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Something **ENTIRELY** new and all-inclusive
for the Canadian broadcasting community:
the reincarnated

www.broadcastdialogue.com
has arrived!

In the **MAGAZINE** section – **RIGHT NOW!** – you'll find the February 2010 edition. AND, you can read it either digitally or in .pdf! Further, there's a selection called **PDF Archive** where you can search by either author or category and find every single article – over 1,700 of them – going back over 10 years! In alphabetical order, **Julie Adam, John Cassaday, Mike Cleaver, Alan Cross, Rob Farina, Chris Gordon, Pat Holiday, JJ Johnston, Bob Laine, Evelyn Macko, Bruce Marshall, Bob McLaughlin, Trina McQueen, John Moore, Terry O'Reilly, Tom Rivers, Ted Rogers, Duff Roman, Sandy Sanderson, Jeff Vidler, J. Robert Wood** ... to name but a few... have all contributed to our pages and are now available online.

WHAT'S HAPPENING carries information that speaks to the broader community, unlike the very specific information in the Broadcast Dialogue Briefing. For example, if you scroll down a bit in this section, you'll find a video that honours **Nevin Grant**, the long-time PD at **CKOC Hamilton**.

CAREERS is self-explanatory. Use this section for finding your next employee. As a bonus for you, the Broadcast Dialogue Briefing subscriber, there are **THREE COMPLIMENTARY JOB INSERTIONS** through the course of this year. I encourage you to take advantage.

TECHNOLOGY is for the Engineers as well as for those who take an interest in white papers, engineering events, installations relevant to the Canadian market, and other interesting tidbits. For example, there is a fast-paced video in this section that highlights the most recent **Central Canada Broadcast Engineers** convention at Horseshoe Valley, near Barrie.

ENJOY EVERY ASPECT OF THE NEW WEBSITE.
SHOULD YOU HAVE QUESTIONS, PLEASE GET IN TOUCH.
howard@broadcastdialogue.com

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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January 28, 2010

Volume 17, Number 34

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REVOLVING DOOR: The new GM at *Rogers Radio Victoria* is **Jim Schneider**, transferring to Vancouver Island from *Country 93.3 (CJOK)/Rock 97.9 (CKYX) Fort McMurray*. He succeeds **Kim Hesketh** in leading *The Ocean & Jack FM*. Schneider succeeded **Kelly Boyd** at Rogers Fort McMurray (*CJOK/KYX 98*) where he had been Ass't GM/GSM. Coincidental to Schneider's promotion were the departures of **Gorde Edlund** and **Dawn Kaysoe**. Edlund was PD at Jack FM while Kaysoe was PD at The Ocean... Two changes in the world of broadcast education. The first is Associate Dean **Brian Antonson**, the 33-year veteran of Broadcast and Media Communications at the *British Columbia Institute of Technology* (BCIT) in Burnaby. BCIT is dealing with significant budget challenges and, as a result, 80 positions are being eliminated, including Antonson's. His last day is March 31. **Laura Davie** will assume the position of Associate Dean for both Broadcast and Digital Arts... **Jed DeCory**, after 11+ years at the helm, will step down at month's end from the Chair's position at the *Seneca School of CommArts* in Toronto. He's credited as being the architect of the school's Radio/TV program resurgence... As reported a few weeks back, former *Global BC* Anchor **Tony Parsons**, who retired from that long-time position (34 years), has made it official. He not only will join *CHEK-TV Victoria* March 16 as an Anchor but

has also made a personal investment in the employee-owned station... **P.J. Stock**, a former *NHL* player will fill the *CHOM-FM Montreal* spot vacated by **Ted Bird** beginning Feb. 1. His shift, however, will be mornings from 7 to 9, Monday through Thursday. Stock joins co-Hosts **Chantal Desjardins** and **Pete Marier**. Bird resigned from CHOM because of what he called "*philosophical and creative differences*" with station management... **Kerry French** is now the Director, Research at *Rogers Radio* in Toronto. French has been doing quite a bit of contract work of late (*FACTOR*, Rogers) but perhaps is best known for her years at *CHUM Toronto*... **Carissa Donaldson**, GM/GSM at *CJAT-FM/CKKC/CFKC Trail*, leaves tomorrow (Friday) for a month off before beginning at *Rawlco Radio Saskatoon* in sales March 1. Succeeding her in Trail is **Ernie Blumke**, who has 33 years experience in radio/TV sales, programming and management in the Okanagan Valley. He moves to *Astral Media Radio* from the *Jim Pattison Broadcast Group*...

GENERAL MANAGER - FORT MCMURRAY RADIO



RESPONSIBILITIES:

- Achieve, oversee and monitor implementation of all radio cluster operating budgets
- Develop and execute a station Business Plan and Strategy
- Manage, recruit and motivate team of broadcast

professionals

- Liaise with traffic, creative, production, promotions, credit and financial departments
- Build & maintain a strong working relationship with Sales, Programming and Promotions
- Provide local business leadership daily
- Develop opportunities for revenue
- Establish objectives and support company policies and programs
- Represent the stations corporately as well as in the local Fort McMurray community
- Recommend and monitor capital projects as required
- Work with Promotions, Sales and Programming re promotions, contesting and marketing
- Work with Promotions, Programming and Digital to grow the digital side (web, database).
- Provide leadership with the development of both programming and revenue opportunities
- Keep up to date with gov't regulatory policies to ensure conformance to regulations
- Establish objectives and support company policies and programs.

QUALIFICATIONS:

- Minimum 10 years mngmnt experience within the broadcast industry, preferably in radio
- Minimum 5 years sales or programming management, preferably in broadcast
- Highly creative, innovative, enthusiastic and strategic
- A strong collaborator
- Excellent presentation skills
- Excellent communication and interpersonal skills
- Proven ability to manage a team of high performers
- Proven effective communicator at senior client and management levels
- Entrepreneurial self-starter.

Interested Candidates, please apply online at
www.rogers.com/careers

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Canadian Music and Broadcast Industry Awards

THE Crystals

CANADIAN RADIO Music Awards

The new **Rawlco Edmonton** station, expected to launch next week, has its line-up of personalities, including **Adam McKale** from **The Bounce Edmonton**; **Cory Kim**, ex **CHUM-FM Toronto**; **Chris Love**, ex **Joe FM Edmonton**; **Ami Amato** from **K-97 Edmonton**; and **Crash & Mars** from **Z99 Regina**... **Rob Crocker** is the new CFO at **TVO** in Toronto. He had been VP Online Backup and Sharing at **Radialpoint**... **Regan Tate** has returned to **Global Regina** as Assignment Editor. When she left, she had been Senior Reporter/Anchor... **ND Marlow Weldon** at the **Island Radio Division** of the **Jim Pattison Broadcast Group** stations Nanaimo leaves Feb. 3 bound for the Sports Director's job at the Jim Pattison Red Deer cluster.

RADIO: Host **Dave March**, who's been at **CKDH Amherst** for 30 years, stayed on-air for 48 hours and raised \$20,030 for the **Red Cross** Haitian earthquake relief fund. Never under-estimate small market radio... The Newfoundland and Labrador stations belonging to **Steele Communications** united to air their **Hope for Haiti** event, broadcast from a local St. John's mall last Friday on the **VOCM/CFCB Network, 99.1 HITS FM** and **97-5 K-ROCK**. The 12-hour radiothon raised \$370,000... The **Saskatchewan Day of Caring For Haiti** generated \$620,880.60 from a province-wide radiothon on **Rawlco Radio's News Talk 650 CKOM Saskatoon** and **980 CJME Regina** – a radiothon record for the province. And that amount doubles with federal dollar matching... At the **CRTC** hearing reviewing campus and community radio, commissioners have heard a number of requests, including for funding in which a percentage of dollars from broadcasting ownership transactions and Canadian Content Development contributions would go to a community radio fund. There was also a recommendation that the Commission reconsider allowing commercial broadcasters to own more than one station in a market. The community and campus radio stations want self-determination on the quantity of spoken word and Cancon. In a joint presentation by the **Canadian Association of Broadcasters, Astral Media Radio, Corus Entertainment, Rogers Media** and **CHUM Radio**, the private broadcasters said they saw no need for mandatory CCD contributions to community and campus radio initiatives. Instead, as an incentive for private broadcasters to work with community broadcasters, it was suggested that the scope of eligible CCD contributions be expanded to recognize both in kind donations as well as direct financial assistance. Other recommendations from the private sector included: Using AM frequencies or the Internet for community/campus stations; providing a wider diversity of music; and to be different enough so that community/campus stations are complementary to private radio, not competitive... Sexual innuendo doesn't cut it as a broadcast code violation. The **Canadian Broadcast Standards Council**, in a decision related to **102.1 The Edge (CFNY) Toronto**, says two complaints about "sexual content" on the morning show really boiled down to innuendo, thus was not sexually explicit. The details may be found by clicking www.cbcs.ca... **Air America** is no more. Financial difficulties shut down the American radio network that was aimed at providing a liberal alternative to U.S. conservative talk shows. The network had about 100 subscribing radio stations... **Rogers Media** has launched an **Apple iPhone** application for **680News Toronto**. It's available only to **Rogers Wireless** and **Fido** customers... Newly released documents say that the late **Paul Harvey** often asked his long-time friend, FBI Director **J. Edgar Hoover**, for approval for his radio scripts. Further, that Hoover often supplied Harvey with information. Harvey's and the former FBI director's friendship was forged by an incident in 1951 when Harvey tried to infiltrate a nuclear testing lab near Chicago.

SIGN-OFF: **Barry Drake**, in Saskatoon. For the last 17 years, he was a highly-regarded broadcast instructor at Saskatoon's **Western Academy**. Before that, Drake worked for radio and TV stations in B.C., Calgary and at **102 FM Saskatoon**.

TV/FILM: Last Friday night's **Canada For Haiti** telethon – aired on **CBC, CTV, Global, MTV, MuchMusic, Citytv** and **National Geographic Channel** - raised \$27 million, and 2.4 million viewers were onboard for the one-hour show. The collaboration between these competitors raised \$13.5 million which will be matched by the federal government. An additional \$6.7 million was raised in Quebec in a French-language telethon that ran concurrently. That brings the overall Canadian TV total with federal contributions to more than \$40 million. CANADA FOR HAITI streamed across CBC.ca, CTV.ca, GlobalTV.com, MuchMusic.com and CP24.com, attracting more than 40,000 live video views... **CHEK NEWS Victoria** has won the Journalism Integrity Award from the Canadian Journalism Foundation. CJF cites CHEK employees as being "... gutsy, putting their own careers and finances on the line to rescue a local television station and, in doing so, enhance the station's commitment to providing news and information to the community"... Some former **CKX-TV Brandon** staffers have developed a video-based website that is aimed at returning a local video voice to the Manitoba city. CKX was closed last Oct. 2 by **CTV**. Heading the project is **Nate Bower**, CKX's former Creative Director. He says www.itvbrandon.com will launch next Monday, beginning life with a morning show expected to run between 30- and 60-minutes. The itvbrandon.com project is in partnership with itvwinnipeg.com, a similar enterprise run by **Glen Tinley**, whose **Studio Media Group** also publishes a number of Winnipeg-based magazines... **Corus Entertainment** has filed a preliminary short form base shelf prospectus that will allow the company to raise up to \$500 million in new debt securities. Corus has said it may be interested in buying some of **Canwest Media's** specialty channels... **Rogers Media** has launched mobile applications on three platforms for **Rogers Sportsnet**. sportsnet.ca's mobile trio will be available to BlackBerry, Apple iPhone and Android device owners, providing breaking news, opinions, scores, schedules and so on... **Lionsgate** and **Massify**, an online talent network for emerging filmmakers, say that **YouTube** has agreed to serve as the primary distributor for all short films produced by the Lionsgate/Massify partnership. The partnership, known as **Lionsgate Incubator (LINC)**, went live this week at <http://www.massify.com/lionsgate>.

GENERAL: **The Canadian Press** has partnered with Needham, Mass.-based **Extreme Reach** to provide a Canadian digital TV and radio ad distribution service to broadcasters across Canada and the U.S.: **Extreme Reach Canada**. The new company is geared toward serving ad agencies and production houses... **Canwest Global Communications** says 153 of 157 senior secured lenders to its Canwest LP subsidiary have voted in favour of a restructuring plan that includes a court-supervised sale of its newspapers and online businesses. Under the agreement, the big five Canadian banks agreed to make what's considered a stalking-horse bid setting the base price for an auction that could fetch more than \$1 billion. The lender vote authorizes the banks to acquire the assets if a superior offer doesn't emerge by Feb. 26.

LOOKING: **Rogers Communications** is looking for a General Manager for its Fort McMurray radio property. See the ad on Page 1... Other jobs we've heard about include: **Rogers Medicine Hat** - Program Director; **Astral Media Radio Toronto** - National Account Manager; **Island Radio Nanaimo** – News Director; **Astral Media Radio Kelowna** – Creative Writer; **Astral Media Radio Penticton** – Creative Writer; **Astral Media Radio Woodstock, NB** – Morning News Reader/Reporter; **CHQR AM 770 Calgary** – Talk Show Producer; **630 CHED Edmonton** – CFL Play-by-Play Announcer; **CTV Toronto** – Junior Engineering Technician, MTV; **CBC Toronto** – Executive in Charge of Production, Factual Entertainment and a Host, CBC Sports.

EDITOR'S NOTE: If you've had a look at the new **Broadcast Dialogue** website, you may have noticed that the **Broadcast Directory** is no longer carried. The costs associated with keeping it as up-to-date as it is – and as it remains – were no longer tenable for us to carry alone. The Broadcast Directory is now available to subscribers of the BD weekly briefing at \$125 annually. Questions or comments are invited: howard@broadcastdialogue.com.