

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

THIS PUBLICATION MAY ONLY BE DISTRIBUTED WITHIN THE SUBSCRIBER'S LOCATION.
PLEASE DO NOT FORWARD IT BEYOND YOUR STREET ADDRESS.

Christensen Communications Ltd. * 18 Turtle Path * Lagoon City ON * L0K 1B0
www.broadcastdialogue.com * howard@broadcastdialogue.com

Thursday, July 15, 2010

Volume 18, Number 10

Page One of Three

GENERAL: **Corus Entertainment** had a \$31.4-million profit in the third quarter, revenues up 12% over last year. Net income was the equivalent of 39 cents a share compared with last year's third quarter loss of \$145 million or \$1.81 per share. The year-earlier loss included a \$172.5 million charge to reflect the impaired value of its broadcast licences and goodwill assets. Corus says revenue in the third quarter increased to \$218.4 million, with specialty TV channels rising by 14% to \$147 million. Radio was a little slower with a 9% increase in revenue to \$71.4 million... The **Federal Court of Appeal** has unanimously sided with Internet Service Providers in that providing access to broadcasting is not the same as broadcasting. With a content-neutral approach, said the Court, ISPs fall outside of the Broadcasting Act. An Internet levy proposal last year got support from a number of Canadian creator groups. They argued that video content streamed online meant that ISPs were broadcasters and should be seen as such. The groups were, of course, seeking financial support for Canadian content... A slip of the tongue isn't going to cost U.S. broadcasters an arm and a leg. On Tuesday, a federal court tossed out the **FCC's** indecency policy, ruling that it violates the First Amendment. The Court also admonished the American regulatory body for vague enforcement of incidents like the **Janet Jackson** "wardrobe malfunction" and **Bono's Golden Globes** f-bomb. Further, said the Court, the indecency policy resulted in a standard that even the FCC couldn't articulate or apply consistently. The three-judge panel, however, did not preclude the FCC from attempting to come up with new rules on indecency...

PROGRAM DIRECTOR



This is a unique opportunity to live in one of Canada's most beautiful and temperate areas, Norfolk County, Ontario. We offer a great place to live in the rural surroundings of Lake Erie, yet we are just an hour and a half away from the city!

You bring experience with music software. You will handle the day-to-day operations, working with a programming consultant, RSM and GM. Must be willing to handle a daily shift.

Perhaps you are an experienced PD looking to raise a family in a safe, friendly area. Maybe you are a MD or assistant PD looking to make a move up.

We welcome your application. No phone calls, please.

Send resume and demo to:

Blair Daggett VP/GM
Radiocorp Ltd
PO Box 98
Simcoe ON N3Y 4K8
519 426 7700 ext 224

bdaggett@cd989.com
www.cd989.com

Verizon Communications in the U.S. has been buying ad displays warning consumers that **Time Warner's** contract with **Disney (ESPN, ABC and Disney Channel)** expires Sept. 2. So, instead of being blacked out as the **Oscars** were in some areas, Verizon is pitching people on pre-emptively switching to its **FIOS** service. Industry watchers say that for such a campaign to appear up almost two months ahead of a deadline demonstrates the increased pressure faced by the likes of cable giants such as **Time Warner**. Verizon and its telecom colleagues – **DirecTV, AT&T** and **Dish Network** – are trying to build market share by

offering better value at a smaller price. And it may be working. Six years ago, U.S. cable companies had 72% of the market, satellite operators had 28% and telecom competitors had none. By last year, satellite had 33% and telecom 5%, whittling down cable's share to 62%... **NBA** superstar **LeBron James** gave **ESPN** the exclusive when he announced that the **Miami Heat** was the team for which he'd chosen to play. But he did it upon conditions that included his choice of interviewer and, significantly, that all ad revenue be donated to charity. And this is where U.S. media critics have come to the fore, asking if this wasn't the equivalent of paying for a scoop. Further, wondered **AdAge**, could this be the start of a new trend in news control? ... At this week's Sun Valley conference, hosted by boutique investment bank **Allen & Co.**, small-sized acquisitions and strategic buys rather than megabuck deals such as the recent **Comcast/NBC Universal** blockbuster are likely at the forefront for financiers and broadcast media leaders.

REVOLVING DOOR: **CTV's Lloyd Robertson** has announced his retirement, set for next summer. By putting it off until then, he'll round off his career there at 35 years from the day he joined then-Anchorman **Harvey Kirck** in 1976 as co-Anchorman of **CTV News**. He's been Chief Anchor and Senior Editor since 1983. Robertson, 76, made the announcement at the end of last Thursday's broadcast. The next day, **Lisa LaFlamme**, 45, was announced as his successor. She began her broadcast career at hometown **CKCO-TV Kitchener** in 1988. Reporting stints include Iraq, Afghanistan, Sri Lanka, Haiti and as a political correspondent in Ottawa... Former **NBC News** Foreign Correspondent **Dawna Friesen** is the next Anchor of **Canwest's Global National**, succeeding **Kevin Newman** after he steps down next month. Friesen, a native of Winnipeg, began her career at **Global Winnipeg**, then worked at **CBC** and **CTV** before being hired by NBC in 1999. Friesen's reporting duties took her throughout Europe and the Middle East from her base in London... **Gerry Pigeon**, who's been with **Corus Radio Calgary** the past nine years, the last six as RSM, will move August 3 to **NL Broadcasting** in Kamloops to become GSM for NL's three stations there – **CHNL**, **CKRV-FM** and **CJKC-FM**... **News 95.7 Halifax** talk show Host **Andrew Krystal** will do his last broadcast there July 30 and then move to sister **Rogers** station **Fan 590 Toronto**... **Shelly Datseris** has been appointed Manager, Communications at **Teletoon Toronto**. Her background includes seven years at **Rogers Communications** and at **Rogers TV**... **Diana Swain** has been appointed to Senior Correspondent of the **CBC News** investigative unit. The CBC Toronto Anchor assumes the

new position Aug. 9 and will continue to be an occasional fill-in Anchor on **The National**... **Dale Jubb** will become Manager of Operations at **CTV Calgary** July 26. Jubb moves from his CEO position at video production facility, **Empowered Media** in Ottawa. He has also served as a Senior Director for **CBC Television** and at **CPAC Ottawa** as Production Manager. Former Ops. Mgr. **Karen Irvine** moves to Manager, On-Air Operations... **Joe McFarland**, ND at **102.1 FM The Lounge (CJCY-FM) Medicine Hat** since its launch in 2008, leaves at month's end to join Corus Radio Calgary as a Reporter... New MD at **JACK Calgary** is **Jeff Walker**, ex MD/Swing Announcer at **K-97 Edmonton**... **Chad Thomas** has returned to **Astral Radio Calgary** as Digital Accounts Manager. He left the stations to found an agency when they were owned by **Standard Radio Calgary**.

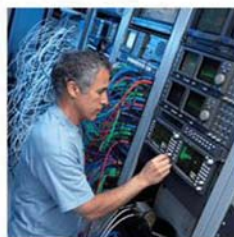
Tektronix® Complimentary Seminar Unveils New Techniques for Post Production and Broadcast

We're coming to a city near you! [Register today](#) and secure your seat for our Video Insight Seminar.

This [free seminar](#) will provide you with current tips and tricks on tackling today's video test challenges. In one information-packed day you will:

- Learn how expert colorist Steve Hullfish uses Waveform Monitors to achieve artistic rendering of content.
- Discover new tools to help you adjust the color fidelity of the image while maintaining the video signal.
- Get the latest update on ATSC A/85 - control audio levels between program and commercial transitions.
- Learn to use Ancillary Data in an SDI signal to verify the presence of Active Format Descriptor (AFD) and Closed Captioning data.

Visit the [registration website](#) for the day's schedule including abstracts on all seminar sessions. This is your opportunity to see new video test technology for yourself and gain valuable insight. Seating is limited.



videoinsight | seminar

Thurs. August 12th, 2010
8:30 am - 5:00 pm

Delta Chelsea Hotel
33 Gerrard St. W.
Toronto, ON

Lunch is included.
Cost: Complimentary

REGISTER NOW

 **Applied Electronics Limited**
Your Complete Technology Partner

Register Now for Tektronix Complimentary Seminar with Industry Expert Steve Hullfish

T**V/FILM:** **Quebecor Media** is urging the **CRTC** to reject **CTV's** applications for regulatory relief for its /A1 stations. CTV wants priority programming requirements eliminated, a

reduction of CanCon to 55% and suspension of the requirement that 50% of required hours of described video be original broadcasts. In its release, Quebecor said: “CTV was fully aware of the implications of its actions when the company acquired the /A\ stations in 2007 as part of the CHUM Limited purchase. Based on the most elementary notion of fairness ... the CRTC must reject CTV's application.” If the Commission were to approve the request, says Quebecor, it should apply the new conditions to all Canadian conventional TV stations... **CTV Calgary**, effective Monday, takes over Master Control for **CTV Vancouver & the B.C. Interior**. With that addition, CTV Calgary is the Master Control hub for all CTV stations west of Manitoba... **Statistics Canada** reports that television broadcasting 2009 operating revenues were \$6.5 billion, up 0.6% from the year before but still the lowest year-over-year increase since 1997. The combined revenues of public and private conventional TV broadcasters fell 3.9% from 2008 to \$3.4 billion in 2009, the steepest decline in 10 years. But for private conventional TV, operating revenues dropped 7.7% from 2008, the largest annual decrease in more than 30 years. Public and non-commercial TV had a 1.9% increase in operating revenues. The specialty (+3.3%) and pay TV (+16.6%) segments posted combined operating revenue gains of \$3.1 billion but revenue growth for both has been diminishing for the past few years: \$230 million in 2007, \$200 million in 2008 and \$175 million in 2009. Canadian TV broadcasters' ad revenues fell 8.4% from 2008 to \$3.1 billion in 2009, the first decline in 15 years. For private conventional television, losses were \$113.4 million in 2009; the first time in 30 years that profits were negative. In 2008, profits before interest and taxes totalled \$4.8 million... A Saudi prince has announced plans to launch a 24-hour Arabic-language news channel in partnership with **Rupert Murdoch's Fox** network. The new channel will compete for Arab viewers with **Al Arabiya** and **Al Jazeera**... **The World Cup** on **CBC** more than doubled the audience from the tournament in 2006 and reached 28 million Canadians. The final alone drew almost six million viewers.

RADIO: The **Copyright Board of Canada** has ruled that “a Canadian radio station that broadcasts recorded music off a server reproduces and communicates musical works, performers' performances and sound recordings”. The Board estimates that commercial radio stations will pay \$85 million in royalties based on total station revenues of slightly over \$1.5 billion in 2009. Under the former rates, stations would have paid about \$72 million, thus an increase of \$13 million per year (or 18%). The amount, however, isn't anywhere close to the \$200 million predicted by former **Canadian Association of Broadcasters** President **Glenn O'Farrell**. Details may be seen by clicking [HERE](#)... **92.3 The Dock (CJOS-FM) Owen Sound** will launch Monday, July 26. The **Larche Communications**-owned station is the first local broadcast competitor for **Bayshore Broadcasting's** stations (**CFOS/Mix 106 [CIXK-FM]/Country 93 [CKYC-FM] Owen Sound**). The Dock's format is *The Greatest Hits of All Time* ('60s through the '80s) and is aimed at 35-54s. Coincidentally, Bayshore will soon launch a new station in Orillia, Larche's backyard... **Vista Broadcasting** now has a live presence at its former re-broad at Nelson. The 10,000 population B.C. town had been fed all of **Mountain FM (CKQR-FM) Castlegar's** programming. Now, **Mountain FM (CHNV-FM) Nelson** is staffed and airs local programming with local people through most dayparts... Community station **CFAO 94.7 Alliston** (Ont.), only recently launched, is off the air. Owner-operator **Frank Rogers** says he wasn't able to attract ad revenues and, consequently, was evicted from his studio space because of rent arrears. Rogers is also behind in payments to former employees... **CKBW-FM Bridgewater** and its soon-to-be-launched sister station have moved to new digs. The new location – at 135 North Street – ensures maximum visibility since it's part of a major shopping area.

LOOKING: **CD 989 (CHCD-FM) Simcoe** seeks a Program Director. See the ad on Page 1... Other jobs we've heard about include: **CBC-TV Toronto** - News Anchor; **News 95.7 Halifax** - Talk Show Host; **Astral Radio Hamilton** - Account Executive; **Newstalk 1010 Toronto** - Weekend Morning Show Host; **Astral Radio Fort St. John** - Account Executive; **AM730 Vancouver** - Account Manager; **CKPG Television Prince George** - Master Control; **K97 Edmonton** - Evening Announcer/Music Director; **/A\ Barrie** - Senior Reporter/Anchor; **Astral Dawson Creek** - Videographer/Reporter-Television and Radio; **CTV Winnipeg** - Reporter/Weekend Anchor; **CTV Regina** - Maintenance Technician; **CTV Toronto** - Supervising Producer, Marilyn Denis Show; **Global TV Toronto** - Supervising Producer, 16:9; **Citytv Edmonton** - Reporter; **CBC Moncton** - Researcher; **CBC Toronto** - Director, Digital Rights and a Manager, Brand Development Sports.

SUPPLYLINES: **David Lee** is the new **RCS** sales rep in Canada. He's based in Toronto. Lee succeeds **Ross Langbell** who left the company this past spring... **Astral Radio's CHOM-FM Montreal, The Bear Edmonton, CJAY-FM Calgary, CHTZ-FM St. Catharines** and **Virgin Radio Ottawa** have contracted with U.S.-based **Jacobs Media** for consulting services.

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Doug Caldwell, Bayshore Broadcasting, Owen Sound.**
Welcome!