

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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**REVOLVING DOOR:** Three high-profile CTV executives have announced that they are on the eve of retirement. **Peggy Hebden**, the Station Manager at **CTV Two (CKVR-TV) Barrie**, will leave Dec. 23, The last day for **Dennis Watson**, the VP/GM of **CTV Southwestern Ontario (CKCO-TV Kitchener)**, is set for Dec. 30, and **Don Bastien**, the Sr. VP/GM at **CTV (CFCF) Montreal** will pack it in Jan. 20. Watson has been responsible for his station's day-to-day operations since 1995. He began his career with **CHUM Ltd.** and rose through the sales organization to become GSM at CKVR-TV Barrie and then at **Citytv Toronto** before becoming VP/GM of **CHUM Group Television Marketing Services**. Before moving to Kitchener, Watson was Exec VP/GM at **CHEX-TV/CKRU-AM/CKWF-FM Peterborough**. He's also a former VP of **TVB**. Bastien has overseen Montreal station operations since December 2001. He joined the company (then **Baton Broadcasting**) in 1972 as Director of Sales, Radio. He then led CTV's national sales for 10 years as Sr VP, Sales. He's given credit as being integral in creating the CTV network of stations. Hebden's entire broadcast career has been at the Barrie TV station. She began 38 years ago as a Traffic Clerk then moved upward to become Program Manager and Head of Program Acquisitions for **CHUM Television**. Hebden has been Station Manager at CTV Two Barrie since 2006.... With these retirements – and that of **Elaine Ali** in the new year – **Bell Media** will integrate radio and television even more so in the new year, especially in the areas of marketing and promotion. Four new positions – Regional Vice-Presidents, Radio & Local TV, Bell Media – have been created to reflect this integration. They will report to **Chris Gordon**, President, Radio & Local TV, Bell Media. The new Regional VPs are: **Richard Gray** (Atlantic Canada, Quebec, Northern and Eastern Ontario), currently VP Ottawa Radio (**CFGO/CFRA/CJMJ/CKKL Ottawa** and **CTV 2 (CHRO-TV) Ottawa**); **Don Mumford** (Ontario), currently VP/GM at **CTV Two (CFPL-TV London & CHWI-TV Windsor)**; **Len Perry** (Prairies), currently VP/GM at **CTV (CFCN) Calgary**; and **James Stuart** (British Columbia), currently VP/GM at **Bell Media Radio Vancouver (CFBT-FM/CFTE/CHQM-FM/CKST)**. Further, **Louis Douville** will move from **CTV Ottawa** to become VP/GM at **CTV Montreal**. Local GMs at radio and TV stations will now report to these new VP positions. Radio operations in Toronto will continue to report directly to Gordon... New PD at **CHFI Toronto** is **Kath Thompson**, a 30-year radio veteran who most recently helped launch **up! 97.7 (CHUP-FM) Calgary** and was the Rawlco station's first Program Director. She succeeds Rogers National PD **Julie Adam** who will focus entirely on that responsibility. Thompson begins March 1... **Q107 Calgary** has signed a new morning show to succeed **Terry DiMonte** and **Tim Morgan**. The **Corus** station scooped the morning team of **Jeff Brown** and **Sarah Crosbie** from **Rogers' K-Rock 105.7 Kingston**, also a Corus market. As reported earlier, DiMonte is returning to **CHOM-FM Montreal**. The Brown & Crosbie start in Calgary, due to contractual obligations, won't happen until late Spring... **Darell Plummer** has returned to **89.5 the Lake (CJRL-FM) Kenora** as Station Manager, succeeding **Mark Duggan**. Plummer had worked at CJRL from 1989 to 2002 as an on-air personality. After 10 years, he joined the sales department. In 2002, he left the industry to work as a Regional Manager for Superior Propane... **Teletoon's** new Director, Programming is **Jon Rooney** who most recently was Director of Programming for **Kids** and **Family** at **Corus Entertainment**. He begins Jan. 3... The new **Disney Junior** Brand Manager is **Laura Mingail** who moved to **Astral** after similar experience in fields outside of broadcasting... **Angie Norton**, who became GM of **Fox FM (CFGW) Yorkton** this past Monday is also GM of **GX94 (CJGX) Yorkton**, an error of omission in last week's BD Briefing. She succeeded **Lyle Walsh** who left the business.

**SIGN-OFF:** **Kevin Nelson**, 52, in Ottawa of liver disease. The former **Majic 100 Ottawa** morning Host had been on sick leave for 15 months. After working at small market stations in Ontario, he spent 10 years in Calgary before moving to Ottawa for the launch of Majic 100. Nelson's was the first voice on Majic when it launched Aug. 12, 1991. The first song? *Do You Believe in Magic*. Nelson's father, the late "Jungle" **Jay**

**Nelson** is given credit for inspiring the broadcast magic in his son. The longtime **CHUM Toronto** morningman's guidance pointed the way for the then-17 year old to begin a life in radio.

**GENERAL:** **Rogers** and **BCE** teamed to buy 75% in Canada's biggest sports franchise owner, **Maple Leaf Sports & Entertainment**. The price tag was \$1.3 billion. **Kilmer Sports**, owned by **Larry Tanenbaum**, owns the remaining 25%. MLSE owns the **Toronto Maple Leafs**, the **Toronto Raptors**, **Toronto FC**, the **Toronto Marlies** and the **Air Canada Centre**. Tanenbaum remains as Chairman of MLSE and as a governor of the NHL, the NBA and Major League Soccer. **Nadir Mohamed** and **George Cope**, the Presidents/CEOs of Rogers and BCE respectively, have the same goals in mind – to create interactive experiences for hockey, basketball and soccer fans through the marriage of content and distribution through all screens, radio, print and the Internet. The deal must still go through regulatory and sports league ownership scrutiny. MLSE is expected to remain under current ownership (Ontario Teachers Pension Plan) until at least mid-2012. The Toronto Raptors' broadcast rights are going to be split between their new co-owners. TSN and Rogers Sportsnet will split the team's 66 games in the abbreviated season... Meantime, Canadians are accessing the Internet more and more through mobile phones, tablets and even TVs. The **Canadian Wireless Telecommunications Association** says there were more than 25.5 million mobile phone subscribers at the end of the third quarter of this year, up by almost one million since

the beginning of 2011. But, according to **comScore**, Canadians still lag when it comes to using the Internet on their mobile phones. The other area of difficulty is in how Canadians buy their cell phones, e.g. three-year contracts. As a result of that, analysts expect mobile usage to spike in 2012. As for tablets, both the CWTA and **CBC/Radio-Canada's Media Technology Monitor** estimate that 5% of the population already had a tablet as of this spring, suggesting there could be in the neighbourhood of two million units across the country. Forecasting predicts tablet ownership will double in 2012... **Astral Media** is raising its annual dividend to \$1 per share after a year of strong growth, which included surpassing the \$1-billion mark in revenues for the first time. CEO **Ian Greenberg** said Astral had consolidated revenues in fiscal 2011 of \$1.2 billion, an increase of 6%. Net income grew 7% in fiscal 2011 to \$185.2 million and diluted earnings per share were \$3.25, an 8% increase... **RTDNA Canada's** 2012 National Conference in Toronto, **RTDNA@50 - The Future of Electronic Journalism**, will feature a super session with **Lloyd Robertson**. **Peter Mansbridge**, **Lisa LaFlamme** and **Dawna Friesen** are also participating. The 50th anniversary celebration take place in Toronto, June 21-23.

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**RADIO:** **Astral Radio Niagara** listeners contributed roughly \$238,000 in the seventh annual **Great Holiday Food Drive**. The cluster's stations – **NewsTalk 610 CKTB**, **105.7 EZ Rock** and **97.7 HTZ-FM** – broadcast on their front lawn in St. Catharines from 6 a.m. to 6 p.m. Listeners dropped by with trunk loads of non-perishable items or with cash, cheques and gift cards to help stock the shelves of **Community Care**. Community Care focuses on meeting needs, building bridges between dependency and self-sufficiency, and creating opportunities... **CFRA Ottawa's** 61st Annual Christmas Cheer Broadcast raised \$213,432 to benefit **The Christmas Cheer Foundation**, **Christmas Exchange Program** and the **Ottawa Food Bank**. It is a record-high sum for the annual fund-raiser. CFRA's 12-hour continuous broadcast took place from Centre Court at the Rideau Centre. The money will go towards the purchase and preparation of food hampers and food vouchers... A three-day broadcast marathon staged by **FAB 94-3 (CHIQ)** and **99-9 BOB FM (CFWM) Winnipeg**, the **Bell Media** stations' 29th Annual **Christmas Miracle**

*Toy and Cash Drive* raised \$65,000 in cash and more than 5,500 toys, all in support of the **Christmas Cheer Board**... The 19th annual **CHYM Kitchener Tree of Hope Radiothon** raised \$383,377 in support of **Family and Children's Services** of the **Waterloo Region Foundation**. The money will go toward helping children, youth and families throughout the community as well as taking care of families and children in crisis throughout the year. The CHYM Tree of Hope Radiothon, over its 19 years, has raised in excess of \$4 million... **C95 Saskatoon's Stuff the Bus** campaign on behalf of the **Saskatoon Food Bank** saw enough food donated to last well into March. The city bus was parked outside a Co-op all day Thursday. When it came time to wrap it up, the bus was packed floor to ceiling... **Shore 104.3 Vancouver** listeners donated \$95,000 in cash and an additional 14,000 lbs. in food to the **Greater Vancouver Food Bank** during the first 12 Bands of Christmas event. The all-day live broadcast from the **Fairmont Pacific Rim Hotel** lobby featured a different live performance every hour, as listeners were invited to make donations on-line or in person... **Classic Rock 101 (CFMI-FM) Vancouver** listeners came through during the station's annual *Twelve Hours of Christmas* auction. The event helped raise \$70,000 for **The Make-A-Wish Foundation of British Columbia and Yukon**. Funds raised will go toward helping grant 14 wishes for children between the ages of 3 and 17 years who have been diagnosed with a life-threatening illness... A radio host with too much money? Right-wing talk-radio Host **Michael Savage** has offered **Newt Gingrich** \$1 million to drop out of the race for the Republican presidential nomination because he doesn't believe the former U.S. Speaker of the House can beat President **Barack Obama**.

**T****V:** **Netflix** will soon face substantial competition in Eastern Canada on a new **Astral** service; the Canadian equivalent of the U.S. **HBO Go** channel. The new channel will be launched next July or August. HBO Go is another attempt to fend off over-the-top (OTT) services and to keep subscribers from switching off their cable or satellite subscriptions... Some of Canada's major film distributors say recent moves by **Astral** threaten the health of the industry. English-language film distributors, including **Alliance Films**, as well as the **Canadian Association of Film Distributors and Exporters** (CAFDE), were in Montreal to appear at a licence renewal hearing last Thursday. They said they are facing a crisis as broadcasters cut their spending on homegrown movies. CAFDE said that Astral's **The Movie Network** has cut the fees it pays to license movies for broadcast on its channel. It also objects to Astral's request to change its Canadian content requirements for **Mpix**, so that it doesn't have to broadcast Canadian films. "*The potential repercussion here for the whole business to fall apart,*" said **Mark Slone**, a senior Alliance VP... The **CRTC** has found **Bell Mobility** in breach of rules over exclusive programming rights to **NHL** and **NFL** content that gave it a competitive advantage. The decision was triggered by a **Telus** complaint after it unsuccessfully attempted to negotiate for the rights owned exclusively by Bell Mobility. Bell Mobility must file a report within 30 days of the Dec. 12 CRTC decision explaining how it will ensure that Telus has access to its NHL and NFL content at reasonable terms... **Citytv Toronto** launched a new video app that allows **iPhone** and **iPod Touch** users to view live and on-demand content. By doing so, the **Rogers** station says, it is the first Canadian broadcaster to stream live, regularly scheduled daily programming to mobile users. Others have provided live streaming of specific event-based content on mobile devices, e.g. Olympic events... The U.S. **Federal Communications Commission** has voted unanimously to adopt new rules for the CALM Act. Regulations governing TV loudness will become mandatory on all commercials transmitted by American TV broadcasters as of Dec. 31, 2012. The Commercial Advertisement Loudness Mitigation Act (CALM) regulates the audio of TV commercials from being louder than the programs.

**L****OOKING:** **Corus Television/YTV** and **Nickelodeon Canada** - Director of Programming; **Astral Dawson Creek** - Television Producer and a Television News Anchor/Supervisor; **Global Television Regina** - Reporter/Anchor; **Citytv Winnipeg** - Managing Producer Local Content; **BNN Toronto** - Writer; **Space Toronto** - Show Producer; **Bell Media Toronto** - Inside Sales Representative; **CBC Toronto** - Communications & Marketing Manager, CBC Sports, a Director, Strategy and Business Development, a Manager, Revenue Research and a Training Manager, Capital Projects (Media Operations and Technology); **Astral Prince Rupert** - Videographer/Radio Reporter; **BIG DOG 92.7 Regina** - Promotions Director; **EZ Rock Salmon Arm** - Morning Show Host and an Account Executive; **Astral Toronto** - National Account Manager; **Lite 95.7 Edmonton** - Production Director; **570News Kitchener** - Morning Talk Show Producer; **Bell Media Radio Brockville** - Producer; and **Niagara College Welland** - Chair, School of Media Studies.

**S****UPPLYLINES:** Ottawa-based **Wi-LAN Inc.** has acquired a global portfolio of more than 1,400 patents and applications related to digital TV and video displays from an international consumer electronics manufacturer for US \$8 Million in cash. But Wi-LAN says that the manufacturer cannot be named under the terms of the agreement.