

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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May 13, 2010

Volume 18, Number 1

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GENERAL: The 2010 *British Columbia Association of Broadcasters* annual convention in Victoria saw unprecedented attendance, many delegates attending from other regions. Every session was thought-provoking and some will be covered in an upcoming issue of *Broadcast Dialogue* magazine. Two quotes stood out, the first from B.C. **CRTC** Commissioner **Steve Simpson** who, while referring to the demise of the **CAB**, said: "... local representation (BCAB, WAB, OAB) is great but legislation is made in Ottawa. When you're not there [with a national voice] they are not hearing you." Later, during a discussion on the sale of **Corus Quebec** to **COGECO** (during the Presidents' panel), **Astral Media Radio's Jacques Parisien** said: "... the buyer has announced he wants to keep all the stations. And there is a multi-stick issue here ... regulation of two FMs is the maximum in three of the markets concerned. The buyer has said that they will file their application that way. So, it'll be interesting to see how the Commission deals with that. Will it be a transaction hearing or will it be a policy hearing or a mix of? I guess all of us will be monitoring that very, very, very closely because there is one thing we're expecting from the Commission that we can rely on; the regulations. And that we have certainty and clarity in front of us and that there is no improvisation as we go along." Award winners at the BCAB were: Best Creative (Radio) Large Market **CHUM Radio Vancouver**; Best Creative (Radio) Small/Medium Market **The Wolf – Vista**

Radio; Best Creative (TV) Large Market **Global National**; Best Creative (TV) Small/Medium Market **CKPG TV Prince George**; Best Station IDs (Radio) Large Market **Virgin 95.3 Vancouver**; Best Station IDs (Radio) Small/Medium Market **The Zone Victoria**; Best Station IDs (TV) Large Market **CTV British Columbia**; Community Service Award (Radio) Large Market **SHORE 104 FM Vancouver**; Community Service Award (Radio) Small/Medium Market **Astral Media Radio Kelowna**; Community Service Award (TV) Large Market **Global BC**; Community Service Award (TV) Small/Medium Market **CFTK TV Terrace**; Excellence in News Reporting (Radio) Large Market **CKNW Newstalk 980 Vancouver**; Excellence in News Reporting (Radio) Small/Medium Market **Astral Media Radio Kelowna**; Excellence in News Reporting (TV) Large Market **Global BC**; Excellence in News Reporting (TV) Small/Medium Market **AI News Vancouver Island**; Broadcast Performer of Tomorrow **Nafeesa Karim CKNW Newstalk 980 Vancouver**; Broadcast Performer of the Year **Kiah and Tara**

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Jean, *Virgin 95.3 Vancouver*, Broadcaster of the Year **Gerry Siemens**, *Jim Pattison Broadcast Group Vancouver*, Friend of the Industry **Brian Antonson**, Mission, B.C. Photos of winners are available [HERE](#)... *RTNDA Canada* President **Cal Johnstone**, also the ND at */A/ London*, says he's disappointed in the *Supreme Court of Canada* ruling on journalists protecting sources. "History has shown that whistleblowers have helped expose corruption and wrongful practices," he said. "By preventing the media from guaranteeing these sources can remain anonymous, people who want to do the right thing will be more reluctant to come forward." The court, in an 8-to-1 ruling, ruled that journalists have no constitutional right to protect confidential sources... *Canwest* has approved the sale of its newspapers to a group led by *National Post* President/CEO **Paul Godfrey**. The \$1.1 billion deal aims to preserve jobs and pay off *Canwest's* bankers. *Canwest* owns and operates daily newspapers across the country, including the *National Post*, *Montreal Gazette*, *Vancouver Sun* and *Ottawa Citizen*. It also has more than 20 community newspapers, online operations and other publications... As a result of the recession, says the latest *American Pulse* survey of almost 51-hundred Americans, three-quarters say they're living simpler lives – spending less, being more frugal and not trying to "keep up with the Joneses". About half said they're happier because of it while just about 40% aren't. The rest don't know if they're happy or bummed out. Compared to a year ago, 84% said that they are not ready to spend on luxury items yet while just over 10% say they are... This year's *Paul Mulvihill/NABS Humanitarian Award* winner is **Stéfan Danis**, CEO/Chief Talent Officer at *Mandrake* and *NEXCareer*. It was presented Tuesday night at the 26th Annual *National Advertising Benevolent Society* (NABS) *Fundraising Gala Dinner* in Toronto. In 1988, the *Paul Mulvihill Charitable Foundation* was created to honour the memory and charitable spirit of radio national rep shop owner **Paul Mulvihill** through the annual presentation of the *Heart Award*. In 2000, the foundation joined forces with NABS to honour individuals from the Canadian advertising and media industry who have emulated the charitable spirit and actions of Mulvihill... Broadcast winners at the 29th *Atlantic Journalism*

Awards in Halifax were: Spot News - Radio - Gold - **CBC Halifax**; Spot News - Television - Gold - **CBC TV Halifax**; Enterprise Reporting - Radio - Gold - **Bob Murphy/Margot Brunelle, CBC Radio Halifax**; Enterprise Reporting - Television - Gold - **Deanne Fleet, CBC TV Newfoundland and Labrador**; Continuing Coverage - Radio - Gold - **VOCM (Newcap) St. John's**; Continuing Coverage - Television - Gold - **Paul Withers, CBC TV Halifax**; Feature Writing - Radio - Gold - **Myfanwy Davies/Christina Harnett, CBC Halifax**; Feature Writing - Television - Gold - **Lee Pitts, CBC TV Newfoundland and Labrador**; Online News Reporting - Gold - **CBC (cbc.ca/nl) - Newfoundland and Labrador**; Video Journalist - Television - Gold - **Lee Pitts, CBC TV Newfoundland and Labrador**; Photojournalism Spot News - Television - Gold - **Peter Cowan, CBC TV Newfoundland and Labrador**; Feature Photojournalism - Television - Gold - **Steve Lawrence, CBC TV Halifax**; and The Jim MacNeill New Journalist Award - Gold - **Natalie Kalata - CBC News Newfoundland and Labrador**.

RADIO: **EKOS Media Research** recently conducted a survey to determine where residents of the Greater Toronto Area (GTA) get their audio entertainment and information, and what attributes drive listeners to their favourite radio station. GTA residents 18+ completed 1,279 questionnaires and six key findings were determined:

- **Radio continues** to be the dominant source of audio entertainment and information for GTA residents
- **iPods, MP3 players**, Smart Phones and other portable devices are playing an increasingly important role as a source of audio entertainment, especially among younger listeners
- **The looming battle** for the consumer's ear is going to be in the car, with younger people leading the way, increasingly connecting their portable device to the car's audio system. The availability of streaming audio through WiFi and Internet connections in the car will further complicate the competitive playing field
- **Content clearly drives** station choice, but EKOS argues that connecting with the community is, in some ways, the most important competitive lever that radio has over other sources of audio content
- **Good on-air talent** is key to the success of a radio station, but the data suggest that DJs/Hosts are not as much of a differentiator of station choice as other elements of the station. EKOS suggests that what this means is that there is so much good radio talent on the air that listeners are not very likely to follow a DJ to a new station — that the DJs replacement is bound to be just as good, and
- **Interruptions** (talking on music stations, commercials) are the greatest source of frustration for listeners. Radio is doing a better job of managing stop-sets and content flow, and this is leading to greater listener satisfaction. A complimentary copy of the complete report may be obtained by request to either **Owen Charlebois** at ocharlebois@ekos.com, **Charles Graves** at cgraves@ekos.com or **Frank Graves** at fgraves@ekos.com...

The **Rock 106 Lethbridge** morning team – **Vince and Rosie** – will receive the **St. John Ambulance 2010 Dr. G.R.A. Rice Memorial Award for Excellence in Media Coverage** June 5 at the Alberta Legislature in Edmonton... **CFCY Charlottetown** Host **Eric MacEwen** has been charged with committing an indecent act. Court documents allege MacEwen exposed himself to another person “with the intent to insult or offend”... The **Cures for Kids** radiothon in Red Deer last week raised just short of \$150-thousand. Aired on **KG Country 95.5** and **98.9 ZED FM**, this eighth annual event was geared toward raising funds for **Camp Quality**, a camp for kids with cancer, and the future Red Deer **Ronald McDonald House**.

T**V/FILM:** **Rogers Communications** and **Quebecor Media** are said to be considering throwing their support behind a group of disgruntled **Canwest Global** shareholders, including the **Asper** family, who are preparing to ask a court to reject **Shaw's** takeover deal and force an open auction for all of Canwest's TV assets. Rogers and Quebecor are crying foul over the way Shaw was able to snare every Canwest TV station and its 21 specialty channels. Shareholders, including the Aspers, will receive nothing under terms of Shaw's bid... **CBS** and **Fox** have rejoined the **National Association of Broadcasters**. The return includes CBS's 29 TV stations and 130 radio stations as well as the 27 owned-and-operated Fox TV stations and the **MyNetworkTV** programming service... Montreal-based **TVA Group**, a subsidiary of **Quebecor**, says a drop in ad revenue caused by viewers tuning to watch the **Winter Olympics** and **Montreal Canadiens** games on other networks cut into first-quarter profits. TVA saw a first-quarter profit of \$1.5 million, down from \$6.5 million a year earlier. Net earnings amounted to six cents per share, compared with 27 cents per share in the same quarter of 2009. Overall, operating revenues were flat at \$109.6 million. TVA is the largest private sector broadcaster of French-language entertainment, information and public affairs programming. Meanwhile, Quebecor's Q1 revenue rose on the strength of telecom although adjusted profits missed estimates because other segments, including TV, were flat or fell from last year's performance. Quebecor's overall first-quarter revenue was \$948.1 million, up \$45 million from the same time last year... The **Nielsen Television Audience Report** shows that the number of TV sets per U.S. household reached 2.93 in 2009, with the average number of people per TV home at 2.5. American homes with three or more TV sets is now at 55% – an all-time high... Seemingly a no-brainer in light of all the Watershed Hour decisions over the past few years, but the **Canadian Broadcast Standards Council** has again decreed that the earliest time period for adult language on television is 9 p.m. The most recent CBSC decision relates to the **Gordon Ramsay** cooking program entitled *The F-Word* which was broadcast on **BBC Canada** at 8:00 p.m. The complete decision may be found at cbsc.ca.

R**EVOLVING DOOR:** **Ann Rohmer** of **CP24 Toronto**, after 31 years in broadcasting, says she will leave the specialty channel at mid-June. Rohmer is the Host of **CP24 Breakfast**, **Hot Property** and **Animal House Calls**, as well as being a news Anchor. She was the **CBC's** first female sports Anchor, worked at **Global Television** as Host of the magazine show, *That's Life*, began at **Citytv Toronto** as a weekend sports Anchor, became the **Breakfast Television** Host for 12 years and was the lead Anchor at CP24 beginning in 2001... **Menno Friesen**, after 29 years with **Golden West Broadcasting**, will leave his **CFAM Altona**-based position at the end of this month. He announced his retirement last year. Friesen had been in local sales management and operations for the chain of Western stations... At **Rogers Radio Lethbridge**, **Jerhett Schafer**, **Rock 106** PM Drive Announcer/MD, will move across the hall Aug. 3 to become **1077 The River's** morning Host...



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Lou Del Gobbo, the former GM of **Corus Radio Vancouver**, is now VP/CFO at the Vancouver-based **B.C. Cancer Foundation**... Two CBC staffers have moved to **Al Jazeera English**: **Imtiaz Tyab**, who worked at **CBC Vancouver** and **Jet Belgraver**, ex of **CBC Toronto**. **Tony Burman**, the former Editor in Chief of CBC News manages the service... **Don Marcotte** is the new Manager, Media Operations and Technology at **CBC Edmonton**. His background includes **Global Television** on Parliament Hill, **CTV Ottawa**, **A Channel Edmonton** and **CKUA Edmonton**.

SIGN-OFFS: Gwyn 'Jocko' Thomas, 96, in Toronto. He was hired by the **Toronto Star** in October, 1929, after one year of high school and worked as a copy boy for \$6 a week. He went on to win three *National Newspaper Awards* and was inducted into the **Canadian News Hall of Fame** in 1995. From the early '60s, Thomas was also heard on **CFRB Toronto** where he would end his news reports with his distinctive sign-off: "This is Jocko Thomas of the Toronto Star reportin' to CFRB from police headquar-r-r-rters"... **Kenneth Berube**, 61, in Vancouver. Born in St. Catharines, Berube – after working at a radio station in London, England – he returned to Canada and began working as an audio Engineer at **CBC Vancouver** in 1976. He retired in 2007. There will be a celebration of his life after the Stanley Cup Finals to honour the presence of his friends at **Hockey Night In Canada**.

LOOKING: **CJAY 92 Calgary** - Program Director; **The Wolf Regina** - Program Director; **Vibe 98.5 Calgary** – Program Director; **The River Lethbridge** – Program Director/MD; **Loyalist College Belleville** – Integrated Newsroom Assignment Editor; **Astral Media Radio London** - Digital Sales Manager; **Astral Media Radio Hamilton** – Producer; **Astral iMedia Toronto** - Senior National Account Manager; **/A\Barrie** – Engineering Technician; **BNN Toronto** – Chase Producer; and **CBC Toronto** – Sr Communications Officer and a Manager, Systems Engineering. Be sure to regularly check the CAREERS section at broadcastdialogue.com for new opportunities.

EDITOR'S NOTE: The **Broadcast Dialogue** brand came to life exactly 18 years ago – May 14, 1992 – when a modernistic faxing program (WinFax), connected to my phone line, was put to overnight use by sequentially delivering the very first Broadcast Dialogue newsletter to a small yet brave group of early adopters, many of whom are still subscribers! Probably the funniest recollection from that time was **CHUM** VP **Duff Roman's** concern that if he authorized payment up front – and Broadcast Dialogue collapsed in three months – how would CHUM get its money back. I think I quipped something to the effect of, "Give CHUM your lunch money on the day we crash, that should cover it." This edition - Volume 18, Number 1 - is the first as we enter our 19th year. Thanks to all who've shown such magnificent support over the years.

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Brian Antonson**, Mission, B.C. and **Robbie Dunn**, **NL Broadcasting, Kamloops**. Welcome!