

# BROADCAST Dialogue

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## A FUTURE IN FOCUS 2010 CONFERENCE

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**G**ENERAL: Industry Minister **Tony Clement** and Heritage Minister **James Moore** introduced Bill C-32, new copyright legislation, that would allow consumers to copy content from one device to another and to record a television program for later viewing, however not for the purpose of establishing a library. One key element concerns digital locks placed on devices by manufacturers: C-32 will make it illegal for a user to break it... **Astral Media Inc.** launched its new brand identity, which will be rolled out across all properties, including specialty and pay television, radio, out-of-home advertising and digital. The company now operates publicly under the **Astral** name while the legal corporate name remains Astral Media Inc. Astral's new brand image represents the company's diverse assets, decentralized yet disciplined business model and the knowledge, passion and imagination its employees bring to the marketplace. The vibrant colour palette and creative shape of the new logo are designed to convey human warmth and emotion, within a defined and responsive structure that is grounded and resilient. As a member of the Astral family, **Astral Media Radio Sales** and **Astral Media Broadcast Sales** in Vancouver have evolved into what is now **Astral RadioPlus**. The division rebranding better reflects the image of a solutions-oriented company, extending beyond its core competency of national radio sales. With the rebranding, all email addresses have changed as well. They read now name@astral.com... The Board of Directors of **Astral Media** declared a semi-annual dividend of 25 cents

per share on the Class A Non-voting Shares and the Class B Subordinate Voting Shares of the Corporation payable July 30, 2010 to the shareholders of record at the close of business on July 14, 2010... **Asian Television Network International** announced its operating results for the first quarter of 2010 with a profit before tax of over a half million dollars, an increase over the first quarter of 2009 of almost \$200,000. **Byrne Fulton**, ATN's Chief Financial Officer noted that the company is now debt free... **Telesat** announced its decision to procure from Space Systems/Loral a powerful, multipurpose, satellite for launch in the second half of 2012. Anik G1 will carry 16 transponders operating in the extended Ku-band for **Shaw Direct** which will allow Shaw Direct to expand significantly the high quality video content and programming services it offers throughout Canada... **The Academy of Canadian Cinema & Television** announced that it will continue the film and television-related programming of the **Audio-Visual Preservation Trust**, including the **Astral Restoration Program**. Dedicated to protecting and promoting Canada's audiovisual heritage, the AV Trust was founded in 1996. No longer able to carry out its activities as a result of recent funding cuts, the Trust had folded in the fall of 2009... **CBC News** has released the interim report of a large-scale review and analysis of news content. While the study's focus is CBC News - both

network and local/regional - it includes competitors on each platform. To read the News Balance Report, click [HERE](#). A full report on the study will be released in the fall of 2010... The **Nieman Foundation for Journalism** at Harvard has selected 25 journalists from the United States and abroad to join the 73rd class of Nieman Fellows. The only Canadian chosen as Nieman Fellow in global health reporting is **Helen Branswell**, medical reporter, **The Canadian Press**. She will study the politics and practicalities of disease eradication in the 21st century, with a particular focus on polio eradication... Deadline for entry to the **2010 Jack Webster Awards** recognizing excellence in BC print, broadcast and online journalism is June 30, 2010. For detailed submission information, click [HERE](#)... **Michelle Lang's** parents accepted the Michener-Baxter Special Award on her behalf at a ceremony at Rideau Hall last Thursday that was presided over by **Gov. Gen. Michaëlle Jean**. Lang was killed by an improvised explosive device in December 2009 when on assignment in Afghanistan for Canwest News Service... The **RTNDA 2010 National Conference: Rebuilding for the Future**, June 17-19 in Edmonton, will examine the future of journalism.

**T****ELEVISION:** **Global Television** and **Canwest** introduced its fall schedule on June 1. For details, [HERE](#)... The **Canadian Broadcast Standards Council** has released two decisions concerning programs broadcast on Quebec television station **V** (when it was still known as **TQS**). Both relate to the watershed hour. Details [HERE](#)... **CHEK-TV Victoria**, after having entered into a news sharing agreement with **CBC Television** in April, formed another partnership with **SoMedia Networks** to provide on-demand news coverage through SoMedia's BBN3 network of more than 200 videographers across the province. This new collaboration coincides with the launch of BBN3 News Service, offering broadcasters, newspapers and other media the opportunity of a virtual assignment desk and videographers who can be deployed on demand... **Astral** will launch a French-language version of the **Playhouse Disney** channel. Featuring entertaining and learning-based programming for younger audiences, this service will feature popular programming from Disney together with Canadian series. The channel will be available to Bell TV subscribers across Canada on July 5... After having pioneered the first fully LED-lit television news studio in the world in 2007, **CBC/Radio-Canada** is accelerating the replacement of incandescent TV production lighting with the more efficient and flexible LED variety in studios across the country. The initiative will cut energy consumption significantly, reducing the Corporation's carbon footprint and saving money in the process. The first phase of retrofitting is expected to start paying for itself in less than three years... The **CBC** and the **National Post** announced that they struck a deal that will allow advertisers to use each company's platform. Under the terms, the National Post will become the CBC's preferred print partner, while the Post will provide clients options for TV ads through the public broadcaster. The deal is non-exclusive and will see revenues from sales packages split... **DISH Network L.L.C.**, a pay-TV provider in the U.S., said that it plans to launch local broadcast channels in 29 new markets on June 3, 2010, becoming the first and only pay-TV provider to offer local channels to consumers in every market nationwide. The announcement came shortly after President Obama signed the Satellite Television Extension and Localism Act of 2010 (STELA) into law, which paved the way for DISH Network to take this historic step. Also, Dish Network has rescinded plans to launch its own "Weather Cast" channel and announced Monday that it had come to terms on a new multi-year deal to continue carrying **The Weather Channel**.

**R****ADIO:** On May 27, **Astral** launched **99.7 EZ ROCK** as Ottawa's "At Work" radio station — designed by women, for women in an AC format. It's currently the only radio station in Canada broadcasting continuous 99-Minute Music Mixes during the work day. **Neil Hedley**, **Stephanie "Viv" Vivier**, and **Steve Kennedy** host the **EZ Breakfast Show**. **Renee Madden**, **Jeff Kelly**, **Sarah Kay**, **Darryl Henry**, **Kim Sullivan** and **Sue McGarvie** round out the on-air talent roster on 99.7 EZ ROCK. EZ Rock joins four other Astral stations in the market: **NRJ**, **RockDetente**, **Virgin Radio 1069** and **Star 96**... Monday morning June 7th, Ottawa will see another new entrant: **101.9 DAWG FM**. The station combines the music of mainstream rock and blues rock artists with the best from Motown and R&B. **Geoff Winter** hosts the DAWG FM Breakfast show along with **Laura Mainella**. The target group consists of listeners between 25 and 54 with most between the ages of 35 and 54... May 21 at midnight, **Big Daddy** with its Classic Hits format left Sudbury and the station returned to its roots when **N-O-55** was the only station in Sudbury playing Rock'n'Roll in the '60s. **Old Time Rock'n'Roll** by **Bob Seger** introduced **REWIND 103.9**. The station is announcer-free at the moment until station management has completed its coaching of its on-air staff to create the 70s sound... **CARN 98.7 FM** has begun testing its signal in Toronto. The station is designed specifically for Black people, formatted to play urban, gospel, reggae and R&B.

**D****igitalMedia:** The **Canadian Broadcasting Corporation** and **Rogers Communications** announced an alliance in which CBC will provide Rogers subscribers with access to hours of primetime series, news, all-

new children's programming and premium sports programming available anytime and anywhere to Rogers customers through Rogers Digital Cable, Rogers On Demand, Rogers On Demand Online and the soon to be launched Rogers On Demand Mobile platforms... **Rogers Digital Media** has launched an iPhone application for its 52 radio stations. The Rogers Radio iPhone app is available for free only to Rogers Wireless and Fido customers. It features the ability to search by genre, by station, by city or by "Near Me". Listeners can also request a song, get details on the last 10 songs played, link to the station website and share their favourite station with friends via email. Rogers joins other companies that offer iPhone apps: **Acadia Broadcasting** for its 10 stations for free, **CBC** for its 33 live radio streams plus programs on-demand; **CHUM Radio** for its 34 stations; **Corus Entertainment** for its 52 stations (the first company to release an iPhone app)... **Shaw Communications** welcomed the recent Federal Court of Appeal decision that confirmed the right to privacy for Canada's Internet users. The Court rejected the **Canadian Recording Industry Association (CRIA)** appeal of an earlier ruling that was seeking personal information about Internet Service Provider (ISP) customers allegedly sharing and swapping music over the Internet. CRIA was seeking to overturn that decision, but the appeal was denied... The **New York Times** reported that **Apple** became the world's most valuable technology company when its market capitalization reached \$227.1 billion, overtaking **Microsoft's** \$226.3 billion valuation. The Times noted "the rapidly rising value attached to Apple by investors also heralds a cultural shift: Consumer tastes have overtaken the needs of business as the leading force shaping technology"... **Rogers Media** announced that it is releasing unique video content through **Shorts in the City**, a Citytv.com programming initiative in partnership with Nissan Canada and OMD Media. "Shorts in the City" offers the largest selection of serialized online video content available in Canada and features over 17 shows, 500 episodes and 35 hours of drama, comedy, sci-fi, thriller, horror and animation. The content is supplied by Vuguru, Michael Eisner's new media studio in which Rogers is an investor, and international distributor Fireworks. Citytv.com is also the first Canadian media company to release a video iPad app. Nissan Canada partnered with Rogers Media on this initiative and will integrate their ads within the programming.

**REVOLVING DOOR:** **Alain Bergeron**, Astral's Vice-President, Corporate Communications and who had added Chief Marketing Officer in July 2009 to his responsibilities, will be leaving his post around the end of August 31 after nine years with the company. He will gradually withdraw from his responsibilities starting in mid-June. Having just completed the launch of Astral's new brand image, Bergeron felt that "I have achieved my mission here and want to take some time to reflect before embarking on the next stage of my career"... **Ross Davies** has been appointed to the position of VP Programming and Operations for the **Haliburton Broadcasting Group (HBG)** effective June 1. He will be responsible for the day-to-day operations of HBG and also work with **Christopher Grossman**, President, in the development of new business opportunities for the company... **Jay Switzer**, former President and CEO of **CHUM Limited**, has taken on the Chairmanship of the Toronto-based **GlassBOX Television** Board... 33-year industry veteran **Al Redel** has been promoted from Assistant News Director to News Director for the **Newcap Radio Stations in Red Deer** and the **ARG South**. He succeeds former Red Deer/ARG South ND **Sue Stevenson**. Redel promoted **Sheldon Spackman** as his successor to the position of Assistant ND for the Newcap Radio Stations in Red Deer and the ARG South. He has been a newsman in Red Deer at KG and Z-99 for almost 5 years... After five years as PD of **CHUM Radio Kingston**, **Dan Mellon** will leave the cluster July 30<sup>th</sup> to start as Professor at **Algonquin College** in Ottawa, where he'll focus on teaching programming and performing as well as being responsible for the college station..... **Rob Basile**, who had been with **101.3 The Bounce Halifax** since its re-launch in June 2008 and who had left to return to Toronto is now Assistant Brand Director/MD at **Virgin Radio 999 Toronto**... **Trevor Wallworth**, Director of Production for **Newcap Radio Halifax** and a 20-year employee, has been promoted to Program Director for **KOOL 96.5**... **Joan Powers** has been named Digital Sales Manager for **Astral Radio Edmonton**. It's an internal promotion... At **Astral Radio Vancouver** **Stephanie Asquith** has been promoted from her Account Executive position to Digital Sales Manager... **Renu Bakshi**, Senior Reporter at **CTV British Columbia** has decided to leave her position for family reasons. Also at CTV British Columbia, **Mike Schinklewitz** is the new Technical Supervisor, succeeding recently retired **Terry Brady**. In his new role he will be responsible for workflow of all systems relating to production requirements and their integration in Feed and Play and CER... **Rod Phillips**, 68, the voice of **Edmonton Oilers** games, will wind down his 37-year run as the club's play-by-play man gradually. Phillips, who called his first Oilers game in October 1973, will be heard on only 10 Edmonton Oilers game nights this National Hockey League season... **Sara Parker**, PD at **100.3 The Q! Victoria** and recipient of **CMW's Young Broadcaster of the Year** award in March, will leave the station at the end of June to join **Harvard Broadcasting's** yet to be launched station in Edmonton.

**IGN-OFFS:** **Glenn "G" Williams**, 42, at his home in Kingston of ALS. Williams launched **K-Rock Kingston** in 2001 as its first PD and on-air personality. He leaves behind his wife, **Jodi Decker**, on-air personality at

**FM 96 Kingston** and a son. To see the **CKWS-TV Kingston** video, click [HERE](#)... **Art Linkletter**, 97, of old age at his Los Angeles home. Born **Arthur Gordon Kelly** July 17, 1912, in Moose Jaw, SK, he later moved with his adoptive parents to the U.S. Linkletter entertained on TV during the '50s and '60s with his shows, *People Are Funny* and *House Party*. His most popular segment was *Kids Says the Darndest Things*... **Chris Haney**, 59 in a Toronto hospital after a long illness. He had worked for **The Canadian Press** in various cities when he met **Scott Abbott** to co-create **Trivial Pursuit** and release it in 1982. During the development stage they sought financing from CP/BN colleagues by offering shares for \$1,000. Not everybody bit... **Fritz Sennheiser**, 98, in Wedemark, Germany. He was the founder and chairman of **Sennheiser Electronic GmbH & Co. KG**, a maker of audio equipment. Founded after WWII in 1945 in Wedemark with a seven member staff, Sennheiser now employs more than 2,100 people worldwide and is wholly owned by the Sennheiser family.

**SUPPLYLINES:** **Ross Video's** CEO, **David Ross**, was the recipient of the *Telfer School of Management Private Sector Leadership Award* at the **2010 CATA Alliance Innovation Awards Gala** May 19th. This award is presented to an individual from the private sector in recognition of outstanding technological innovation and corporate leadership which has significantly expanded the frontiers of Canada's advanced technology industry.

**LOOKING:** **CHUM Radio Kingston** – PD; **999 Virgin Radio Toronto** – Imaging Producer; **Astral Radio Toronto** – Research Analyst; Digital Account Manager; AR Digital Content Producer; **Astral Radio Vancouver** – Digital Content Producer; **Astral Radio Montreal** – Digital Content Producer (Web Designer); Creative Media Advisor, English Local Sales, Montreal Market; Astral Interactive Montreal – Senior Ad Operations Specialist, Astral Digital Internet Sales; **CHUM Radio Winnipeg** – IT/Engineering Assistant; Account Executive; **Corus Radio London** – Interactive Account Manager; **Newcap Broadcasting Lloydminster** – Creative Writer; **Corus Children's Television Toronto** – Production Executive; **CTV Toronto** – Media Services Technician, CTV Post Production; **CTV Winnipeg** – Reporter (Weekend); **TVO Toronto** – Producer/Director The Agenda with Steve Paikan; CBC Calgary – Reporter/Editor Online News; **CBC Toronto** – Director National Sales; Manager of Business Planning; Web Development Team Lead; Producer, World at Six; Industry Analyst, Media and Entertainment; Senior Writer, The National; Information Architect; **CBC Edmonton** – Host, English Television; Senior Remote Area Transmitter Technologist.

(This week's edition produced and written by Ingrid Christensen)