

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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**R**ADIO: *Coleman Insights*, *Arbitron* and *Media Monitors* have released a new study of radio ratings data and commercial occurrence data showing that radio delivers 93% of its lead-in audience during the average commercial break. The study of 18 million commercial breaks was conducted across 48 markets. *What Happens When the Spots Come On: 2011 Edition* updates a 2006 study on radio audience behaviour during commercial breaks. The study shoots holes in the common misperception among advertisers, agencies and even radio executives that audiences during commercial breaks are a fraction of the numbers that were listening to the station just before the commercials began. Key findings include:

- One to three-minute commercial breaks deliver radio audiences levels that are practically the same as the lead-in audience.  
- Longer spot breaks of four to six minutes-plus delivered an average minute audience that was nearly 90% of the lead-in audience.  
- Commercial breaks in morning drive deliver 97% of their lead-in audience, on average.  
- Among teens and persons 18-24, radio delivers nearly 90% of its lead-in audience during commercial breaks.

New findings unique to the more comprehensive 2011 study include:

- There is little difference by market in terms of the average audience delivery during commercial breaks. Of the 48 markets studied, three markets with the highest percentage delivered an average of 95% of their lead-in audience levels during commercial breaks and the three markets with the smallest percentage delivered an average of 91% of their lead-in audience levels.  
- Audience delivery during commercial breaks was consistent throughout the year.

A copy of the full report is available at

[http://www.arbitron.com/study/spot\\_study.asp](http://www.arbitron.com/study/spot_study.asp)...

**CJTS-FM Sherbrooke** is off the air, a casualty of realignment in the Quebec market. The station was one of three that Cogeco was ordered to divest after the **CRTC** approved the company's purchase of the Corus Quebec stations... **CKPR Thunder Bay** has a new transmitter in Atikokan, just over 200 km to the northwest, providing a service previously unavailable... **Rogers Radio Ottawa** raised \$170,313 in its annual *Snowsuit Fund Radiothon*. **105.3 KISS FM**, **CHEZ 106**, **Y101 FM** and **1310News** teamed to air the 18th annual fundraiser that each year distributes over 15,000 snowsuits to families in need... **RED 93.1 FM Surrey** has raised more than \$310,000 for **Peace Arch Hospital and Community Health Foundation**, up from the \$200,000 raised in



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last year's radiothon... The second annual *Ronald McDonald House Radiothon* on stations of the **VOCM St. John's/CFCB Corner Brook Radio Network** and **Big Land FM** in Labrador have raised more than \$70,000. The funds go to support the home-away-from-home for families of children who must endure lengthy hospital stays and extensive medical treatments... **92.7 Max FM (CJSP) Leamington's Toys for Tots** radio auction – five different gift packages auctioned off – raised \$4,505. The proceeds will be used to buy gifts aimed at older children since most toy donations are aimed at those under 5... **CBC Radio Montreal** raised \$14,867.66 for **Head & Hands Young Parents' Program** which provides hot lunches for parents under 25 and their children. Every \$1.50 donated equals one hot nutritious lunch for a young parent or child... The 72nd annual **CFOS Owen Sound/Sun Times Christmas Fund Broadcast**, aired over an eight-hour period, raised \$17,569 for 23 charities and organizations... **Virgin Radio 95.3 Vancouver** presented a \$10,000 cheque to the **Canadian Breast Cancer Foundation** this week as the final hook on their *Bras Across the Bridge* campaign. Last month, Virgin suspended thousands of bras across the Capilano Suspension Bridge to raise awareness and support for breast cancer research... **X92.9 Calgary** took itself hostage last Thursday morning by switching from New Rock Alternative to 100% Christmas music. To get their music back, listeners had to come up with \$5,000 in donations that would go to **The Canadian Music Therapy Trust Fund**. Less than four hours later, the “ransom” had been paid but it's believed the final straw for listeners was when they were threatened with **Justin Bieber's Little Drummer Boy**.



The New **Broadcast Dialogue** magazine is now up on our website. Click [HERE](#) to read about **G98.7 Toronto** and **CTV Montreal...** and lots more.

**GENERAL:** Heritage Minister **James Moore** told a Commons committee late last week that **CBC** will be getting the money it needs through 2015. Some Conservatives and CBC critics had been calling for an end to the \$1.1-billion that goes to the public broadcaster. Speaking directly to CBC's 2015 plan, Moore said: “*This is a plan that we support and that we have been pushing for and hoping that the CBC would implement for a long time -- staying in the regions, (enhancing)*

*digital technology and protecting their mandate to ensure that it's all-Canadian programming”... SOCAN* appeared before the **Supreme Court of Canada** Tuesday and yesterday (Wednesday) in three copyright cases related to the use of music on the Internet. SOCAN is fighting to support the decision made by the **Copyright Board of Canada** and confirmed by the **Federal Court of Appeal** to licence the use of music on the web by several corporations, including **Rogers, Bell, Telus, Apple, and Shaw**... There has been a return of sharp discounts for television, Internet and phone customers at **Shaw Communications** and, as a result, an analyst at **Canaccord Genuity** downgraded Shaw to sell. **Dvai Ghose** was quoted as saying that the discounts suggest that market share losses to **Telus** are accelerating. Telus introduced a new television and Internet service last year. Of the 14 analysts covering the Shaw stock, six have buy ratings, eight have holds while two, **Veritas Investments** and **Canaccord Genuity** have sell positions... U.S. **Federal Communications Commission** chief **Michael Copps** has offered **President Obama** his resignation effective Jan. 1. He promised to leave earlier if his successor is confirmed before then... **CTV Two Ottawa's CTV Morning Live** and **93.9 BOB FM Ottawa** together raised \$53,000 and over 30 tons of food for the **Ottawa Food Bank**.

**REVOLVING DOOR:** **Ross Davies**, VP Operations/Programming at **Haliburton Broadcasting** and based in Toronto, is no longer with the company. He may be reached at [rossdavies@sympatico.ca](mailto:rossdavies@sympatico.ca)... **Angie Norton** is the new GM at **Fox FM (CFGW-FM) Yorkton**. The Saskatchewan **Harvard Broadcasting** Business Manager begins in her new role next Monday (Dec. 12) and succeeds **Lyle Walsh** who's leaving broadcasting... **Candice Molnar**, the **CRTC's** Manitoba and Saskatchewan regional Commissioner, has been reappointed for another five-year term, through to 2017. Her term was due to end Jan. 6... **Todd van der Heyden**, the anchor of **CTV Montreal's** noon and 6 p.m. newscasts, will join **CTV News Channel** Jan. 16 as co-Anchor with **Amanda Blitz** of **EXPRESS**. van der Heyden's last newscast at CTV Montreal is set for Dec. 30... **Betty Selin**, whose Regional ND job was discontinued at **Astral's** BC Interior stations early last month (as were eight others), has accepted a new role with the company. She's now co-Host/News Anchor on **SUN FM Vernon's** morning show... **Corus Radio Cornwall** ND **Lorne Wiebe** leaves the cluster at the end of this month. After 25 years in

radio, Wiebe is leaving the industry... **John Oliver** of **BCIT** in Burnaby, the **CFML** Ops Mgr/Ass't Instructor Radio, will retire next week, Dec. 16, after 10 years with the institute. Succeeding him is **Brian Wiebe**, an alumni of BCIT, and the PD/morning show Host at **Q101 Merritt** where he's worked the last nine years. And, succeeding Wiebe at Q101 is **Taylor Landry**, the midday Host/Producer at **FREE FM Grande Prairie**...

**T****V:** **Shaw Cable's Multicultural Channel** in Vancouver and **Global News** will produce **Global National Mandarin**, launching at Chinese New Year, Jan. 23. The 30-minute package will air weekday evenings in Vancouver and Calgary... The **Rogers On Demand** app on Xbox 360 will be on the new **Xbox LIVE** dashboard this month, free for **Rogers** customers. **Microsoft** went live with the Xbox Live interface makeover this week. Also teaming with Microsoft on Xbox Live is **Maple Leaf Sports and Entertainment**. MLSE will launch applications for the **Maple Leafs**, the **Toronto Raptors** and **Toronto FC**... Still with sports, **Hockey Night In Canada** will regain its Punjabi-language broadcasts on Saturday night. CBC found a sponsor in **GM**. The broadcasts, which began three years ago, have twice been cancelled... **Shaw Communications** has begun a WiFi Network trial at locations in Vancouver, Calgary and Edmonton in advance of the official launch next Spring. Once it's all up and running, the Network will support Shaw's mobile programming endeavour with content. Thousands of locations will be activated across the Shaw footprint in the next three years... The **Weather Network** and **MeteoMedia** have launched an iTV weather app on **Bell Fibe TV** in selected areas of Toronto and Montreal, allowing customers to access on-demand weather info and enhanced content using the TV remote control... **Colba.Net Telecom** has launched its new Internet protocol Television (IPTV) service in Montreal. The Class 1 terrestrial broadcasting distribution undertaking has a footprint covering approximately 375,000 households... TVs are proving the surprise hit of the American holiday retail season. Stores are slashing prices on the pricier models larger than 40 inches. TV sales through October have increased 15%, compared with 2% for the same period last year.

**L****OOKING:** **CHUM FM/Flow 93.5 Toronto** - General Sales Manager and an Account Executive; **Astral Kelowna** - Show Producer/On-Air; **Astral Toronto** - Retail Sales Representative; **Astral Hamilton** - Senior Account Executive; **Astral Winnipeg** - Digital Sales Agent; **TSN Radio Toronto** - Account Executive; **101.5 The Wolf Peterborough** - afternoon drive Announcer; **Big West Country Drayton Valley** - morning News & co-Host; **EZ Rock Timmins** - Afternoon Announcer; **CTV Windsor** - Technician; **Bell Media Toronto** - Technician, MTV; **CKPG-TV Prince George** - Sales Representative; **CBC Toronto** - Associate Producer/Technician (World Report) and a Director of News Content, CBC News; **CBC Victoria** - Producer; and **CBC Saskatoon** - Station Manager.

**S****UPPLYLINES:** **Ross Video** reports that at the completion of its most recent fiscal year, sales were up 47%... **Orbyt Media (Astral)** has a deal for syndication rights to the **Tom Kent Radio Network**. The first Canadian station aboard with C.L.A.S.S. (Customized Linked Automatic System Solution) is **Newcap's XL 103 FM (CFXL) Calgary**. The show targets stations for afternoons in the AC, Hot AC, Classic Hits and Oldies formats... **Slacker, Inc.** has signed on as the exclusive title sponsor of **Canadian Music Week**. **Slacker Canadian Music Week** takes place March 21-25 in Toronto.