

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

THIS PUBLICATION MAY ONLY BE DISTRIBUTED WITHIN THE SUBSCRIBER'S LOCATION.
PLEASE DO NOT FORWARD IT BEYOND YOUR STREET ADDRESS.

Christensen Communications Ltd. * 18 Turtle Path * Lagoon City ON * L0K 1B0
www.broadcastdialogue.com * howard@broadcastdialogue.com

Tuesday, May 25, 2010

Volume 18, Number 3

Page One of Two

RADIO: The new *Canadian Association of Radio Broadcasters* (CARB) will be front and centre at the *Western Association of Broadcasters'* annual convention June 4-6 when *Radio Marketing Bureau* President/CEO **Gary Belgrave** and *Golden West Broadcasting* CEO **Elmer Hildebrand** conduct a joint presentation that covers the winding up of the **CAB** and the **RMB**, and the formation of the new national radio association... **92.7 The FOX Slave Lake** is now **92.7 LAKE-FM**. The format and personalities remain the same but the ID, says Newcap, better reflects "local significance". New website is www.lakefm.ca... Coming up this Thursday, the launch of *Astral Media Radio's* new **99.7 FM (CJOT-FM) Ottawa**. The new 100,000-watt station is the company's 84th... **Lindor Reynolds**, writing in the *Winnipeg Free Press*, took a shot at, among others, **BOB FM Winnipeg** for the misuse of apostrophes. The *Cranky Grammar Lady* is fed up with the use of TV's, CD's and VCR's plus, she writes, "yes, **BOB FM**, I mean you and your 80's, 90's and more whatever than ever before". To be fair, while BOB may be the culprit in Winnipeg, virtually every station in North America makes the same punctuation mistake. (Ed's note: I once challenged a campus station professor for the same thing. He said they kicked it around and concluded that, punctuation aside, "the apostrophes made the slogan look better").

TV/FILM: If **Google TV** is successful, it could bring grief to BDUs because more and more people could look for content on the Internet thus bypassing VOD (video-on-demand) offerings. Google made an announcement last week that it intended marrying the web with television and having a product available in the U.S. by this fall. Google acknowledges that there still is no better medium than TV to reach a wider and broader audience. Americans, it says, watch five hours a day. As well, the U.S. annual ad spend now is set at \$70 billion. While it didn't talk about its advertising strategy, Google could use its formidable data-collection abilities to aim new types of ads at TV-watching consumers. The service will be built into **Sony** high-def TVs and Blu-Ray players, and a set-top box made by **Logitech**... The **Alberta Motion Picture Industry Association** (AMPIA) has awarded **ACCESS** its *Rosie Award* for Best News Information Series. **Lloyd Lewis**, VP/GM of **ACCESS** says that "in a little over a year, *Alberta Primetime* has become the must-watch program of provincial politics and social



Our GM Is Leaving To Pursue His Dream Here's Your Chance To Pursue Yours.....

Our current leader is leaving this "job of a lifetime" as he climbs the corporate ladder for another unique opportunity.

While we hate to see him go, this creates a wonderful opportunity for a

GENERAL MANAGER (OR SENIOR SALES MANAGER)

who enjoys pushing the envelope and incorporates innovation in everything he or she does.

To succeed in this position, you must clearly focus on the sales dynamic as well as be able to communicate with a young, energetic marketing and programming team.

It will also be helpful if spending day after day with sunny skies, sandy beaches and a top notch collection of stations in one of the most diverse places in the world is something you can learn to enjoy!

Reply in confidence to
howard@broadcastdialogue.com.



WAB's 76th Annual Conference

June 4-6, 2010

Kananaskis, Alberta

www.wab.ca

or call

(877) 814-2719

for full details.

commentary"... **Kathleen Dore** has been nominated to the Dallas-based **Blockbuster** board of directors. Dore has spent three decades in senior leadership positions, including as President of **Canwest Media**... Half of the TV sets in the U.S. are now high-def units and with that, says **The Nielsen Company**, HD viewers stay tuned-in for longer periods; about 3% more for prime-time programming than with standard-def. **Playback**, the Toronto-based film and TV trade paper, has eliminated its print version and now delivers only online. Corporate owner **Brunico Communications** cut five full-time positions from Playback (more from other segments of the company). Brunico says the Internet is a more "natural home" for Playback, which will continue daily online coverage with five employees.

REVOLVING DOOR: **Fred Fuchs**, the GM of Production Enterprises at **CBC-TV** will leave the corporation to become the Canadian Executive Producer of **John Weber's Take 5 Productions** co-production of *Camelot*. CBC's feature film initiative will continue under the leadership of **Marcela Kadanka** as Senior Executive in charge of movies. Fuchs brought a record number of hit CBC productions to television, including *Heartland*, *Little Mosque on the Prairie*, *The Border*, *Tudors* and *Being Erica*... **BJ Wilson**, who moved from **Q104 Halifax** 12 years ago to become PD/morning show Host at **XL 103 fm Calgary**, is moving back to Nova Scotia. Wilson returns to his old Q104 post as morning show co-Host... **Gary Cunliffe**, formerly the Managing

Editor of Radio and TV at **CBC Windsor**, has moved to **CBC Edmonton** where he is now News Director... **Chris McEwin**, the former midday Host on the **Rogers Ontario North Rock** network, has moved across the hall to become Music Director at **CHUR North Bay** (though based in Sudbury) and midday Host on the Ontario North **EZ Rock** network. Succeeding McEwin at the Rock net is **Niall Knutson**.

GENERAL: The **Shaw** family has completed the purchase of an additional 235,000 Class B non-voting shares of **Shaw Communications**. The family now holds 48,199,104 Class A and Class B shares, and intends to continue buying shares on a regular basis.

LOOKING: A GM or Senior Sales Manager is sought by a radio station in a sunny climate. See the ad on Page 1... Other jobs we've heard about this week include: **CHEK-TV Victoria** - Sales Rep; **Astral Media Radio Calgary** - Digital Account Manager; **Astral Media Radio Fredericton** - Digital Account Manager; **Astral Media Radio Kelowna** - Creative Writer; **CBC Toronto** - a Research Officer, a Senior Remote Area Transmitter Technologist and an Interactive Producer; **CBC Vancouver** - Web Developer Radio 3; and **CHCH-TV Hamilton** - Marketing Manager.

SUPPLYLINES: **CBC Transmission**, which had listed a Request for Proposals (RFP) for the sale of transmission assets, has been terminated that request. A CBC spokesman in Ottawa says while there was some market interest, there was no offer that reached the "financial threshold" CBC was seeking.

EDITOR'S NOTE: With luck - and a quick recovery from today's (Tuesday's) surgery - delivery of the **Broadcast Dialogue Briefing** will resume its normal schedule next week, June 3.