

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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GENERAL: **Groupe TVA** President/CEO **Pierre Dion** lives up to the premise he discusses in this month's **Broadcast Dialogue** magazine ("My biggest priority is not to be a broadcaster anymore") by launching a new platform today (Thursday) for the "edutainment" of children 2-to-6 and their parents. Called **YOOPER**, it consists of a specialty channel, a website with content for children and parents, and a new magazine. To read Dion's article, go to the MAGAZINE section of www.broadcastdialogue.com. It's on Page 5... The **Walt Disney Company** is in talks to lease space at **CBC's Toronto** headquarters although a deal has yet to be signed. CBC spokesman **Jeff Keay** says the corporation has been seeking tenants for unused space in the building to gain rental income. If the Disney lease goes through, it would likely be a 10-year lease priced at \$4 million... One quarter of American TV weather-casters do not believe in global warming. A study from **George Mason University** and the **University of Texas** on climate change and local news shows 54% do believe it while 21% aren't so sure. The study surveyed TV members of the **American Meteorological Society** and the U.S. **National Weather Association**. The naysayers amongst the weather-casters are of great concern to climate scientists, 96% of whom are convinced that global warming is real. A suggestion was made in the **New York Times** that the scientists may need to make their case directly to America's weather-casters.

TV/FILM: **CBC/Radio-Canada** is taking exception to the rules governing the new **Canada Media Fund**, which takes effect today (Thursday). The Fund is the successor of the now defunct **Canadian Television Fund**. CBC says when the Canada Media Fund was created a year ago, it eliminated the 37% envelope that was formerly dedicated to CBC. This, says the Corporation, was supposed to see a focus on injecting money in the production of original prime-time programming, rewarding those who took risks by making regular and substantial investments in original Canadian programming. Under the rules, says CBC, it appears that less money will be invested in TV production this year and that many independent producers will not have access to funding for their projects. The CMF says it will support projects through two streams of funding— an Experimental Stream, which will invest in the creation of innovative content and software applications for eventual integration into

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mainstream Canadian media platforms and a Convergent Stream, which will support the creation of convergent TV and digital media content... The **CRTC** has approved the applications by **ZoomerMedia** to acquire specialty TV service **VisionTV**, the Category 1 specialty television service **ONE: The Body, Mind and Spirit Channel** and **CHNU-TV Fraser Valley** and **CIIT-TV Winnipeg**, as well as for a new broadcasting licence to continue the operation of VisionTV. The purchase price is \$25 million. We do not have the closing date... **Citytv (CKVU) Vancouver** began hi-def broadcasting on Monday for those who get the basic HD service from BDUs **Novus, Shaw** and **Telus TV**... **Telesat** has completed an agreement for a new satellite with **Shaw Direct**, a provider of direct-to-home satellite TV services. Shaw has agreed to "utilize a payload on a new Telesat satellite called **Anik G1**," according to the Telesat news release. Anik G1 is planned to enter commercial service in the second half of 2012... **Canwest Global Communications** says the **Ontario Superior Court of Justice** has extended its creditor protection from bankruptcy until June 15. This latest extension came just days before a March 31 deadline, itself extended from last year. Canwest filed for protection from bankruptcy last fall under the federal Companies' Creditors Arrangement Act after amassing \$4 billion in debts and getting squeezed by the recession-induced slump in ad revenues. The broadcast assets were sold to **Shaw Communications** in February, though an appeal is being made by Wall Street investment firm and business partner **Goldman Sachs**, alongside rival bidder **Catalyst Capital**. The sale still requires both court and regulatory approvals before it's completed... A media analyst says traditional TV broadcasters may have to charge for some of their online programs and broadcast more live events such as sports to make up for weak ad revenues. Among possibilities, says **David Shore** of **Mackie Research Capital** in Toronto, are micropayments for local TV weather forecasts or local sports that could be viewed on demand or paying for online television episodes... A religious program on **Global Manitoba (CKND-TV) Winnipeg** did not contain abusive commentary nor violence. The **Canadian Broadcast Standards Council** says a viewer complained that **Jack Van Impe Presents** promoted hate and fear with predictions about the end of the world and said that the show should carry a viewer advisory alerting parents to the violent and misleading nature of the content. The CBSC reviewed two episodes and found that they did not violate any broadcast codes it administers. Details can be found at www.cbsc.ca... The **Television Bureau of Canada's** Board of Directors has committed to supporting the **Canadian Communications Foundation** by providing TVB's history for inclusion at www.broadcasting-history.ca. Next year will mark TVB's 50th year of operation. Former TVB President/CEO **Jim Patterson** has been commissioned to compile the organization's history. To that end, he asks that current and former members and staff get in touch with him to assist in providing input on TVB milestones. Patterson may be reached at mediaguy@theduckpond.tv.

RADIO: Corus Radio Vancouver has won an award from the automobile industry. On Monday night, at a VIP function put on by the **Vancouver International Auto Show**, a special presentation was made to Corus Vancouver GM **JJ Johnson**. Said Johnson: "Happy to say that Corus Radio has won an award for support and being a friend of the auto industry during a very tough time in 2009. We've received the inaugural Chairman's Award for the kind of work that Corus Radio has done in the last year with the 'It's a Great Day to Buy a Car campaign'... Listener-supported **LIFE 100.3 Barrie** raised \$410,000 during its annual **Sharathon** March 24-25. Station Manager **Scott Jackson** says the number of people contributing increased to 1,723, about half of them being new donors.



MANAGING EDITOR

Be a proud part of Canada's public broadcaster. On the air and off, diverse minds and talents bring distinctive, intelligent, entertaining and innovative programming to the people in English, French and eight Aboriginal languages. Join us in keeping Canadians connected.

Reporting to the Regional Director in Yellowknife, you will plan, direct and oversee radio and television journalistic programming, production, operations and business administration across Canada's northern territories and Northern Quebec. You are an innovative, creative leader and decision-maker who focuses on achieving results in a cross-cultural, deadline-driven environment. To this end, you bring expertise in journalism and program production, and knowledge of effective management techniques as well as law related to broadcasting. Fluency in English and strong organizational, multi-tasking, analytical and financial skills round out your profile.

We recognize the importance of a diverse workforce and we therefore encourage applications from Aboriginal peoples, women, members of a visible minority and persons with a disability.

For a full description and to apply, by **April 30, 2010**, please visit www.cbc.ca/jobs and search under **job number YEL00079**. We thank you for your interest, but only candidates selected for an interview will be contacted.

REVOLVING DOOR: **Ryan Zimmerman**, Ops Manager at **Astral Media Radio Edmonton's** four stations and PD at one of them, **104.9 EZ Rock**, has been promoted to GM at **Big Dog 92.7 (CHBD-FM) Regina**. He begins Monday... **Barbara Budd**, the longtime co-Host of **CBC Radio One's As It Happens**, will leave the show April 30 after 17 years. She's been with the Corporation for 26 years. A formal search for Budd's successor will begin shortly... **Ted Yates**, the morning Host at **CKOC Hamilton**, is now also the interim PD. He's been with the station for five years and, before that, spent 20 years as PD/MD/Midday Announcer at **CHSC St. Catharines**... **Zack Hewitt**, carrying the duties of APD for quite a while but without the title, now has it. He's now – officially - Assistant Program Director at **101.5 ENERGY FM Calgary**. Hewitt continues as MD and an on-air shift... **Steve Shannon**, the morning show co-Host at **CJWW Saskatoon**, hung up his headset after yesterday's (Wednesday's) show. After a 35-year career in broadcasting that began at **CJNB North Battleford** and included **CKOM, CFQC** and **CJWW**, he will become CEO of the **Saskatoon City Hospital Foundation**. His final show with sidekick **Rod Kitter** included appearances by, among others, Saskatoon's mayor... **Annie Hadida** has been promoted from Executive Producer of **Rogers Promotions** to Station Manager at **Rogers TV Toronto**... **Rob Johnson**, PD of **Newcap's KOOL 96.5 Halifax**, left that position last week to join **Evanov's Z103.5 Halifax** as PD. He begins April 5, succeeding **Dan Barton** who's leaving to put more emphasis on his radio consulting business... **Mark Gromoll**, Senior Analyst Alternative Dispute Resolution at the **CRTC** in Ottawa, retires today (Thursday) after 10 years with the CRTC... The new Broadcast Technician at **Astral Media Radio Penticton** is **David Ford**. He will finish up at sister station **KBS Trail** before making the move in May. Ford succeeds **John Boles** who went to another Astral station, **Big Dog 92.7 Regina**, as its Engineer... **Allan Gregg** will become Director, Original Content at **TELETOON Canada** April 19. With a 17-year career in the film and TV industry, Gregg has spent more than 12 years in children's television, starting at **YTV**. Most recently, he has been story editing a new preschool series for **Guru Studio**... The new afternoon drive Host at **1015 The Hawk (CIGO) Port Hawkesbury** is **Cameron MacEachern**. It's his first paying job in broadcasting and, in fact, he's still in the process of earning a diploma from the Radio-Television Arts Program at **Nova Scotia Community College**. MacEachern has been hanging around The Hawk since he was 11 years old, getting his feet wet doing all manner of peripheral work. We're told that he *"brings an understanding of the community, is himself local, is talented, loves the radio station and loves what he does."* Sounds a bit like a chip off the old block. His dad, **Bob MacEachern**, owns the station!

LOOKING: **100.3 The Bear Edmonton** – PD; **104.9 EZ Rock Edmonton** – PD and an MD/Afternoon Drive Host; **The Team 1260 Edmonton** – PD; **Lite 92 FM Regina** - PD; **Astral Media Radio Edmonton** – Digital Content Producer; **Astral Media Montreal** – Senior Director, IT Operations and Support; **Astral Media Radio Montreal** - Digital Sales Manager; **Astral Media Radio Calgary** – Digital Content Producer; **CFAX/KOOL 107.3 Victoria** – Sales Executive; **CHAT-TV/CHAT-FM/CFMY-FM Medicine Hat** – Master Control Operator; **Teletoon Toronto** – Creative Director and a bilingual Audience Relations & Communications Assistant; **CBC Ottawa** – Director, Policy and Internal Controls, Corporate Finance & Administration, and a Senior Director Supply Management; **CBC Windsor** – Managing Editor; **CBC Yellowknife** – Managing Editor; and **Corus Interactive Toronto** – Technical Director.

SIGN-OFFS: **John Seymour**, 83, of heart failure at his home in Bobcaygeon, ON. He was a long-time VP Sales at **CFTR Toronto**... **Ken (Kenneth Lysle) Cavanagh**, 77, in Toronto of complications from a genetic bleeding disorder. Cavanagh was one of the earliest star reporters in Canadian television news and the first permanent host of **CTV's W5** when it went on the air in 1966... **Peter Desmond Slack**, 61, of cancer in Port Moody. Slack had a long career in broadcasting with **Fraser Valley Broadcasters** and with **TV Facts Magazine**.

SUPPLYLINES: The Nova Scotia government will provide a payroll rebate to create 20 new jobs at Hacketts Cove-based **Nautel**. The province, through **Nova Scotia Business Inc.**, is supporting Nautel's growth with a five-year payroll rebate capped at a maximum of \$860,500 as it creates up to 20 new positions and holds on to its current workforce of 155 employees. Nautel will be investing \$1.7 million in its expansion plans beginning this year... **Gordon Tubbs** has joined **Fujinon** in Wayne, N.J. as Director of Sales for the Broadcast Division. He's responsible for all aspects of sales in North and South America, with an emphasis on Network and Group sales.