

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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**TV/FILM:** The **CRTC** decision on the Regulatory Policy framework on group-based licencing of ownership groups is to be released at 4 p.m. EDT Monday. It can be found then at [www.crtc.gc.ca](http://www.crtc.gc.ca)... One of Canada's twin-stick operations – **Dougall Media (Thunder Bay Electronics)** – has won permission to drop **CTV** network affiliation on **CHFD-TV Thunder Bay** in favour of airing programming from **Canwest Media**. Its other station, **CKPR-TV Thunder Bay** remains a **CBC** affiliate... **BBM** says last month's **Team Canada** gold medal win has become the most-watched TV broadcast in Canadian history. Final audience numbers for the U.S.-Canada final were 16.7 million while game eight of the classic Summit Series between Canada and U.S.S.R. back in 1972 had 4.26 million viewers... The **Federal Communications Commission's National Broadband Plan** calls for the U.S. regulatory agency to reallocate more than a third of the broadcast TV spectrum -- 120 MHz of 300 MHz -- for wireless broadband access within the next five years. The FCC would free at least 36 MHz from the broadcast spectrum band by re-packing the band and obtain the balance of the 120 MHz by encouraging voluntary channel sharing among stations. The recovered spectrum would be auctioned to wireless broadband access operators and the proceeds would be shared with the broadcasters. The U.S. Congress, fearing that the nation was falling behind other countries, asked the FCC for a plan on improving broadband access last spring as part of its economic stimulus package. The plan sees channel-sharing as the most productive way of recapturing broadcast spectrum. Two stations, it says, could share a channel and still each broadcast an HD programming service... Americans are getting into the habit of going online while watching TV, with 10% or more of viewers visiting social networks, searching the web and browsing content during major TV events, according to **nielsenwire**. When 29% of the American population tuned into the Academy Awards earlier this month, more than 13% of them spent some simultaneous time on the web. That's up over last year when 25.6% of the population tuned in for the 2009 Oscars and 8.7% surfed the web at the same time... **MovieTime HD**, Canada's first HD specialty movie channel, was launched last Friday. It's part of the **Rogers Digital Cable VIP** offering for customers with an HD box on channel 562... **Canwest, CBC, Astral** and **Corus** will co-team to present the 30th annual **Genie Awards**, the celebration of Canadian film. It will go live on Canwest's **Independent Film**

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**Channel** and via webcast on **CBC.ca** Monday, April 12 at 9:00 p.m. EDT. It will then be followed at a later date with re-broadcasts **Astral Media's The Movie Network** and **Corus Entertainment's Movie Central**.

**RADIO:** Winners at **Canada Music Week's 2010 Canadian Music & Broadcast Industry Awards** were:

Music Director of the Year -- Major Market – **Chris Lynch, X92.9 Calgary;**  
 Music Director of the Year – Medium Market – **Trapper John, 104.9 The Wolf Regina;**  
 Music Director of the Year – Small Market – **Darren Robertson, 99.9 SUN FM Kelowna;**  
 On-Air Talent of the Year – **Roger, Darren and Marilyn, CHUM-FM Toronto;**  
 Program Director of the Year – Major Market – **David Corey, CHUM-FM Toronto;**  
 Program Director of the Year – Medium Market – **Doug Elliott, K Rock 105.7 Kingston;**  
 Program Director of the Year – Small Market – **Mark Burley, 99.9 SUN FM Kelowna;**  
 Promotion of the Year – *Peak Performance Project, 100.5 The Peak Vancouver;*  
 Station of the Year – CHR – **Virgin Radio 99.9 Toronto;**  
 Station of the Year – Hot AC – **CHUM-FM Toronto;**  
 Station of the Year – Mainstream AC – **98.1 CHFI-FM Toronto;**  
 Station of the Year – Classic Gold – **Q107 Toronto;**  
 Station of the Year – Country – **Country 105 Calgary;**  
 Station of the Year – Medium Market – **Q104 Halifax;**  
 Station of the Year – Multicultural – **101.7 World FM Edmonton;**  
 Station of the Year – News/Talk/Sports – **680News Toronto;**  
 Station of the Year – Rock – **Sonic 102.9 Edmonton;**  
 Station of the Year – Small Market – **99.9 SUN FM Kelowna...**

The **Crystal Awards**, presented by the **Radio Marketing Bureau** last Thursday in Toronto during **Canada Music Week**, saw the **Western Canada Lottery Corporation** and their agency, **Venture Communications** in Calgary, win the Best-in-Show Platinum Award, including the \$10,000 that went along with it. The winning spot, *Crossword Scratch 'n Win – Lip Paint*, produced by **6 Degrees**, also won the Gold Award in Performance and additional Craft Awards. Thirty-one Crystals in 10 categories were awarded for outstanding Canadian radio creative. This year's other Gold winners were: **Brick Brewing, GJP Advertising & Design, Toronto; British Columbia Lottery Corporation, DDB Canada, Vancouver; Vancouver Alpen Club, Jim Pattison Broadcast Group, Vancouver; Durham RCC, CHUM Radio/CTVglobemedia, Toronto; ABC Canada Literacy Foundation, zig, Toronto; BMW Canada, Cundari, Toronto; Dream Easy Kitchens, Vista Radio, Kelowna; 107.5 Dave FM, Corus Radio, Kitchener, and Curve 94.3, CHUM Radio/CTVglobemedia, Winnipeg.** The complete list of winners, along with the audio, can be found at [www.rmb.ca](http://www.rmb.ca).

**REVOLVING DOOR:** "Peppermint" Patti MacNeil, co-Host with **Terry Dimonte** on the **Q107 Calgary** morning show, did not have her contract renewed. She and DiMonte were previously partnered at **CHOM-FM Montreal** for a number of years. He says they were as close as a man and woman could be without being married... **Chad Armstrong** is the new Retail Sales Manager at **X92.9 FM (CFEX-FM) Calgary**. He moves "across the street" from **Vibe 98.5** to succeed **Steve Ravenhill** who moved "across the street" to join **Newcap Radio Calgary**. Armstrong begins on Monday... **Rob Brignell**, the Director of Marketing and Development at

*Leading Radio and Television Software Company searching for a strategic sales professional for their Canadian market. Broadcast technology, radio station, TV station sales experience is helpful but not essential. Experienced strategic selling a must.*

Location: Toronto, Montreal, Vancouver

**Summary:** Sells software, data services and hardware components and systems/services to radio and television stations and groups by performing the following **Essential Duties and Responsibilities:**

- \* Responsible for full P&L of Canadian market. Great opportunity for growth and management
- \* Calls or assists with calls with C level professional and technical personnel at commercial, industrial, and other establishments and attempts to convince prospective client of the financial advantage of products and services
- \* Reviews customer documents to develop and prepare cost estimates or projected savings from client's use of proposed equipment or services.
- \* Draws up or proposes changes in equipment, processes, or use of materials or services which would result in cost reduction or improvement in operations
- \* Provides technical guidance to clients relating to use, operation, and maintenance of equipment
- \* Draws up sales or service contracts for products or services
- \* Provides technical assistance to clients and employees of the clients as necessary
- \* Responsible for overall account strategy and implementation plan
- \* Responsible for attainment of annual quota
- \* Requirement to travel up to 40% of time
- \* Represents Company at regional Trade Shows.

**Competencies:**

**Strategic Thinking** - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.

**Judgment** - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

**Motivation** - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.

**Planning/Organizing** - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

**Professionalism** - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

Send all inquiries to: [jobs317@rocketmail.com](mailto:jobs317@rocketmail.com).

**Bayshore Broadcasting** in Owen Sound and Bayshore's Station Manager at both **The Beach (CFPS-FM) Port Elgin** and **The Beach (CHWC-FM) Goderich**, is no longer with the company. **Don Vail** now carries the title of Ops. Mgr. at the two stations, along with being PD. **Ron Funnell**, ex Sales Manager at **Rogers Radio Kitchener**, becomes Sales Manager for Bayshore's new station, **Sunshine 89.1 (CISO-FM) Orillia**. That station has yet to go on air... **Dwayne Sawchyn** has been promoted to Regional Sales Manager, Newcap Maritimes (six markets with 10 stations in NS, NB and PEI), and is based in Halifax. He had been Retail Sales Supervisor at CFRQ-FM/CKUL-FM Dartmouth/Halifax... **Ken Geddes**, the former GM at **K-Rock (CIJK-FM) Kentville**, is now GSM at the two **Newcap Halifax/Dartmouth** stations... **Trapper John**, who brought home Music Director of the Year laurels for himself and **104.9 The Wolf Regina**, has moved to become the new PD at **ROCK 105.3 Medicine Hat**. He begins Monday... Ex exotic dancer and on-air host **Cosmo** leaves **92 CITI FM Winnipeg** tomorrow (Friday), bound for sister **Rogers** station **CHEZ 106 Ottawa**. Newly appointed CITI-FM PD **Jeff Brown** will take over the 2-7 shift... **Rob Williamson** is the new PD/Radio Ops. Mgr. at **Astral Media Radio Terrace**. Williamson's background includes a stint at **AM740 Toronto** and **United Nations Radio**... **Sónia Brum**, ex of CTV in Toronto, has joined Global Television Toronto as a Publicist. She succeeds **Nikki Lamb Tudico** who moved to Canwest Specialty last month... **Morley Scott** is **630 CHED Edmonton's** new play-by-play man for **Edmonton Eskimos** games. Scott, the former **Edmonton Oilers** colour man, will succeed veteran **Bryan Hall**, the legendary voice of the **Canadian Football League** team.

**SIGN-OFF:** **Gary Mittelholtz**, 55, near Sussex, N.B. of a heart attack. The long-time **CBC Radio** personality and outdoor enthusiast was skiing with a friend. Mittelholtz was the host of a number of New Brunswick programs, including *The Rolling Home Show* and *Mainstreet*. In 1987, he received the **Atlantic Journalism Awards'** gold prize for enterprising radio reporting.

**GENERAL:** **The Canadian Press** CEO **Eric Morrison** is this year's recipient of the **RTNDA President's Award**. It is the association of electronic journalists' highest honour and is presented annually to recognize individuals or groups who have brought distinction to, or made major contributions to, broadcast journalism... **CWC Manitoba** has an after-work Power Hour coming up in Winnipeg April 6. Details and registration at [www.cwc-afc.com](http://www.cwc-afc.com).

**LOOKING:** **Newcap Kentville** - General Manager; **Astral Television Networks Toronto** – Programmer (Bilingual), Interstitial Programmer (Bilingual), On-Air Promotion Producer (Bilingual) and a Supervising Editor, Creative Services; **CP24 Toronto** – Senior Producer of News and a Manager of Administration and Finance; **CTV Winnipeg** – News Reporter, Web; **The Shopping Channel Mississauga** – Public Relations and External Media Manager; **Newcap Television Lloydminster** - Sports Anchor/Reporter; **Astral Media Radio Montreal** – Director Strategic Sales Initiatives; **99.3 The Drive/101.3 The River Prince George** - Sales Representatives; **90.3 AMP/XL 103 Calgary** – Account Manager; **C103/XL96 Moncton** – Promotions Director/Programming Assistant; **VOCM St. John's** – Reporter/Anchor; **CBC Montreal** – Director, Development and Business Strategy; **CBC Yellowknife** - Managing Editor Radio and Television; **CBC Toronto** – Information Architect, a Procurement Officer, a Communications Officer and a Deputy Managing Director; and **CBC Winnipeg** – Senior Regional Network Systems Analyst.




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This year's theme is "Staying Alive" to signify the resilience of broadcasters in difficult times and the need to embrace change.

Please direct any conference inquiries to Vanessa Ong, Conference Coordinator.  
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