

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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Thursday, January 21, 2010

Volume 17, Number 33

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HAITI: The charitable donations by Canadians for Haitian relief has been well documented in the mainline media. And our broadcast media has been doing outstanding work, from the largest of chains to the smallest of community stations. But in Port-au-Prince, it's **Signal FM**, the only radio station left standing, that has broadcast non-stop since the earthquake. As you might expect, the station has been *THE* key source of information. Journalists and hosts announce names of the missing and provide info about stores that are open and dead celebrities, all the while calmly dealing with frantic calls and e-mails. Outside, people crowd Signal FM's parking lot hoping that the on-air people will help them locate family members or provide locations where the hungry can be fed. As one spiritual leader in Port-au-Prince is quoted as saying: "The radio station is the people's life right now. Without (it), the country is dead. Without the radio station, we can't communicate. We don't have anything." And out on the dusty streets, it's common to see survivors trudging along with tiny transistor radios pressed to their ears... Tomorrow night (Friday), **CBC Television**, **CTV** and **Global Television** will join forces to support Haitian relief efforts. **CANADA FOR HAITI**, a one-hour special leading up to **HOPE FOR HAITI NOW**, will broadcast live at 7 p.m. ET. At eight o'clock, the three networks will be joined by MTV, MuchMusic and National Geographic Channel in simulcasting **HOPE FOR HAITI NOW**, a special relief telethon hosted by **George Clooney**... **Astral Media's** radiothon on all of its stations this past Monday raised over \$800,000 for the **Canadian Red Cross'** efforts in Haiti.

TV/FILM: **Rogers** cut newscasts at **Citytv** stations in Vancouver, Calgary, Edmonton and Toronto Tuesday, dismissing 60 staffers – including many on-air personalities, writers, producers, editors and camera people.. "Simple economics" got the blame. A Rogers spokesperson said OTA stations have been bleeding ad revenues since the recession began. Further, said the spokesperson, Rogers was forced to cut underperforming programs because "it's about delivering results". The hardest hit was **Citytv Toronto** where 35 people lost their jobs, including senior producers and long-time supper hour co-anchor **Anne Mroczkowski**. She and **Gord Martineau**, who remains as sole anchor, are the longest-serving on-air news team

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in Canadian TV history. Reporters **Laura Di Battista**, **Pam Seadle**, **Marianne Dimain**, **Merella Fernandez**, **Farah Nasser** and **Michael Serapio** were let go. Citytv in Winnipeg, Edmonton, Calgary and Vancouver will no longer produce a 6 p.m. newscast. Anchor **Aisling Slattery** was one of those at **Citytv Calgary** let go. **Rogers Media Television** CEO **Leslie Sole** was quoted as saying: "(The) changes, although difficult, are necessary to align our operations with the economic and regulatory realities of our industry"... The **Olympic Broadcast Media Consortium** (OBMC), led by **CTV** and **Rogers Media** in Canada, and **NBC** south of the border, have yet to make a profit on ad sales for coverage of the **Vancouver Winter Olympics** next month. Some say, however, that such a focus is too narrow. Being the "Olympic Network" has great long-term potential, they say, because the nets will probably make more than they lose, even though a windfall may not arrive in time for February's Games. NBC says it will likely lose somewhere in the neighbourhood of \$200 million on the Games while here at home, OBMC admits it has yet to break

even, with ad shortfall said to be about \$20 million... Although 8-18s in the U.S. watched 25 fewer minutes of TV last year than they did in 2004, the medium is still the most-popular for that demo. Further, reports the **Kaiser Family Foundation**, American youths spend 59% of their media time watching live TV, and divide up the rest of their media activities among music/audio, the Internet, video games, print and movies.

SIGN-OFFS: **Red Alix**, 83, in Winnipeg's Grace Hospital. The 30-year Host of **CJOB Winnipeg's** morning show – at the show's peak in the '70s – was said to attract one-in-three area listeners. Born on a Saskatchewan farm as John Joseph Alix, he got his nickname for his shock of red hair... **D.E.M (Doug) Allen**, 86, in a Winnipeg hospital of complications related to cancer. In the '50s, he joined **RCA** in Montreal and, in 1958, he was sent home to Winnipeg where he became RCA's Regional Sales Manager. As such, he sold some of the first TV equipment and helped establish some of the first TV and radio stations in western Canada. In 1965, Allen founded **D.E.M. Allen & Associates**, Consulting Engineers, based in Winnipeg.... **Donald B. Williamson**, 82, in Ottawa. At one time, Williamson owned **CHUC/CFMX Cobourg** and, as an engineer, was responsible for the design of many of Canada's transmission towers... **Jacqueline (Jacquie) Loney**, 74, who, with husband **Doug Loney**, founded, launched, owned and operated **Broadcast + Technology** (BT) magazine beginning in 1975. The magazine's successes have been attributed to her for what's described as her business acumen and her popular Ad Lib column. BT was closed when the Loneys retired in 1998.

RADIO: The **CRTC** has approved a new FM station for Neepawa, Manitoba. **5777152 Manitoba Ltd.**, owned by **William Gade**, will offer a Country/Pop & Rock hybrid at 97.1 with power of 3,200 watts... The **Foundation Research Group** (FRG) has found that radio continues its strength and adaptability. On average, says FRG, Canadian adults spend 2.2 hours with radio daily. CRG President **Chris Bandak** says: "Canadians are beginning to tune into radio more frequently during the work day. Daytime listening levels are now on par with evening drive time, and listening during the work day has increased 40% compared to previous years"... **National Campus and Community Radio Association** Exec Director **Kevin Matthews** has told the **CRTC** that Canada's campus and community radio stations need an additional \$20 million this year to survive. Further, he says, they also want more regulatory flexibility and government assistance, e.g. granting charitable

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and small gains in TV ad sales helped **Astral Media** to a \$64.6 million profit climb in the first-quarter, nearly twice as high as the comparable amount a year earlier. The increase included a large one-time accounting gain from a change in future tax rates. Excluding the accounting gain, Astral's profit was \$56.2 million in the quarter ended Nov. 30 - up 42% from \$39.6 million a year earlier. Radio revenue slipped 1% to \$89.1 million from \$89.9 million... Toronto-based Score Media reports its most profitable quarter ever, earning \$1.1 million as revenue grew nearly 10%. Revenue was \$11.4 million for the quarter ended Nov. 30, up from \$10.5 million a year ago, when profit was \$248,000... **Deloitte Canada** has unveiled its global *2010 Technology, Media and Telecommunications (TMT) Predictions* report, revealing what it says the top TMT trends Canadians can expect this year. The top 10 most significant TMT trends that will affect Canada in 2010 are:

(1) **eBooks** will mainly be read on smartphones, PCs and tablets. (2) **Net tablets** are seen as a compelling new way to consume media while creating the potential to help revitalize the Canadian TV, magazine and newspaper industries. (3) **Pay walls and micropayments** are likely not going to happen. While publishers may want to charge readers for online editions, most know they could negatively affect traffic, and thus ad revenues.

(4) **Solar Energy**. While its long-term future is still promising, a global supply glut will make 2010 a very tough year. BC, Ontario and Quebec are the hub of Canada's solar industry and, as Ontario introduces new programs to encourage the use of CleanTech, the province may run the risk of trying to create something that won't be

status to campus and community stations to encourage more individual donations, funding from Canadian Heritage and pro-rating the four-minute per hour ad content over the broadcast week to allow for more spots on the more popular programs... **XM Canada** says it plans to diversify by growing into the GPS and iPhone markets. But right now, the car industry remains XM's strongest customer. Owned by **Canadian Satellite Radio Holdings**, XM is also looking at line extending to include navigation technology, such as traffic and weather... **Randy Lennox**, President/CEO of **Universal Music Canada**, will be inducted to the *Canadian Music and Broadcast Industry Hall of Fame* during the *Canadian Music and Broadcast Industry Awards* in Toronto March 11 at **Canadian Music Week**... The **Canadian Broadcast Standards Council** has determined that French swear words are inappropriate during daytime radio. The decision follows complaints about foul language on two programs at **103.5 Cool FM (CKRB-FM) St-Georges-de-Beauce**. The CBSC concluded that swear words at times of the day when children could be listening violated a clause of the **Canadian Association of Broadcasters' Code of Ethics**. Details at www.cbsc.ca... That 14-year-old in Ottawa who operated his own pirate station has been shut down – again. **RCMP** and **Industry Canada** officials who showed up at his father's hotel, insisting the broadcasts stop immediately, didn't stop there. They dismantled "**DJ Jay's**" tower and seized his equipment. The boy received two cease-and-desist letters before the feds showed up... The **New York Festivals Radio Programming & Promotion Awards** has issued its Call for Entries. Check www.newyorkfestivals.com for details.

GENERAL: The **Canwest Global Communications** sales process began last week when several companies added their names to the list of bidders. **Shaw Communications** says it wants certain Canwest assets but wouldn't say which. **Corus Entertainment** wants some specialty channels, but that's it. Ditto **Astral Media**. **Paul Godfrey**, the CEO the **National Post**, and a group of investors want some of the newspapers. The same holds true for **David Radler**, **Conrad Black's** old right-hand man. Also on the newspaper side, **Jerry Grafstein**, **Ray Heard** and **Beryl Wajzman** want to buy the Post, the **Montreal Gazette** and the **Ottawa Citizen**... A one-time accounting gain, more pay TV subs

globally competitive because most other countries have their own market overcapacity. (5) **IT procurement** stands on its head. Many companies are buying smartphones and computers based on employee demand rather than corporate policies. If consumer demand begins to drive corporate IT purchasing decisions, smartphone companies are likely to benefit. (6) **Reliability redefined and reassessed**. The default enterprise IT contract specifies 99.999% reliability. 2010 will see some companies settle for fewer nines to save money, which could allow Canadian IT and telecom companies to reduce costs because they won't have to ensure 99.999% network reliability. As a result, savings will likely be passed on to consumers in exchange for their acceptance of minor network downtime. (7) **Cloud computing** will grow faster than almost all other tech sectors. Concerns over reliability and security continue to make large enterprises and governments cautious about adopting cloud. In contrast, consumers and small enterprises are the logical early adopters, as the global cloud computing industry is predicted to grow almost 50% to \$80 billion in 2010. (8) **Carriers will change data pricing**. "All you can eat" data plans have succeeded in attracting customers but are killing the networks. While tough for carriers to move back to metering data, recent network neutrality rulings from the **CRTC** will make it easier. New players are entering the Canadian wireless market and some have started offering "all you can eat" data plans. By doing so, they are setting a potentially dangerous precedent for carriers. Finding an appropriate competitive response that does not erode profitability may be a challenge for wireless carriers. (9) **Widening the bottleneck**: As smartphones and PCs create a mobile data traffic jam, carriers will not be able to build new networks in 2010. Instead they will use short-term tech quick fixes to make the mobile Internet work faster and handle more customers, with some players profiting greatly. Although network congestion issues are not yet common in Canada, they are a global challenge, and many of the companies that provide these technologies are Canadian. (10) **Online advertising trend continues**. While online only makes up about 10% of global ad sales at \$80 billion, it will continue to steal share from traditional media in 2010, causing traditional media prices to fall.

REVOLVING DOOR: Eric Baptiste is the new CEO of **SOCAN**, the **Society of Composers, Authors and Music Publishers of Canada**. He will succeed **André LeBel** May 16. LeBel is retiring... New arrivals at **NBRS/The Accessible Channel** (TACTv) in Toronto are **Paul Campbell**, VP, New Media and **Chris Tapanila**, Director of Operations. Campbell was most recently Project Leader in partnership with **Quincy Jones Jr.** at Los Angeles while Tapanila was most recently with **The Fight Network** and, before that, **CTV**... New GSM at **MBS Radio (CHNS/CHFX-FM) Halifax** is **Preston Pardy**. His last stop was in sales management at **AML Communications/Rogers Wireless**.

LOOKING: An experienced Sales Representative is being sought by **XM105** Whitecourt. See the ad on Page 3... Other jobs we've heard about include: **CTV Montreal** – Editor/Reporter; **CTV Kitchener** - News Director; **Teletoon Toronto** - Director, Original Content, an Account Executive Interactive Sales and a Web Developer; **CTV Toronto**-Accounting Manager Discovery Channel; **Global TV Toronto** - Director, News Marketing and Community Partnerships; **Rogers Toronto** - Manager of Production Operations; **Astral Media Radio Vancouver** - Broadcast Technician; **AM900 CHML/Y108 (CJXY-FM) Hamilton** - Radio Sales Account Executive; **Rogers Radio Timmins** - Morning News co-Host; **Rogers Radio Grande Prairie** - Producer; **News 1130 Vancouver** - Program Director; **Lloyd FM Lloydminster** - News Anchor/Morning Show co-Host; **CBC Toronto** - Legal Counsel, an Associate Producer (Weather Centre) and a Senior Ad Operations Specialist; and, **CBC Montreal** - a Spectrum Engineer, a Senior Manager (Emergency Preparedness, Business Continuity and Corporate Security).

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