

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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GENERAL: **Global Television**, in an unprecedented promotional move, will take over all programming on **103.9 Proud FM Toronto** from 6 a.m. to 10 p.m. April 13 – one day before the return of its show *Glee* – to air what it calls a “*Glee-volution*”. For that one day, the station will be re-branded **GLEE-FM 103.9** and will air the show's selection of chart-topping music and highlighting its characters. The radio station will be supported with promotions on Global Television, print ads, street teams, Facebook and Twitter, and online with a micro-site housed at GlobalTV.com... The **Western Association of Broadcasters**, meeting in annual convention at Kananaskis in June, seeks nominations for its awards in Community Service, WAB Broadcaster of the Year, WAB Broadcast Partner of the Year and WAB Honourary Life Membership. Send nominations by April 16 to Awards Committee Chair **Bill Hanson** at bill.hanson@ctv.ca. See the ad in this edition for access to WAB convention details... Writing in **TVNewsCheck**, **Tom Wolzien**, Chairman of **Wolzien LLC**, says the U.S. – more than eight years after 9/11 and four years after Hurricane Katrina – is no closer to providing reliable emergency information to Americans. He calls them “*a population increasingly fractionalized by diverse electronic communication devices*”. As the United States looks toward a new broadband policy, Wolzien advises one that would balance the strengths and weaknesses of broadband and of broadcast. He argues that while broadband provides precise point-to-point communications, it doesn't work when too many people need something at the same time. Things get clogged up. Broadcast, he says, is the opposite. Its transmissions are intentionally imprecise, blanketing an unlimited number of users with the same information from a central point. No clogs... A U.S. federal appeals court has ruled that the **FCC** has limited power over web traffic. A major result of the decision would give ISPs the right, for example, to charge **YouTube** and sites like it for faster delivery of content. It would also allow ISPs to block or slow down specific sites. The American regulatory body wanted to obligate ISPs to give clients equal access to all content. The court's ruling could prompt efforts in the U.S. congress to change the law so as to give the FCC explicit authority to regulate Internet service... The **Reynolds Journalism Institute** in the U.S. reports that when small newspapers cut news-gathering costs by \$10,000, they see a revenue drop of \$23,000. A comparable cut in the ad-sales budget brings revenue down by about half that. Nevertheless, says the institute, about three-quarters of American newspapers papers have cut

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their news expenses by 10% or more... Seventeen Canadian newsrooms earned 29 *Regional Edward R. Murrow Awards* from *RTDNA, the Radio Television Digital News Association*. *680News Toronto* won five awards followed by *VOCM St. John's* with four. */A/ Victoria* won three while two regional Murrows each went to *NewsTalk 1010 CFRB Toronto*, *CBC Radio Edmonton*, *Global BC Burnaby* and *CTV Southwestern Ontario*. Single Murrows went to *CTV News*, *CP24 Toronto*, *CTV Toronto*, *CBHT-TV Halifax*, *Global Calgary*, *CTV Calgary*, *CTV Edmonton*, */A/ London* and */A/ Barrie*. The winners go on to compete for national Murrow honours to be announced in mid-June... **Jim Blake**, who worked in radio and TV at stops such as St. Thomas, Hamilton, Toronto, Belleville, Kingston and Galt, and who is now President of *BT MultiMedia* in Toronto, is running for councillor in this fall's Burlington-Halton municipal election.

REVOLVING DOOR: **Pat Cardinal** has become Program Manager of *Newcap Alberta's* 31 radio stations. Cardinal, who retains his Ops. Mgr. duties at the Edmonton cluster, will see his added role include being a programming and promotional resource to the Newcap Alberta Hub Managers and PDs. He's been with Newcap Edmonton for two years... **Zev Shalev**, whose last stop in Canada was as VP for Strategic Programming/Sr. Exec Producer of information and entertainment programming at *Global Television*, has been named Exec Producer of *The Nate Berkus Show* (working title), a new

syndicated series from *Harpo Studios* and *Sony Pictures Television*. It's expected to debut this fall... **Michael Melling** has been promoted to ND at *CTV Southwestern Ontario (CKCO-TV Kitchener)*. He's been with the station since 2005. He succeeds **Andy LeBlanc** who returned to his Maritimes roots and is completing the final editing of his book... New Brand Manager for *Canwest's Showcase, Action Diva, Mystery, Dejavier* and *BBC Kids* is **Gary Sappleton**. He moves back to broadcasting from the agency sector.

IGN-OFF: **Dan Fish** (on-air name was **Dan Fisher**), 75, in Kitchener. A 49-year Kitchener-Waterloo radio broadcast veteran at *CKKW, CFCA* and *CKWR* and a *Conestoga College* broadcast instructor, Fisher hosted cooking shows, buying and selling shows, morning shows, political talk shows, *Kitchener Rangers* hockey broadcasts, among other things. He was a PD at 'KW as well.

RADIO: *BBM Analytics* and *Adease Media Research* have reached an agreement through which Adease will digitally monitor radio commercial advertising activity for BBM Analytics. BBM Analytics is planning to launch it in five markets – Toronto, Montreal, Vancouver, Calgary and Edmonton – beginning with Montreal this month. All activity on the monitored stations will be available to subscribers weekly on a web-based application. Subscribers will be able to analyze competitive information by market, station, class, category, company, brand, creative and daypart. Subscribers will also have the ability to receive daily alerts to new activity, download and listen to new radio creative within hours of airing... In a survey of more than 3,000 adults in Canada, the U.S. and the UK, interactive research and technology firm *Vision Critical* found that while Canadians and those who live in the UK are using applications on their smartphone or iPod Touch to listen to AM/FM radio, US users are more likely to use their apps to listen to web-only radio and music streaming services. Those and other findings come from Vision Critical's "Radio Futures 2010" study. Further survey findings will be presented April 12 in Las Vegas and the full survey report will be available April 13 from the study's director, Jeff Vidler at jeff.vidler@visioncritical.com... *The Shore104 Vancouver* iPhone App is now live. Technical considerations and approvals took longer than anticipated. Station President/GM **Roy Hennessy** says it downloads in seconds with features that include the last 10 songs played and an alarm clock with relatively good sound quality... *HOT89.9 Ottawa* has dropped the T from its name, temporarily rebranding itself as *HO89.9*. It's part of a contest where listeners are being asked to help find the missing letter. The winner will get \$10,000. As you might imagine, there are those in Canada's capital who are not amused, e.g. the *Children's Aid Society*. It has pulled its advertising because it doesn't want to be associated with the new name.

T**V/FILM:** Despite warnings that Canada is far from ready for digital TV, Industry Minister **Tony Clement** says he doesn't want delays in the transition from analog. There are about 900,000 households that rely on antennas which don't have TVs equipped to receive new digital signals. Another 44,000 won't have access to TV at all unless they invest in a satellite dish. Up until now, there has been no large-scale move to inform Canadians about what's on the horizon. A link to FAQs at **Industry Canada's** website is dead, and the TV industry does not have a co-ordinated approach for letting viewers know what to expect. The networks have said that they cannot afford the transition of all their towers based on the August, 2011 deadline and have been demanding government help. Last year, the CRTC said the nets would only have to convert towers in markets of 300,000 or more people. **CTV's** VP of Corporate Affairs, **Paul Sparkes**, says there's no chance of CTV recouping the expense of moving to digital. He says "governments are going to make billions off of the [spectrum] auction, and private broadcasters can't be expected to bear the brunt of these costs given that we're being moved off of the spectrum." CTV has digital stations in Vancouver, Calgary and Toronto... **Saskatchewan Communications Network (SCN)**, after nearly 20 years on the air, is being brought to an end next month. The dissolution of the **SCN Corporation** is expected to save the provincial government \$2.4 million in the 2010-11 budget year and an estimated \$5 million annually. The most recent **BBMs** show only 4% of respondents viewed SCN for at least 15 minutes in any given week, numbers that have been consistent over the past six years. The province is looking for potential buyers for the broadcast assets, including the broadcast licence... **CTV**, after 29 years without it, has won back broadcast rights to **The Santa Claus Parade** in Toronto. The parade airs nationally on CTV Nov. 21. The parade has been broadcast nationally on **Global Television** since 1981... **CBC/Radio-Canada** will get \$96.5 million this year from the new **Canadian Media Fund** – \$12.6 million less than they got last year to finance independent TV productions. Funding for English-language programming at CBC is to fall by \$8.9 million in the 2010 broadcast year while funding for Radio-Canada programming is down \$3.7 million... **CHEK-TV Victoria** has entered into a news sharing agreement with **CBC Television**. It gives the Corporation a larger presence on Vancouver Island while providing CHEK-TV with national, international and regional news... A tiny tuner stick, called the **EyeTV Hybrid (Elgato** is the manufacturer), receives both analog and digital signals and can add a digital video recorder function to PCs and Macs. If you've got the \$150 stick you can watch and record live TV, pausing like on a PVR... **iPad** sales in Canada may have a rougher go than they have so far in the U.S. The problem is content or, in our case, the lack of it. Canadians won't be able to see TV, books and other applications because of American licensing and copyright ownership; the same issue as we have on the Internet.

S**UPPLYLINES:** **Trevor Joice**, a long-time member of the **Applied Electronics** sales team in Toronto, says he will retire immediately following the **2010 NAB Show** in Las Vegas. He began his 40-year broadcast career as a Technician at **CHUC Cobourg**, then moved to **CHIN Toronto** where - in the course of 18 years with the late **Johnny Lombardi's** operation - he became Chief Engineer. Joice then spent some time at **CJRT Toronto** before moving to Applied...

L**OOKING:** **Astral Media Radio Edmonton** - Digital Sales Manager; **APTN Edmonton** - Video Journalist; **Dynamic Productions Vancouver** - Copywriter; **APTN Saskatoon** - Video Journalist; **APTN Ottawa** - Administrative Assistant/Programming Coordinator; **CTV (Kitchener) Southwestern Ontario** - Maintenance Technician; **Corus Radio Cornwall** - Chief Engineer; **Astral Media Radio Vancouver** - Digital Sales Manager; **Astral Media Radio Calgary** - Digital Sales Manager; **Astral Media Radio Toronto** - New Business Development Account Manager and AMR Digital Content Producer; **Star 96 Pembroke** - Afternoon Host; **CHUM Radio Kingston** - Morning News Co-Host/Reporter; **CBC Moncton** - Assignment Editor; and **CBC Toronto** - Research Officer.

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