

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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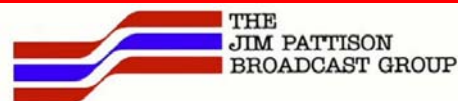
May 20, 2010

Volume 18, Number 2

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**EDITOR'S NOTE:** A medical situation has arisen which will keep me from delivering the *Broadcast Dialogue Briefing* at the usual time next week. An abbreviated edition will be delivered Tuesday morning. Regrets for any inconvenience.

**RADIO:** The *Radio Marketing Bureau* will cease operations Aug. 31, the move coming as its Board of Directors anticipates creation of a radio-only broadcast association to succeed the *Canadian Association of Broadcasters*. RMB President **Gary Belgrave** and 9 RMB employees will lose their jobs. The determination to close RMB will, it is hoped, lead to the radio industry establishing an association aimed at addressing legislative, regulatory, sales and marketing requirements. Industry executives say they want a transition that will combine the strengths of the CAB and the RMB... For reliability and accuracy, most Britons turn to the radio. So suggests a survey done by the communications watchdog, *Ofcom*. It says almost two-thirds of British radio listeners trust what they hear. Fifty-eight percent of Internet users say they trust news websites and 54% of TV viewers trust TV news. At the bottom of the trust list – at 34% -- were the country's newspapers... The former home of *CKX-TV Brandon* has become an administrative office for *Sunrise Credit Union*. The company bought the property at 2940 Victoria Ave. earlier this month. *KX96* and *101.1 The Farm*, owned by *Astral Media Radio*, will remain building tenants... History was made last Friday when the *American League* game between the *Toronto Blue Jays* and the *Texas Rangers* was called in French. **Jeremy Filosa** and **Alex Agostino** of *CKAC Montreal* broadcast two games last weekend in French for the first time in Blue Jays history.



## Sales Management Opportunity

The Jim Pattison Broadcast Group has a rare and very exciting opportunity for a General Sales Manager to lead a talented group of sales professionals at The Jim Pattison Broadcast Group in Prince George. You'll oversee sales at three dynamic stations; CKPGTV, 101.3 The River and 993 The Drive.

**Responsibilities:** As GSM you will work to develop revenue budgets, leading your team to exceed them. You must be a strong communicator, able to work with your team and all other departments in our organization. The Jim Pattison Broadcast Group is committed to the communities we serve and you will act as a station liaison maintaining connections to the Prince George business community.

**Qualifications:** A commitment to excellence and a strong background in broadcast sales with a minimum of 5 years experience. You must have a proven record of achieving and overachieving budgets. You must believe that radio, television and new media can help our clients achieve their goals. Familiarity with Wide Orbit traffic management system will be an asset.

We are looking for a sales leader that can deliver; Passion, Integrity, Strategic thinking, Respect, and Teamwork. If this describes you, send what you believe will get you to the next step.

Applications will be accepted until noon on Thursday, May 27, 2010. Please send to the attention of:

**Ken Kilcullen**  
General Manager  
Jim Pattison Broadcast Group, Prince George Division  
1810 3rd Avenue  
Prince George, BC V2M 1G4  
Or via email: [kkilcullen@ckpg.com](mailto:kkilcullen@ckpg.com)

AS PART OF THE JIM PATTISON BROADCAST GROUP'S EMPLOYMENT EQUITY POLICY  
WE WELCOME APPLICATIONS FROM PEOPLE WITH DISABILITIES AND PEOPLE OF  
ALL CULTURAL AND ETHNIC BACKGROUNDS.

**GENERAL:** **CBC** President **Hubert Lacroix** told the Senate finance committee that a study has been commissioned to look into whether or not CBC news is biased. CBC, he said, asked outside experts to conduct the independent review last year. A report is expected early this fall. Word of the study came last week when Conservative senators were grilling him, demanding to see contracts proving CBC wasn't



RC MEDIA MONITORS

## STRATEGIC SALES PROFESSIONAL

Broadcast technology, radio and/or 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 these essentials:

- \* Responsible for full P&L of Canadian market
- \* Provides technical guidance relating to use, operation, and maintenance of equipment
- \* Draws up sales or service contracts for products or services
- \* 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: [NPerchuk@rcsworks.com](mailto:NPerchuk@rcsworks.com)

sharing polling data with the Liberal Party... **EKOS** pollster **Frank Graves** has been exonerated of Conservative charges that he is a Liberal partisan providing tainted polls to the **CBC**. CBC Ombudsman **Vince Carlin** criticized "paranoia-tinged" Tories – particularly Senator **Doug Finley** – for sending fundraising letters urging Tory supporters to give the party money and to write CBC to "tell them it's unacceptable to present **Frank Graves as a neutral pollster on party politics.**" In his seven-page report, Carlin says that if Graves is guilty of anything, it's being too open in explaining his data – "so open, in fact, that if he were actually working for the Liberals they would probably fire him for blabbing about strategy"... In a **Globe & Mail** column this week, **John Doyle** asked who benefits from battering the **CBC**? Canada would depreciate as a country, he wrote, if the CBC dwindled into a fringe broadcaster: "Public broadcasting should show us the best of our own storytelling, news and entertainment, and do those tasks that private broadcasters balk at. To many Canadians, CBC-TV and radio have traditionally represented

an oasis of good taste and common sense in a media world gone mad with celebrity coverage and other forms of mindless frivolity. God only knows what the Conservative Party is up to in its buffoonish attacks. But we have to ask — who benefits from battering the CBC?"... **Canwest Global Communications** has court approval to move forward with the \$1.1-billion sale of its publishing division by mid-July to a group of creditors led by **National Post** President/CEO **Paul Godfrey** for \$1.1 billion, including \$950 million in cash... Award winners at the **RTNDA Canada Central Canada** convention in Toronto last weekend were:

### TELEVISION

Bert Cannings Award - Best Newscast - **/A1 News Barrie** (Medium Market) and **Global Toronto** (Large Market)

Charlie Edwards Award - Spot News - **CTV Southwestern Ontario**

Dan McArthur Award - In-depth/Investigative - **CTV Montreal**

Sam Ross Award - Editorial/Commentary - **CBC TV Montreal**

Dave Rogers Award - Short Feature - **/A1 London** (Medium Market) and **CTV News** (Large Market)

Dave Rogers Award - Long Feature - **Rogers TV Simcoe County** (Small Market); **CTV Southwestern Ontario** (Medium Market); and **CTV Montreal** (Large Market)

Gord Sinclair Award - Live Special Events - **/A1 News Barrie**

Ron Laidlaw Award - Continuing Coverage - **/A1 London**

Adrienne Clarkson Award - Diversity - **Global Toronto**

Trina McQueen Award - News Information Program - **Global Toronto**

Hugh Haugland Award - Creative Use of Video - **CTV Southwestern Ontario**

Use of New Media - **CP24 Toronto**

### RADIO

Byron MacGregor Award - Best Newscast - **560 CFOS AM Owen Sound** (Small Market); **AM800 CKLW Windsor** (Medium Market); and **680News Toronto** (Large Market)

Adrienne Clarkson Award - Diversity - **CBC Radio 99.1 Toronto**

Best Use of Sound Award - **680News Toronto**

Charlie Edwards Award - Spot News - **CFRB Toronto**

Dan McArthur Award - In-depth/Investigative - **CBC Radio 99.1 Toronto**

Dave Rogers Award - Short Feature - **CBC Sudbury** (Medium Market) and **680News Toronto** (Large Market)

Dave Rogers Award - Long Feature - **97.7 the Beach Wasaga Beach** (Small Market); **CBC Radio Sudbury** (Medium Market); and **CBC Radio 99.1 Toronto** (Large Market)

Gord Sinclair Award - Live Special Events - **CFRB Toronto**

Peter Gzowski Award - News Information Program - **CBC Radio 99.1 Toronto**

Ron Laidlaw Award - Continuing Coverage - **CBC Radio**

Sam Ross Award - Editorial/Commentary - **CBC Radio One Ottawa**

Use of New Media - **680News**

Photos from the RTNDA Central Canada event may be found by clicking

<http://broadcastdialogue.com/Admin/pdf/stories/Central%20Canada%20RTNDA.pdf>.

**T****V/FILM:** The **U.S Supreme Court** has declined to take up a challenge from cable TV to the 18-year-old requirement that they carry local broadcast stations. The court upheld a federal must-carry law, enacted

in 1992 when cable TV systems faced much less competition than they do now. **Cablevision**, backed by other MSOs and cable services, was arguing that the must-carry rules are an infringement on cable operator's ability to make free editorial choices to best serve its subscribers... The **Blue Jays** have moved their broadcast schedule, 25 games from **TSN** and **TSN2** to **Rogers Sportsnet**. Effectively, the Blue Jays have their entire 2010 schedule with Rogers networks. Rogers is about to launch **Baseball TV**, the category 2 specialty channel which was given **CRTC** approval almost two years ago. TSN's relationship with the Blue Jays began in 1984. This was the final year of TSN's contract with the Jays... The upfront market is expected to be up 20% over last year (to \$8.26 billion) for the four big U.S. networks, according to **Barclays** analyst **Anthony DiClemente**. As if to support that, a new JP Morgan survey said 60% of respondents see double-digit percentage cost-per-thousand price growth in broadcasting. The Morgan survey said those results confirm the strength of the scatter market, which is up 25% or more... Also on the ad front, a new **Video Consumer Mapping** study says 86% of TV viewers stay in their seats during the commercials. The year-long study in 2008 by **Ball State University** (Indiana) and **Sequent Partners** found that only 14% of viewers change channels during spot breaks. VCM contends that most American adults are exposed to 73 minutes of live TV commercials or other TV messaging daily, on average... **TVB's Sales Advisory Conference** (SAC) is set for Friday, Nov. 19 in Toronto.



## WAB's 76th Annual Conference

June 4-6, 2010

Kananaskis, Alberta

[www.wab.ca](http://www.wab.ca)

or call

(877) 814-2719

for full details.

**REVOLVING DOOR:** Executive changes at **Corus Entertainment** include: **Hal Blackadar** moves from VP - Human Resources to Interim President of the Radio Division (Blackadar will retire later this year). Succeeding him in HR is **Kathleen McNair**, now Exec VP, Human Resources and Corporate Communications. The other new members of the Corus senior executive team are: **Scott Dyer** - Exec VP, Chief Technology Officer and Head of Shared Services; **Gary Maavara**, Exec VP/General Counsel; **Doug Murphy**, Exec VP/President of **Corus Television**; and **Tomas Peddie**, Exec VP/CFO... **Maureen Rogers** is no longer in place as VP/GM at **Citytv Toronto**. Her position, according to **Rogers Television** CEO **Leslie Sole**, "was deleted because there is strong group VP presence in Toronto." The senior person at Citytv is **Tina Cortese**, Vice President News and Executive Producer. Rogers moved to Citytv from **Canwest Media**... **Brad Phillips** has been promoted within **Astral Media Radio**, moving from VP/GM for Vancouver to Vice-President, British Columbia Operations. The appointment is immediate and sees Phillips oversee all Astral Media Radio broadcast properties in the province... **Tony Burman** will move into the position of Chief Strategic Advisor for The Americas to accelerate expansion of **Al Jazeera** in the North American market, effective at the end of June. He's been Managing Director of Al Jazeera English since May, 2008... **Alon Marcovici** has been appointed VP, Digital Media at **CTV**. Marcovici twice managed the on-site **NBC** Olympics Research Room at the 2000 Summer Games in Sydney and the 2002 Winter Games in Salt Lake City. He has also served as VP/Chief Marketing Officer of the **Toronto Board of Trade**, VP of Marketing and Communications for the NHL's **Florida Panthers** and Director of Marketing Media with **Maple Leaf Sports & Entertainment**... **Mark McInnis** has been promoted to Production VP at **Much MTV Group** in Toronto. Also at Much MTV, **Brook Peters** moves to Programming Director. Peters had been the programming manager for **Teletoon** and **Teletoon Retro**. Before that, he was the programming manager at **YTV**... **Robyn Rudolph** has been promoted to Creative Director, **Global News** in British Columbia, responsible for all advertising, promotion and branding of the **Global National** and **Global BC** newscasts... This past Monday, **Julie James** was promoted to APD/MD at **CHFI Toronto** where she'd been doing weekends. James moved back east last year after serving as PD at **92.5 JOE FM (CKNG) Edmonton**. Before that, she was with sister **Corus** station **1031 Fresh FM (CFHK-FM) London**... New **Lite 92 FM Regina** PD is **Greg Morgan**, the five-year morning Host. It's an add-on responsibility for Morgan who'll continue doing mornings... **William Alexander**

is the new PD/Morning Show Host at **Fox FM Yorkton**. He returns to the **Harvard Broadcasting** fold after 10 years away, most recently as PD at community station **Creek FM Balcarres**. He succeeds Mark Nicholls who joined **Vista Broadcasting Powell River** as APD.

**SIGN-OFF:** **Clare Copeland**, 85, in Victoria after a short illness. Copeland built up **C-FAX Victoria** from a 1,000-watt dusk-to-dawn station by moving the AM frequency from 810 to 1070 and increasing the power to 10,000 watts. That happened in the 1964-1967 period when **CKDA** and **CJVI** were battling for first in the Victoria ratings. In 1974, he sold C-FAX to **Mel Cooper**. The station is now owned by **CTV**.

**LOOKING:** The **Jim Pattison Broadcast Group** in Prince George is looking for a General Sales Manager. See the ad on Page 1 for details... **RCS/Media Monitors** seeks a Strategic Sales Professional to handle the Canadian market. See the ad on Page 2... Other jobs we've heard about include: **Radio NL, Kamloops** - Sales Manager; **Astral Media Radio Ottawa** - Sales Manager; **Astral Media Radio St. Catharines** - Digital Sales Manager; **XL 103 Calgary** - Program Director; **Astral Media Radio Terrace** - Creative Writer, Radio/TV; **Astral Media Radio Penticton** - News Anchor/Reporter; **CBC Charlottetown** - Senior Manager (Location Manager); **CBC Montreal** - Sales and Marketing Officer; **CBC Winnipeg** - Researcher; **Jack FM Victoria** - Morning Show Co-Host/Announcer; **Citytv Edmonton** - Manager, Local Content Group (Breakfast Television); **APTN News Winnipeg** - Researcher/Writer; and **Rogers Media Television Calgary** - Broadcast Technician.

BE SURE TO REGULARLY CHECK THE **CAREERS** SECTION AT [broadcastdialogue.com](http://broadcastdialogue.com)

**SUPPLYLINES:** **Pat Whittingham**, ex of **SONY Canada** and **SONY U.S.A.**, has joined the Board of Directors at Montreal-based **SENSIO Technologies**. Whittingham is also on the boards of **Miranda Technologies**, **Front Porch Digital** and **AZCAR Technologies**, along with operating technology consulting firm **PGW & Associates**... **Radian** owner **Prestige Telecom** has won the Turnaround of the Year 2009 award given by the Montreal Chapter of the Turnaround Management Association. Prestige Chairman of the Board/CEO **Pierre Yves Méthot** says the acquisition of Radian in December, 2008, brought renewed growth and profitability.

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SOON!**

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