

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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**SIGN-OFFS:** **Murray Chercover**, 80, in Toronto of complications following Pneumonia. The former **CTV** President/CEO helped shape the network from its inception. He retired in 1990 but continued as a special consultant to CTV while also developing his own **Chercover Communications**. In addition to an *Emmy* for his contributions to the broadcasting industry, Chercover collected a number of personal honours during his career including: the **CAB** Distinguished Service Gold Ribbon (1986); the **CFTA** Gold Medal for Lifetime Achievement (1988); a "Rockie" Lifetime Achievement Award from the **Banff Television Festival** and the **Conestoga College** Award for Excellence in Broadcasting (1990); the **Broadcast Executives Society's** "Achiever" Award (1991); and, he was named to the **CAB Broadcast Hall of Fame** in 1994... **Randy Dewell**, 62, in Halifax of a heart attack and a series of strokes. The former Halifax alderman, award-winning broadcaster – including the **Ted Rogers Sr/Velma Rogers** award – and civil servant, had such stops in his on-air career as **CFRA Ottawa**, **CHUM Toronto**, **CKGM Montreal** and **CJCH Halifax**.

**TV/FILM:** All production staff at **JoyTV 10 (CHNU) Vancouver** – 17 people – have been let go. Apparently new owner **ZoomerMedia** is working on a six- to eight-month plan to turn the station's fortunes around... **TVB's Ad Receptivity Survey** found that 18-34s are the most receptive and attentive to TV advertising. **BBM Analytics** conducted the survey last month. The survey revealed that across all demos, TV ads are the most noticeable compared to other forms of advertising. For full results, [http://www.tvb.ca/pages/RECP2010\\_htm...](http://www.tvb.ca/pages/RECP2010_htm...) **Bell** says it has a partnership to deliver live coverage of **Canadian Football League (CFL)** games on **TSN** and **RDS** for the 2010 season to **Bell Mobility** clients on their smartphones. The service is available across Canada and includes all 2010 regular season and playoff games... **Playhouse Disney télé**, the French-language channel for preschoolers, began broadcasting Monday morning. The learning-based specialty service for Francophone families is owned by **Astral Media**... **Jay Switzer** has won approval for four Category 2 specialty channels: **The Love Channel**; **KISS**; **Adventure**; and **Velocity**. Switzer leads a company yet to be incorporated and was **CHUM Limited** President/CEO before that company was sold to **CTV**. Love Channel will deal with romance, KISS with relationships, Adventure with contemporary action and adventure and Velocity with action movies featuring car chases, explosions, special effects and/or martial arts... **Global BC** was not discriminating against police when it aired a newscast's top three stories that were not flattering to them. A complainant said there was an anti-police bias but the **Canadian Broadcast Standards Council** disagreed, making points that can be found at [www.cbcs.ca...](http://www.cbcs.ca...) U.S. Rep. **Anna Eshoo** (D-Calif.) isn't happy with **DISH Network's** move to take the **Federal Communications Commission** to court over a requirement that it carry HD **PBS** signals by next year. DISH, the second largest satellite BDU in the U.S., says the requirement infringes on its First Amendment rights by coercing it into giving the channel preferential treatment rather than leaving DISH to decide how best to serve its subscribers. In a court filing, DISH says that while it "values PBS programming" the question at hand is "who gets to make the editorial judgment whether to carry local PBS stations in HD — DISH or the government"... China has launched a 24-hour, global English-language TV network. **CNC World** is first broadcasting on cable in Hong Kong and is expected to expand its cable service to North America, Europe and Africa by the end of the year.

**RADIO:** Three-year old Country **HANK FM Winnipeg** died this week and was succeeded by **K-Rock 100.7**, moving the **Newcap** station from Country to "World Class Rock". Mornings are now programmed with the syndicated **Bob and Tom Show**, based in Los Angeles... **Target Broadcast Sales** will become the national rep shop for **Harvard Broadcasting's The Wolf (CFWF-FM)/Lite 92 FM (CHMX-FM)/620 CKRM Regina, WIRED 96.3FM (CFWD-FM) Saskatoon, GX94 (CJGX)/FOX FM (CFGW-FM) Yorkton, X92.9 FM (CFEX-FM)**

**Calgary** and soon-to-launch **CKEA-FM Edmonton** and **CKRI-FM Red Deer**. The official date for beginning Target's representation is still up in the air but expected to be no later than Sept. 1... **Corus Radio**, in partnership with **BlueNest Technologies**, has launched **CorusConnect**, a web-based service tool that enables Corus Radio Toronto's retail and agency clients to manage all aspects of their account online. They can pay their invoices online, listen to their current ads and view their ad schedule in real time. A national roll-out of the program is slated to launch on all Corus Radio stations in the next year... The **Evanov Radio Group's** three Ontario **Jewel** (Toronto, Brantford & Hawkesbury) stations took part in **Boating For The Cure** at the Muskoka Wharf in Gravenhurst, raising upwards of \$15,000 for the **Canadian Breast Cancer Foundation** and **Prostate Cancer Research Foundation**... Last Thursday afternoon, **AM 1550 Richmond** Host **Jasbir Singh Romana** went on-air with a special two-hour Canada Day show that revealed a depth of emotion. The station, which serves the lower BC mainland's South Asian community, heard caller upon caller talk about living in a tolerant, democratic country that rewards hard work. In their home countries, callers said, if you're not the offspring of a rich person you've got a life struggle on your hands. Callers' pride in Canada wasn't restricted to material success. They also talked about the attraction of Canadian values of fairness, civility, respect for law and openness to newcomers.

**REVOLVING DOOR:** **Earle Mader**, the PD at **C100 Halifax**, has retired. Mader spent his 30-year broadcast career with the **CHUM** station, the last two and a-half years as PD. **The BOUNCE** PD **Chris Duggan** has taken over as PD for both stations. Mader won Music Director of the Year honours (secondary market) at the **2002 Canadian Music Week**... **Jennifer Yascheshyn** has been promoted to PD at **CHUM Kingston** from Promotions and Marketing Director. She succeeds **Dan Melon** who is moving to the faculty at Ottawa's **Algonquin College**. New Marketing and Promotions Director is **Shawn Whalen**, who continues with his regular **FLY-FM Kingston** on-air shift... **Matthew Waddell** has moved to **TELETOON Canada** in Toronto as Creative Director. Most recently, Waddell was Associate Creative Director at **Astral Television Networks**... **Kapila (Kaps) Ratnayake** is the new Chief Engineer at **Corus Radio Cornwall**. He had been with **Rogers Radio Calgary**... **John Waterman** becomes the new ND at **98.1 FM CKBW Bridgewater** July 19. He'll also be responsible for news on the soon-to-be-launched Country station, **CJHK-FM**. Waterman had been with **ATV/CTV Halifax** and, most recently, **91.7 The Coast Sechart**.

**LOOKING:** **96.7 (CHYR) Leamington** - morning show Host; **Astral Radio Toronto** - National Content Manager and an Assistant Music Director; **Astral Fort St. John** - Radio/TV News Director; **Virgin Radio Toronto** - Afternoon Drive Host; **100.3 The Bear Edmonton** - Weekend Host; **The Team 1260 Edmonton** - Play by Play Broadcaster/Talk Show Host; **99.7 EZ Rock Ottawa** - Evening Host; **Corus Interactive Toronto** - Technical Coordinator; **CKDK 1039FM Woodstock** - Morning News Announcer/Talk Show Producer; **XL96/C103 Moncton** - Creative Director; **CBC Toronto** - Manager, Content Training and a Managing Editor cbcnews.ca; **CBC Halifax** - Program Manager NS/NL; **CBC Winnipeg** - Senior Communications Officer; **CBC Fredericton** - Operations Manager New Brunswick; **Citytv Calgary & OMNI** - Creative Services Manager; **Citytv Edmonton** - Video Journalist; **Citytv Calgary** - Breakfast Television Co-Host; **CTV Ottawa** - Account Executive; and **/A\ Barrie** - Senior Anchor/Reporter.

**SUPPLYLINES:** **Paul La Frenais** has given up his position at **Novanet** in Ajax due to medical reasons. His successor is **Rod Ditz**... After 35 years at **Rohde & Schwarz**, including seven on the Executive Board and five as its Chairman, **Michael Vohrer** has retired. As of July 1, **Manfred Fleischmann** serves as President and CEO... **Brian Spiers**, best remembered as the ex **Grass Valley** Sales Manager for Canada (and based in Toronto), has moved to Gainesville, FL, to become VP Sales North America for **Digital Broadcast, Inc.**... **Distribution Access** in Toronto has signed an agreement to acquire **Canamedia**, one of Canada's oldest broadcast distribution and production companies.

**EDITOR'S NOTE:** Our annual summer two-week break this year will see our last BD Briefing delivered Thursday, July 22 and resumed Thursday, August 11. There will be no delivery on either July 29 or August 5.