gets to the screen. It just matters that it’s premium content, the lion’s share of video consumption. Because TV viewers make little distinction between broadcast and cable television, so too will advertisers...

**Much Digital Studios** (MDS), the specialty channel’s online network of *YouTube* creators and digital influencers, is now live at [Much.com](http://Much.com). Thirteen established and emerging Canadian YouTube creators are the first to partner with MDS. The new network aims to keep *Much* “*connecting with Canadian and international youth, celebrating the diversity, creativity, and irreverence of Much fans by keeping them at the centre of the brand*”...

**Bell Canada** and Larry Tanenbaum’s *Kilmer Group* have jointly acquired the *CFL Toronto Argonauts* from David Braley. The deal is expected to close Dec. 31. Bell Media’s *TSN* and *RDS* have exclusive media rights to all CFL pre-season and regular season games, the playoffs, and the *Grey Cup*...

A survey done for *Groupe Média TFO* says national support for French-Language educational programing is pegged at 88% of respondents. Those who live in provinces with little access to French television programing say they strongly support offering more shows to French speakers and Francophiles. TFO wants to expand its reach across Canada and has asked the *CRTC* for must-offer status. Customers could then choose to subscribe.



## RADIO:

Rena Jae of *CITI-FM Winnipeg* was the recipient of the 2015 *Alan Waters Young Broadcaster of The Year Award in Memory of Steve Young* to recognize Canada's most accomplished broadcasters under the age of 30. The award was presented as part of the *Canadian Music Week* festivities in Toronto earlier this month. Young's career included a stint as PD of CITI-FM during much of the '80s when the station spawned some of Canada's greatest radio talent...



Rena Jae

*CHAY-FM Barrie* is the latest *Corus* station to be rebranded with the FRESH I.D. The station’s now called *93.1 Fresh Radio*. On-air staff remains in place and the music stays the same. The launch took place last Thursday at 5 p.m. with the first song played: *Uptown Funk* by *Mark Ronson* and featuring *Bruno Mars*. With this addition there are now eight Corus stations across the country using the FRESH brand...

The *Community Radio Fund of Canada* (CFRC), through the *Radiometres* program, is awarding \$1,998,123 to 44 campus and community radio stations for the production of local programming. The funding is provided by

Canada's private radio broadcasters through a portion of their *Canadian Content Development* contributions...

Rdio has brought out a subscription tier for mobile users that has ad-free streaming radio and the ability to choose up to 25 new songs a day on demand...

Neeti P. Ray, the owner of *CINA 1650 Mississauga* and *CINA-FM Windsor*,

has purchased ethnic *CKIN-FM 106.3 Montreal* from Marie Griffiths. She and her company, *Groupe CHCR Inc.*, will keep ownership of sister station *Mike FM 105.1 (CKDG-FM) Montreal*. CKIN-FM was launched in 2010 and serves programming in Arabic, Creole, French, Hindi, Mandarin, Punjabi, Spanish and Urdu. The *CRTC* will hear the application July 22 in Gatineau.

## **G**ENERAL:

At the *British Columbia Association of Broadcasters* conference in Penticton, the BCAB's 2014 Excellence Awards and 2015 Humanitarian Award were presented. They went to:

<i>LG 104.3 Vancouver</i>	Best Commercial Creative (Radio)	Large Market
<i>SUN FM/EZ Rock Kelowna</i>	Best Commercial Creative (Radio)	Small/Medium Market
<i>CTV Vancouver</i>	Best Commercial Creative (TV)	Large Market
<i>CTV Vancouver Island</i>	Best Commercial Creative (TV)	Small/Medium Market
<i>LG 104.3 Vancouver</i>	Best Station Imaging (Radio)	Large Market
<i>Power 104 Kelowna</i>	Best Station Imaging (Radio)	Small/Medium Market
<i>Global BC Vancouver</i>	Best Station Imaging (TV)	Large Market
<i>CFJC News Kamloops</i>	Best Station Imaging (TV)	Small/Medium Market
<i>Bell Media Radio Vancouver</i>	Community Service Award (Radio)	Large Market
<i>SUN FM/EZ Rock/AM 1150 Kelowna</i>	Community Service Award (Radio)	Small/Medium Market
<i>Global BC</i>	Community Service Award (TV)	Large Market
<i>CHEK Victoria</i>	Community Service Award (TV)	Small/Medium Market
<i>News 1130 Vancouver</i>	Excellence in News Reporting (Radio)	
<i>CTV Vancouver</i>	Excellence in News Reporting (TV)	
<i>Z95.3 Vancouver</i>	Performer of Tomorrow	Mornings with Ruby and Cruise
<i>Rock 101 Vancouver</i>	Performer of the Year	Willy (Percy) In The Morning
<i>Global BC</i>	Broadcaster of the Year	Clive Jackson
<i>Broadcast Dialogue</i>	Friend of the Industry	Howard Christensen
<i>Pain BC</i>	2015 Humanitarian Award	

The *BCAB*, as you've noticed in the second last line of winners above, honoured me with their *2014 Friend of the Industry Award*. In a stunned state, my acceptance comments of gratitude omitted *Ingrid*, the most important component. Without her, *Broadcast Dialogue* would not be what it is... Photos from the BCAB, sponsored by *Canadian Broadcast Sales*, *Numeris*, *Pippin Technical* and *RCS* are included on following pages...

News organizations are putting less emphasis on paywalls and more on mobile development. Data from the *International News Media Association World Congress* in New York, which saw more than 500 people from 41 countries attending, concluded that digital growth, mobile revenue streams and improved data analytics are

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the hot items. Cooling off are paywall development, consumer-paid content, e-commerce and digital alternative revenue streams...

*Quebecor* controlling shareholder Pierre Karl Peladeau became the new leader of the *Parti Quebecois* last Friday and said he'll settle for nothing less than an independent Quebec. He promised to put his Quebecor shares in a blind trust...

The *Canadian Association of Journalists* (CAJ) is accepting nominations for the most secretive publicly funded body. The winner (?) will receive the CAJ's *2015 Code of Silence*, presented annually since 2001. Previous winners include the Harper government, *Toronto Police Service*, the resort *Municipality of Whistler* and the *Canadian Food Inspection Agency*...

People in the media business who will receive B.C.'s highest honour -- the *Order of British Columbia* -- are Ron Burnett of Vancouver, Tim Collings of Surrey and Tamara Taggart of Vancouver. Burnett, the president of *Emily Carr University of Art and Design* in Vancouver, was responsible for the creation of the creative arts program at *Vanier College* in Montreal and helped develop the film and media department at *LaTrobe University* in Australia. Collings is the inventor of the V-Chip to filter inappropriate TV content. And Taggart, the anchor of *CTV News at 6*, is recognized for her volunteer work in supporting health care, the well-being of children and people with disabilities. The Order of British Columbia investiture ceremony will be held at Government House in Victoria June 15...

*Rogers, BCE, Telus, Manitoba Telecom* and *SaskTel* lost their combined legal challenge over the final implementation date of the *CRTC's* national wireless code. That code, which said wireless providers must spread out the cost of recouping any up-front subsidies they offer customers on smartphones or other devices over no more than two years, came into effect Dec., 2013. Three-year terms had been the norm in Canada for years...

There's a name change for the *World Broadcasting Unions' International Satellite Operations Group*. It's now the *International Media Connectivity Group* (IMCG). The change was made, it said, to be more reflective of the many transmission methods broadcasters and content providers now use.

## R EVOLVING DOOR:

Stuart Garvie will become president of *Bell Media Sales* June 8 succeeding *Mary Ann Turcke* who became president of *Bell Media* last month. Garvie was most recently the chief commercial officer for *GroupM Canada*...



**Farah Nasser** and **Alan Carter** have become the new anchors of *Global Toronto's* 5:30 and 6:00 p.m. news packages. Nasser arrives from *CP24 Toronto*.

Carter was promoted from political reporter and host of *Focus Ontario*... Also at *Global, AM640 Toronto* talk show host Jeff McArthur joins *The Morning Show's* Liza Fromer. McArthur continues with his radio show. And Global Toronto supper hour anchor Carolyn MacKenzie moved to *The Morning Show* as that city's local host...



Dave Taylor

Dave Taylor is retiring from his talk show at *News Talk 770 (CHQR) Calgary*, effective May 29. And, as he writes on the station's website, he's leaving of his own accord: "*I have always believed that you have best-before dates for everything you do, and you should do your customers, audience, clients, constituents - whomever you serve - the favour of getting off the stage before they're ready to boo you off. So I am.*" His background includes news stints in Ontario radio, notably *CHUM* (1975-81) and *CHUM-FM Toronto* (1981-85), before he became ND at *CKIK-FM* (now *CFGQ-FM*) *Calgary*. He later moved to CHQR. Taylor took a leave of absence to run in the Nov. 22/04 provincial election and also taught at *Mount Royal University*. How did his broadcast career begin? "*One morning when I was 13 years old I heard Dick Smyth do a 20/20 newscast on CKLW Windsor, and from that moment I knew what I wanted to do with my life*..."

A reliable source says *Global* is about to do some re-shuffling in Vancouver and is on the lookout for a senior producer and managing editor for their national and local TV news platforms in B.C...

**Jeff Hollick**, the 16-season voice of the *Western Hockey League's Kootenay Ice* on *The Drive 102.9 FM* and *B-104 Total Country Cranbrook*, has retired. Hollick was named the 2010 *British Columbia Association of Broadcasters* (BCAB) Broadcast Performer of the Year...



Jeff Hollick

At *Bayshore Owen Sound*, long-time *CFOS* afternoon drive host **Craig Smith** is retiring at the end of this month. Craig's background included many years at *CFRB/CKFM Toronto* in production and other duties. He will be succeeded by **Bob Bannister** who moves across the hall from his co-host role at *Country 93* mornings...



Craig Smith



Bob Bannister



Rod West



Barb Jelly

**Rod West**, the ops manager/morning man at *97-7 The Beach Wasaga Beach/Collingwood*, adds to his duties the ops mgr position at *Country 105 Shelburne*. When the new *Bayshore Broadcasting* station launches later this year, West will also become host of the morning show. **Barb Jelly** will succeed West as PD/MD at 97-7 The Beach...

**Randy Jacobs** has been promoted to regional operations manager, radio and TV, at *Bell Media Southwestern Ontario*. While *CTV Kitchener* will be his home base, he will be responsible for the four TV and 16 radio stations



#### Broadcast Engineer - Fort McMurray

For details on this Career Opportunity,

Click [HERE](#)

# ➔ Registration Open!

## Western Association of Broadcasters 81st Annual Conference

### June 3-4 at the Fairmont Banff Springs Hotel.

Speaker Spotlight

**Jean-Pierre Blais**

*Special CRTC Report by the Chairman & CEO*



in Barrie, St. Catharines, Hamilton, Kitchener, London and Windsor. He moves up from being a broadcast technician at *KOOL FM/KFUN/CTV Kitchener*...

There are three new program directors at *NL Broadcasting* in Kamloops, *97.5 The River* morning show co-host Jeff Molnar will add PD duties effective July 6. Molnar spent the last seven years as afternoon drive host at *Star 98.3 Chilliwack* while also serving as promotions coordinator, community liaison and social media strategist... Also at NL, Howie Reimer will become PD/afternoon drive host on News-Talk-Sports *Radio NL (CHNL) Kamloops*. The 26-year veteran's background includes six years at *Rock 101 Vancouver*, 12-years at *Radio NL* and eight years as the original morning show host at *Country 103 Kamloops*... And T.J. Connors, morning host at *Country 103*, adds PD duties...



Jeff Molnar



Howie Reimer



T.J. Connors

Sam Lowe, the engineering manager at *Rock 97.7 (CFGP-FM) Grande Prairie* – and over 26 years with the operation – has moved back across the road to where he began, *Big Country 93.1 XX FM (CJXX)*. It was in the spring of 1980 that Lowe, working part-time while going to high school, began at CJXX by setting up remotes and carting music...

Tony Dawson has retired from his host duties at *CBC's Labrador Morning* from his base in Happy Valley-Goose Bay. He began his radio career at privately-owned stations on the island in the early 1980s, and then moved to Happy Valley-Goose Bay to work at *CBC Television*, spending 20 years with CBC Newfoundland and Labrador's *Here & Now* as a videographer and editor. Dawson returned to his radio roots several years ago...



Tony Dawson

Marshall Whitsed is the new promotions director at *Harvard Broadcasting Fort McMurray*. He moves from *KAOS 91.1 Fort McMurray* where for the last three and a-half years he was morning show host, had done reporting, traffic and scheduling...

Mike Eckford, who had been doing afternoons at *CKNW*, resigned May 5 in favour of spending uninterrupted quality time with his children. He'd been with the *Corus* station just short of two years.

Celebrate the arrival of new team members with a mention in *Broadcast Dialogue*. Send your info to [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com).

## SIGN-OFF:

**E**ric Neville, suddenly of a heart attack at his central Alberta acreage. Known on *CFRN-TV Edmonton* as *Klondike Eric*, the former broadcaster was best known for his work on Popcorn Playhouse and as the weatherman for the 6 p.m. newscast...

## SUPPLYLINES:

**M**edia Monitors, the U.S. broadcast monitoring and verification service, has gained re-accreditation -- for the seventh year in a row -- from the *Media Rating Council* (MRC) for its radio spot data service. The firm is also hoping to gain MRC accreditation for its TV data product. In 2009, Media Monitors became the first radio monitoring company to be awarded accreditation by MRC... Terry Horbatiuk is now retired from his leadership role at *Panasonic Canada's* Professional Imaging division. Before Panasonic, he was head of engineering at *CKY Winnipeg*. And David Craig, who left Panasonic before Horbatiuk and who set up his *DMC Professional Services*, is moving to The Netherlands since his wife got a job teaching for *DND* at the *NATO* base there.

Lots of Photos on the following pages from the  
68th Annual British Columbia Association of Broadcasters convention  
held in Penticton last week, including winners of BCAB awards  
and the very well-received re-pairing  
of Larry and Willy as Masters of Ceremony.

They made their reunion appear as if they'd never been apart.  
Larry is now *Newcap's LG 104.3 Vancouver* morning host while  
Willy is the morning host at *Bell Media's Rock 101 Vancouver*.

Thanks to photo sponsors Canadian Broadcast Sales, Numeris,  
Pippin Technical and RCS.

**Images from the  
British Columbia Association  
of Broadcasters Conference  
courtesy of**



Rod Schween, Jim Pattison Broadcast Group Kamloops  
and James Stuart, Bell Media Vancouver



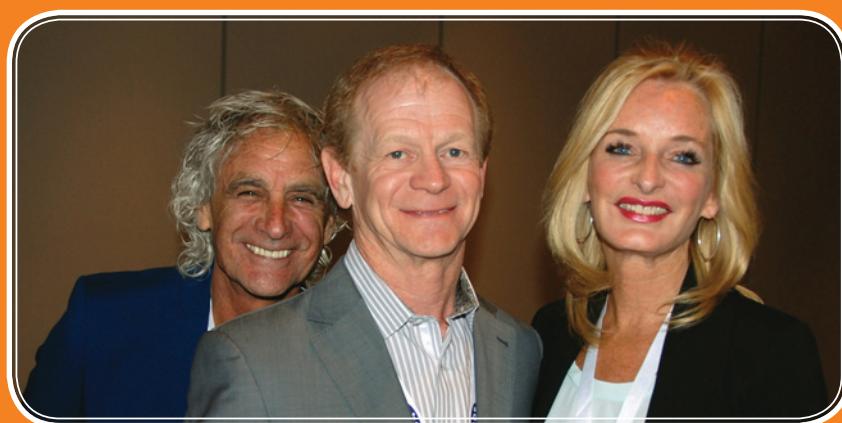
Mark Burley of SUN FM/EZ Rock/AM 1150 Kelowna accepts  
the Community Service Award for small/medium market radio



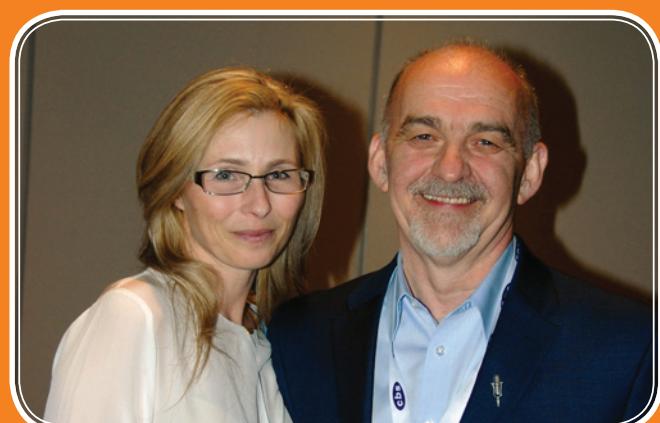
Lannie Sibian, Canadian Traffic Network, Toronto  
and Andrew Persaud, Vista Radio Surrey



Paul Larsen and Hugh McKinnon, Clear Sky Radio, Lethbridge



Pat Grierson, Canadian Broadcast Sales, Toronto;  
David Murray, Newcap Dartmouth; and Sherri Pierce, Newcap Vancouver



Shelley Reid and Hilary Montbourquette, Newcap Red Deer

**Images from the  
British Columbia Association  
of Broadcasters Conference  
courtesy of**



Rob Bye, Jim Pattison Broadcast Group Nanaimo



Brad Phillips, Corus Vancouver; Colleen Ward, CBS Vancouver;  
Devon Tschritter and Mike Searson, Corus Vancouver



Dallas Gray, Newcap Okanagan Kelowna,  
inducted into the Quarter Century Club



Kevin Goldstein, Bell Media Toronto; Kelli Moorhead, Jim Pattison Broadcast Group  
Prince George; and Ken Kilcullen, Bell Media Kelowna



Janet Burley, Bell Media Penticton,  
inducted into the Quarter Century Club



Paul Larsen, Clear Sky Radio; Jim Anderson and Jordan Scarlett, SDS Toronto

# Images from the British Columbia Association of Broadcasters Conference courtesy of

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Ken Singer, FABMAR Communications, Melfort;  
Kevin Gemmel, 89.5 The Drive Chilliwack;  
and Brad Kubota, Rogers Media Vancouver



Jesse Van Montfoort,  
Newcap Okanagan, Kelowna



Chris Gordon, Bell Media Toronto



Bill Evanov,  
Evanov Radio Group Toronto



Pat Grierson,  
Canadian Broadcast Sales, Toronto

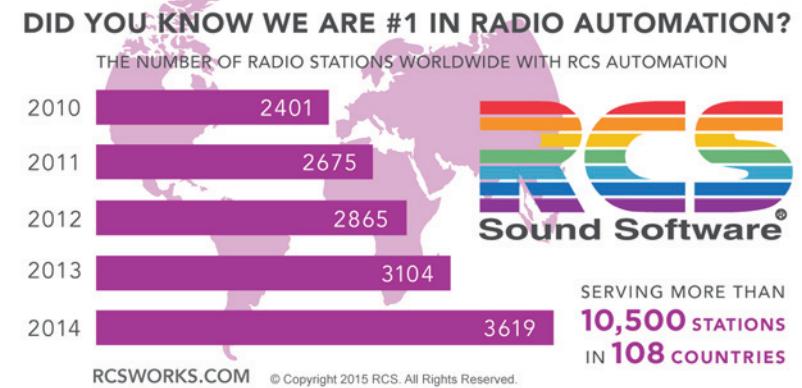


Katie O'Connor, Island Radio Nanaimo,  
and Mike Jean, Jim Pattison Broadcast Group Kelowna



Lisa Edgecombe, Learning Edge Resources; Lisa LaFlamme, CTV National;  
and Tamara Stanners, 102.7 The Peak Vancouver

# Images from the British Columbia Association of Broadcasters Conference courtesy of



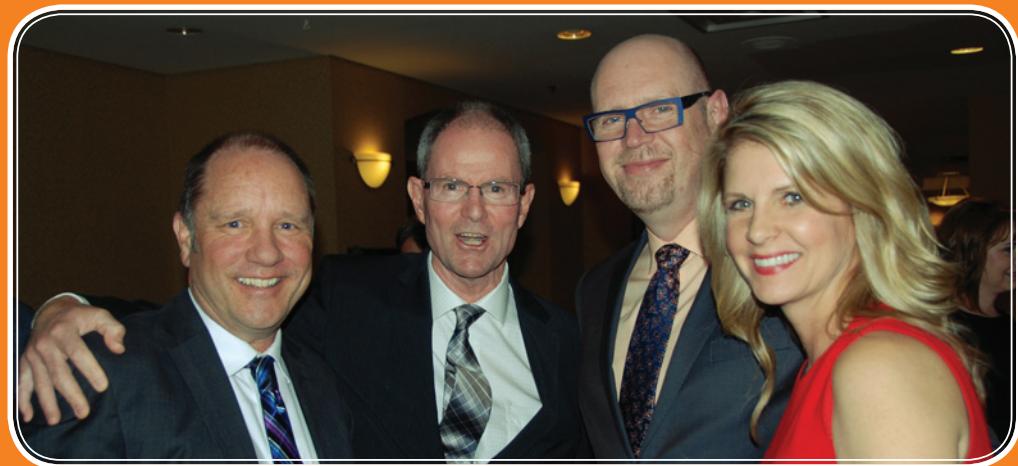
Roy Hennessy, Toronto, receives the Half Century Award from BCAB President James Stuart



Morning Hosts Larry (Hennessy) of Newcap Vancouver and Willy (Percy) of Corus Vancouver, reunited as the Masters of Ceremonies at BCAB



Scott Farr, RCS

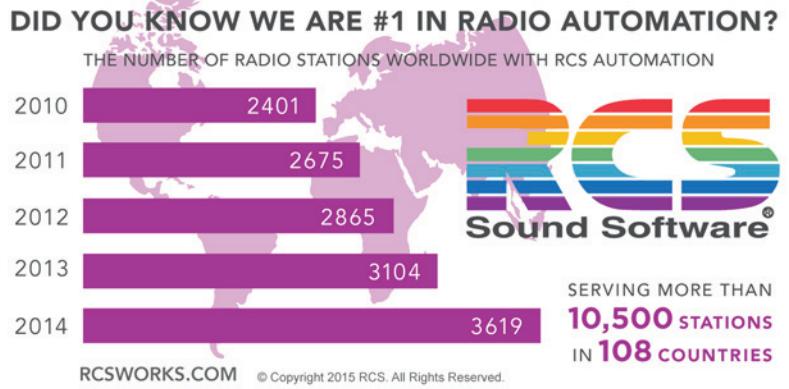


Derek Hinchliffe, Global Okanagan; Brett Manlove, Vancouver Visitor TV; Kenton Boston, Global News, Calgary; and Jill Krop, Global BC Vancouver



No Sinner

# Images from the British Columbia Association of Broadcasters Conference courtesy of



Doug Loepp and Tim Allan of Power 104 Kelowna accept the award for Best Station Imaging for small/medium market radio



James Stuart of CTV Vancouver accepts the award for Best Commercial Creative, the Community Service Award for Bell Media Vancouver, and the Excellence in News Reporting Award for CTV Vancouver from Willy and Larry



Gina McBeth and Darren Haddrill of SUN FM/EZ Rock/AM 1150 Kelowna accept the award for Best Commercial Creative for medium market radio

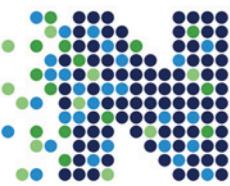


Dan Macintosh of LG 104.3 Vancouver accepts the award for Best Station Imaging for large market radio



Kevin Bell of CTV Vancouver Island accepts the award for Best Commercial Creative for small/medium market TV

**Images from the  
British Columbia Association  
of Broadcasters Conference  
courtesy of**



Jill Krop of Global BC accepts the award for Best Station Imaging and the Community Service Award for large market TV



Tamara Stanners, on behalf of CFJC-TV Kamloops, accepts the award for Best Station Imaging for small/medium TV



Mark Burley of SUN FM/EZ Rock/AM 1150 accepts the Community Service Award for small/medium market radio



Tanya Smith of CHEK Victoria accepts the Community Service Award for small/medium market TV

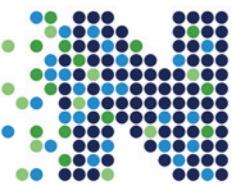


Diana Davies of Rogers Radio accepts the Excellence in News Reporting Award on behalf of News1130 Vancouver



Howard Christensen accepts the Friend of the Industry Award

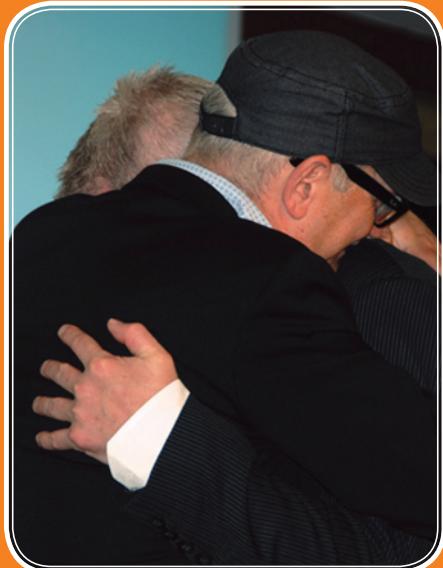
# Images from the British Columbia Association of Broadcasters Conference courtesy of



Gary Manteuffel, Nautel, Hackett's Cove



Performer of Tomorrow Award went to *Mornings with Ruby (Carr) and Cruise (David Cunningham)* at Z95.3 Vancouver



Willy Percy hugs Larry Hennessy in an emotional moment following Willy's win as BCAB's Performer of the Year



Clive Jackson of Global BC was named Broadcaster of the Year



The Performer of the Year Award was presented to Willy Percy of Rock 101 Vancouver



Jon Crossland and Jim Hammond, WideOrbit, San Francisco

# BROADCAST Dialogue

## Essential Reading

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Thursday, May 28, 2015

Volume 23, Number 4

### R EVOLVING DOOR:

After 25 years with *Newcap*, and its COO for eight years, Dave Murray has announced his retirement to take effect June 30. Murray, based in Dartmouth, is credited with sales doubling during his tenure as COO and for organizing the successful integration of the Toronto and Vancouver stations acquired from *Bell Media/Astral* into the Newcap fold, among other accomplishments... Ian Lurie will become COO of *Newcap* July 6, succeeding Dave Murray. Lurie was with *Standard Radio* for 19 years, with *Astral* for six years and most recently was Sr. VP with *Bell Media*. Lurie will be based in Toronto...



Dave Murray



Ian Lurie

Kathryn Humphreys, who joined *Citytv Toronto* in 1997 working on *CityNews Weekend* before moving over to *CityNews Tonight*, has resigned after 18 years. The sports anchor/reporter, who gave birth to twin boys earlier this month, began her broadcasting career as an intern in Toronto and Boston then got her first paying job at *CFBG-FM Bracebridge*...



Kathryn Humphreys



Laura Baehr

Laura Baehr is the new VP marketing at the *Television Bureau of Canada* (TVB) in Toronto. She had been with *Corus Entertainment* for 16 years through March 2014 and was director, marketing at *Kids Television*, VP networks and marketing, and VP sales, client marketing. She began at TVB May 19. Baehr's appointment is seen as an initial step in TVB's repositioning under the leadership of new president Catherine MacLeod...



Program Director - Alberta

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Click [HERE](#).

Claire McCauley will become the new morning host at *101.9 K-Rock Wainwright* June 1, succeeding Russ Williams. McCauley was previously the evening show host *Cruz 95.7 Edmonton*...



Luigi (Lui) Valente has been appointed manager of *Evanov Communications' CFMB-AM/CHRF-AM Montreal*. He's a tri-lingual Montrealer who's been with CFMB for nearly 40 years...

PD Abbey White is no longer with *Newcap*. He was responsible for *Q105.7 (CIBQ-FM) Brooks, Mountain Radio (CJPR-FM) Blairmore, Q 01 (CKDQ) Drumheller, KG Country 95.5 (CKGY-FM) Red Deer* and *Q93.3 (CKSQ) Stettler*. Immediately prior to this position, White was PD at *HANK FM Winnipeg*...

Claire McCauley

Dave Martineau, the sales manager at *98.5 The Jewel (CJWL) Ottawa* and *Jewel 92.5 (CHRC) Rockland*, has been promoted to regional business development manager for all *Evanov Radio Group* stations. He will be working from the Toronto and Brantford offices. Succeeding Martineau in Ottawa is Andy Porowski who was promoted from his sales representative position. His background includes being a VP of *Gallop and Gallop*, regional sales manager of the *Globe and Mail* and *Trans Ad*...

Sam Farah, broadcast engineer at *MIX 103.7/100.5 Cruz FM Fort McMurray*, has decided to return to his African homeland and pursue business opportunities there. Before joining *Harvard Broadcasting*, Farah had been with *Astral Fort St. John*...

Former *Bell Media* president Kevin Crull will become Kansas-based *Sprint's* chief marketing officer at the end of this month. Crull left the *BCE* senior position after apologizing for trying to influence the editorial decisions of *CTV* journalists.

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**RADIO:**

**R**My *Broadcasting* will add another FM station to its stable of Ontario small markets, this one in Milton. The *CRTC* has approved the application for 101.3 with power of 228 watts. The format will be AC/Gold. No official launch date has been set...

*Newcap*-owned **LIVE 88.5 FM (CILV) Ottawa** has won approval to change its contours by moving the transmission site, changing the channel class from B to C1, increasing power to 90,000 watts from 12,000 and decreasing the antenna height to 130.7 metres from 254.6...

**Jewel 101 FM (CFJL-FM) Winnipeg** switched to its new more powerful frequency on Tuesday. It won *CRTC* approval last August to move to 100.5 from 100.7 and to bump power from 51,000 watts to 63,500 watts. The change was made to improve signal quality and to better capitalize on the station's format...

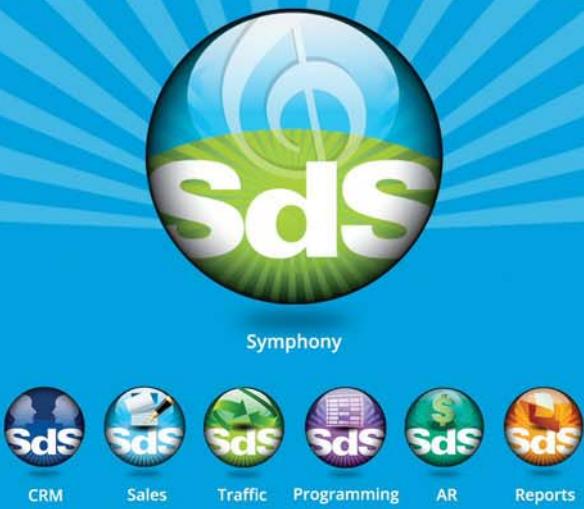
Fifty-thousand watt **CFCW Camrose/Edmonton** will move on the dial from 790 to 840 this summer, probably in August. The move is to enhance night-time reception in areas of Alberta to the north...

**CBQT-FM Thunder Bay**'s transmitter in Dryden, **CBQH-FM**, has won *Commission* approval to relocate the transmitter, change the transmitter's class from C to A, decrease the power from 100,000 to 1,300 watts and to decrease the antenna's height to 105.2 metres from 120 metres. CBQH-FM rebroadcasts *Radio One* programming originating from CBQT-FM...

**Harvard Broadcasting**, owner of **620 CKRM Regina**, is among the *Saskatchewan Roughriders'* first four of Founding Partners. As such, it will provide support to the Roughriders' construction commitment of over \$40 million towards the new *Mosaic Stadium*. One of Harvard's benefits is that it retains the Roughriders exclusive radio broadcaster status for another 15 years on CKRM's expanded *Rider Radio Network*...

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Two *Larche Communications* stations, Simcoe County's *104.1 The Dock Midland* and *KICX 106 Orillia*, raised \$63,000 in their first annual *Radio for Cardiology* fundraiser. In the previous six years the drive was called *Radio for Radiology* and reached its \$500,000 goal. The end target for heart disease is the same: \$500,000. All funds go to the *Royal Victoria Regional Health Centre* in Barrie.

## T ELEVISON:

On the matter of the current squabble between the Conservatives and the networks consortium, *CP Ottawa* correspondent Jennifer Ditchburn writes that many of the same issues at the first televised debate (1968) remain. She says the *Tories* walked away from the negotiations, the *Liberals* made a set of demands to suit their leader, and the smaller parties balked at being shut out. Back then, *Globe & Mail* reporter Leslie Mill wrote: "*The representatives of each party are fighting for every milligram of what they consider their due with the single-minded fervour of children dividing a chocolate bar*". An estimated 14 million Canadians watched in 1968, the same number as in 2011 but by then Canada's population had grown by 12 million people and there was another national network. Following that first debate in 1968, *Pierre Trudeau* was quoted as saying: "*I thought the whole thing was pretty dull. I wouldn't want to impose another one on the Canadian public*". *Google* is partnering with the broadcast consortium and the *Globe & Mail* to help host a *YouTube* livestream of several debates...

The *CRTC* says revenues increased for BDUs marginally for the year ended Aug. 31/14. The terrestrial and satellite services were up 1.5% to \$8.9 billion from the \$8.8 billion in 2013. There was a slight decrease in subscribers, 11.5 million in 2013 to 11.4 million. Revenues of cable and IPTV service providers increased by a combined 3% to \$6.5 billion in 2014 from \$6.3 billion in 2013. The number of subscribers held steady at 8.8 million...

The *Alberta Securities Commission* has fined independent TV producer *Neil Chandran* \$400,000 and imposed other sanctions for improperly raising millions of dollars for various entertainment projects, including a televised boxing match that never took place. It placed a permanent cease trade order on Chandran-controlled *Energy TV Inc.*, *Chandran Holding Media* and *Chandran Media* to pay \$60,000 towards the cost of the investigation. Last June, the ASC accused Chandran of fraudulently raising what it said was more than \$56 million from investors, most of them in Alberta, for various television, video and web-based products...

A documentary commissioned by *TVO* in Toronto about Ontario Premier Kathleen Wynne won't go to air because of the broadcaster's concerns that "*journalistic standards for editorial integrity, independence and quality*" were not delivered. TVO VP of current affairs and documentaries *John Ferri* said "*there were essentially two visions for this film. One vision met our journalistic standards and one didn't*"...

The *CRTC*, collaborating with the major ISPs, is asking 6,200 Canadians to take part in a project measuring their home broadband performance. Volunteers will receive a device to be connected to their modem or router which will periodically measure broadband performance, including download and upload speeds. The result, it is hoped, will provide insight into network performance and include actual connection speeds. It will also determine if ISPs are delivering speeds as advertised. The project is set to last for one year...

*shomi*, the streaming service offered by *Rogers* and *Shaw* to its subscribers, will be opened to all Internet and cable users this summer regardless of which BDU subscribers use, amping up the competition against *Netflix*...

New research reveals 58% of Canadian broadband households have at least one connected CE device that allows online content to be accessed through a TV set. *Parks Associates* says that's up from 48% in 2012. About 25% have a connected smart TV...

Broadcast winners from the weekend's *2015 Alberta Film & Television Awards* are:

Best Musical Program or Series	<i>CBC Edmonton</i>
Best News Series	<i>CTV Morning Live Edmonton</i>
Best Daily Newscast	<i>CBC News Calgary at 6:00</i>
Best Television Host	Stacey Brotzel, <i>CTV Edmonton Morning Live</i>

## G ENERAL:

**CBC** is looking at selling its downtown Vancouver broadcast centre as part of a national effort to reduce infrastructure so that money can be put into programming. An analysis will attempt to determine if it makes sense to sell the 2.1 acre site (valued at \$57-million) and lease back, stay in the building as is, or consolidate CBC operations into less space to lease out more of the existing building. The Vancouver move mirrors one made in Toronto earlier this year...

*Charter Communications* says it has made a \$55 billion cash and stock acquisition of *Time Warner Cable*. Further, Charter also plans to acquire *Bright House Networks*. The new combined company would have a base of 23 million customers, behind Comcast's 27 million. The deal is likely to face tough scrutiny by U.S. regulators who denied *Comcast's* acquisition of Time Warner Cable. But if the deal is approved, 82% of the revenue generated in the U.S. by cable and satellite companies over the past year would be controlled by Charter, Comcast and *DIRECTV*...

*Stingray Digital Group*, the music provider through TV and the Internet, raised \$140 million in its initial public offering. Proceeds from the sale, which gives Stingray a market value of \$296 million, will be used to pay down debt and expand internationally...

The *Canadian Communications Foundation's* (CCF) new board of directors is comprised of: Dr. Evelyn Ellerman, PhD, president; Jack Ruttle, VP; Dr. Asma Sayed; Darren James Harkness; Jon Keeble; and Tyler Nagel. Nagel, new to the board, is an instructor in the journalism program at *SAIT Polytechnic* in Calgary. He succeeds Peter O'Neill who resigned from the board but continues as secretary/treasurer. Pip Wedge is executive director. The CCF's website - [www.broadcasting-history.ca](http://www.broadcasting-history.ca) - is a resource for broadcasters, academics, government at all levels, researchers, the media and the general public...

The *Journal de Montréal*, *Journal de Québec* and *TVA Nouvelles* have ended their collaboration with journalist François Buggingo. All three outlets, which had already suspended him, made their decision to terminate after meeting with Buggingo early this week. His credibility was questioned by a report in the Saturday edition of *La Presse*. *98.5 FM Montreal*, another of Buggingo's employers, suspended him.

Celebrate the arrival of new team members with a mention in *Broadcast Dialogue*. Send your info to  
[howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com).

## SIGN-OFFS:

Rich Griffin, 52, of a brain aneurysm on the weekend in Sudbury. He was host of the morning show at *KiSS 105.3 Sudbury*, holding that position at *Rogers* the last 14 years. In a multi-owner tribute this past Monday morning, *Newcap's Hot 93.5* and *REWIND 103.9*, *Larche's KICX 91.7*, *Laurentian University's CKLU-FM*, Christian station *CJTK-FM*, and Rogers's two other Sudbury stations - *91.7* and *Q92* - participated in a moment of silence for Griffin at 9 a.m...



Rich Griffin



Don Braden

Don Braden, 60, in Collingwood after complications from a stroke. Braden had been executive director of the *Canadian Satellite Users Association* and its successor, the *Canadian Broadcast Distribution Association*. At his passing he was president of the Blue Mountain Village Association...

Dick Moody, 88. The veteran broadcast sales executive began his career in 1956 at *CJOB Winnipeg* as the sales promotion manager and worked his way up to assistant station manager. In 1964, he moved to *Standard Broadcast Sales* in Toronto, and became president of SBS in 1971. He left the company in 1985 and from 1986-91 was executive director of the *Ontario Cable Telecommunications Association*.

Mike O'Brien, 51, of cancer in Winnipeg. The former *CBC* comedy writer and actor appeared in several episodes of *Corner Gas* and *Less Than Kind*, and wrote the book *Calling the Prairies Home*. O'Brien also worked with *Kids in the Hall* actor and co-creator Mark McKinney.

## OOPS:

In last week's edition Willy Percy's employer was misidentified. Percy is the morning host at Corus-owned *Rock 101 Vancouver*. The May 21 *BD Briefing* was corrected immediately and the edition of record is in the archive at our website (under the [WEEKLY BRIEFINGS](#) button).

# Tip of the iceberg

by Laurie Kennedy

Though there is still a varied view of the long-term landscape of television, including the distribution platforms and revenue models, much more is known and progress made compared to two years ago.

Some start-ups have disappeared where others such as Netflix are no longer viewed as the new guy on the block. Several key change factors have emerged which are the tip of the iceberg and will continue to sculpt the landscape.

## Linear Playlist vs. Video on Demand

For broadcasting digital TV (DTV) over the air (OTA), the concept of a program schedule and linear playlist (broadcast log) still seems relevant. This continues to support a traditional ad sales model.

Maintaining the need for a program schedule and linear playlist



while unicasting over broadband may not be as relevant. A linear playlist, in this scenario, is like having a retail store and putting only 24 x 1 hour items available for sale on your shelf per day; when you actually have thousands of items in your warehouse.

So why are many broadcasters wanting to replicate broadcasting on broadband? This raises the question of content rights within TV programming contracts as well as an organization's core operations and ties to existing broadcast management systems. These systems integrate the workflow from program inventory management + scheduling through ad sales, traffic (ad scheduling) and master control (broadcast playout). Within that workflow is a tight knit between programs, audience measurements and ad sales.

Many believe consumers would prefer an easy method for content selection at their chosen time, along with personalized playlists with their selected VOD. In digital ads, we are already seeing consumer profile-driven ad insertions (regardless of content), rather than content-based ad insertions.

If we were to start from scratch, what would the right balance and suitability be for DISTRIBUTION of content that is linear/time-based or on-demand? Then we'd look at the revenue model—free, subscription, rental (pay per view) or ownership.

## Programmatic Advertising



Increased fragmentation within the media landscape means more challenges and a required change for advertisers to convey transparency and accountability across the overall media process. This change involves a move towards media that is predictable and measurable. Programmatic media is a term that includes the many types of digital media (desktop, mobile and social media), television, out-of-home (OOH), print and radio.

Today, programmatic ad buying generally refers to the use of software systems to purchase digital advertising, versus the traditional process involving manual workflows and human negotiations. As such, the main benefit is efficiency on labour intensive menial tasks. It is a growing practice on the digital platforms, including video.

Real-time bidding is an auction type of programmatic ad buying through ad exchanges for online display advertising. Programmatic Direct is another type which allows advertisers to buy guaranteed ad impressions in advance, direct from publisher sites.

As ad spend continues to increase on digital, more efficient practices are being developed. There are many opinions, ranging from five- to 15-years, when ad revenue on OTT will exceed traditional TV. Fully automated workflows began being talked about by broadcasters and ad agencies in the mid '80s and again in the mid 2000s. Limited progress has been made (e.g. electronic contracts). Now in 2015, many believe programmatic ad buying is here for the long term and will include TV and radio. This time, it may not be optional.

## Cross Platform Measurement of Advertising and Content

The Coalition for Innovative Media Measurement (CIMM) was founded in 2009 by television content providers, advertisers and media agencies in the U.S. Jane Clarke is managing director (previously with Turner). CIMM's initiatives focus on improving television measurement through return path data and cross-platform video measurement. A key initiative is Trackable Asset Cross Platform Identification (TAXI). TAXI is an open standard naming convention to be embedded in all media assets (advertising and content) that can travel within the media essence across an entire eco-system; like a UPC code is for merchandise.

Many benefits are expected, including tracking ads and content separately, ad insertions and synchronization of second screen activities.

On September 15, 2014, during the International Broadcasting Convention in Amsterdam, the CIMM and the Society of Motion Picture & Television Engineers (SMPTE) recommended audio watermarking to bind the unique content identifiers to the media (Ad-ID and Entertainment Identifier Registry (EIDR)).

On April 21, 2015, in New York, the SMPTE drafting group sent out a request for proposals (RFP), seeking responses from organizations interested in submitting their technology for consideration as a solution to dramatically improve how video advertising and content are identified, tracked and measured.

SMPTE drafting group chair Chris Lennon said, "With this RFP, we will identify the technology that can be the basis for an open industry standard so that our industry can finally identify which content or ad is being viewed no matter what device is being used."

## Advanced Television Systems

The American-based standards organization, the Advanced Television Systems Committee, has two technology groups, One and Three. Technology Group 1 (TG1) is responsible for ATSC 1.0 management, ATSC 2.0 development, also 3D and Mobile DTV. Technology Group 3 (TG3) is responsible for ATSC 3.0 development. ATSC 2.0 is backward compatible with ATSC 1.0 while ATSC 3.0 will not be backward compatible.

<b>ATSC 1.0 standard</b>	<b>Broadcast Specific System (Terrestrial)</b>	High Definition, Multicasting, 5.1 Digital Surround Sound, Electronic Program Guides, Enhanced Closed Captioning, Mobile Digital TV
<b>ATSC 2.0</b>	<b>Integration of Broadband</b>	Non-Real-Time Transmission, Advanced A/V Compression, Enhanced Service Guides, Audience Measurement Tools, Conditional Access, Interactive Capability
<b>ATSC 3.0</b>	<b>Harmonization with Mobile &amp; Broadband</b>	Flexible & Robust System, OFDM Transmission, Ultra High Definition, Integrated Mobile Capabilities, Advanced A/V Compression, Evolvable Architecture, Enabler of New Services

Source: BTS Gold2014, Bill Hayes Director of Engineering, Iowa Public TV, Vice Chair ATSC TG3/S32

Enhanced HD and UHD and high efficiency video compression (HEVC, H.265) will allow multiple, selectable video components including alternative camera angles, multi-view (e.g. picture in picture) and multi-screen and companion device support (second screen).

Audio will have new personalization features and ability to target various devices (fixed, mobile) and speaker set-ups.

With no more MPEG-2 transport stream, ATSC 3.0 will utilize only an IP-based transport layer which is broadband and mobile friendly; a flexible service model with components dynamically combined at the receiver, automatically (e.g. low/high bit rate versions) or user selected (e.g. alternative camera angle component).

The goal is to have an ATSC 3.0 standard by 2016 with worldwide application.



*Laurie Kennedy, CMC is a consultant with Sapphire Leadership Inc. She can be reached at 416-918-4161 or [LSKennedy@sapphireleader.com](mailto:LSKennedy@sapphireleader.com).*