

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

Thursday, November 3, 2011

Volume 19, Number 26

Page One of Three



**It's not just music you hear.
It's a show that you feel.**

The Sound of the Season is a 10-hour holiday program hosted by Jacklyn Frost and offers the most popular contemporary and classic holiday music in 3 different formats: AC/Hot AC, Country and Gold.

Short vignette-style features throughout the show such as "The Heart of the Holidays", "Dear Santa", "Topping the Wishlist" and "Joy to the World" will touch your heart, uplift and entertain.

Your Sound of the Season licence entitles you to unlimited program or program segment airings through the month of December.

You will also be provided with "The Heart of the Holidays" and "Dear Santa" features to air separately (if you wish) leading up to Christmas as well. Many clients have generated additional holiday revenue as a result -- and Program Directors love them, too!

Sound of the Season provides a multi purpose tool kit, including logo, two 30-second produced promos (with bed for station and client mentions) and a sales one sheet.

For more information, including clocks, pricing and audio samples, go to www.soundoftheseason.com. Click on the lightbulbs to discover more about the program.

Sound of the Season is market exclusive and is offered on a first come, first served basis. Call us a 1-403-234-9875, e-mail affiliates@soundoftheseason.com, or visit our website today -- www.soundoftheseason.com.



TV: *Statistics Canada* reports that operating revenues in television broadcasting reached \$7.1 billion in 2010, up 8% from 2009 and the largest annual increase since 2003. Advertising revenues were up by 9.2% last year to \$3.4 billion, close to 2008 revenues, before the economic slowdown. In 2009, ad revenues were down by 8.3%, the first decline in 15 years. Broken down, private OTA television saw operating revenues rise 8.8% to \$2.2 billion in 2010. It posted a profit margin before interest and taxes of 0.2% to \$5.4 million in profits before interest and taxes, reversing a \$113.4-million loss in 2009. Pay and specialty TV was up 11.1% in 2010, with operating revenues increasing to \$3.5 billion. The profit margin -- before interest and taxes on pay and specialty -- rose to 25.4% in 2010, for profits of \$877.3 million... The **Canadian Broadcast Standards Council** says humour that sexualizes children is unacceptable. CBSC made the determination after reviewing an episode of *Conventioneers* broadcast on **BITE TV**. The program followed two hosts interviewing children at a holiday decor

show. In post-production they dubbed sexual comments over top of the real dialogue that had occurred. CBSC concluded that it violated the prohibition against the sexualization of children contained in the **Canadian Association of Broadcasters' Equitable Portrayal Code**. Details at www.cbsc.ca... A new and diverse coalition of businesses and public interest organizations has launched in the U.S., aimed at safeguarding the future of broadcast television. **The Future of TV Coalition** argues that the future of broadcast TV is bright despite the rise of the Web and pay-TV. Pressure is increasing on the deficit-reduction federal super-committee to include authorization for spectrum auctions as part of their budget negotiations. The coalition is firmly opposed to any auctions that aren't voluntary. It argues that broadband and broadcast are complementary rather than in competition and that the growing demand for online bandwidth is driven mostly by consumers' appetite for video that could potentially be off-loaded and more easily transmitted over the broadcast system... 3D TV may be amusing but, according to **Solutions Research Group** in Toronto, most Canadians think Internet-connected TVs are where it's at. SRG's study found that 78% like smart TVs compared to 50% who favour 3D TV... **Business News Network** (BNN) has a new look; a larger font, a bigger news crawl, a modified news ticker and a new background colour. Too, BNN returned the data tower to the right side of the screen... **The Comedy Network** took on a new look Tuesday, launching a rebranded channel presence with a redesigned logo. The specialty channel



is now into its 15th year... **Heather Hiscox**, the longtime **CBC-TV** morning Host of *News Now* and a **University of Western Ontario** graduate, was awarded an honorary doctorate at the London university's 298th Convocation October 28... Toronto-based **Hollywood Suite** says it will launch its four new HD movie channels in Canada beginning Nov. 14. But the company has yet to announce which, if any, cable or satellite television distributors have picked up **Warner Films**, **MGM Channel**, **Hollywood Storm** and **Hollywood Festival**.

GENERAL: **CBC** has refused to retract and apologize for a statement on its website saying that **Quebecor** has concealed

facts about its "attacks" on the public broadcaster. Quebecor's lawyer demanded a retraction on the CBC website plus an apology plus the posting of a Quebecor press release. CBC's lawyer said nope, the commentary stands and that there will be no retraction nor apology... **Friends of Canadian Broadcasting** says one of the problems at **CBC** is that its president is not accountable to anyone. It reminded a Commons committee that both the CBC's board and president are appointed by cabinet and, as such, is at arm's length from cabinet so as to preserve CBC's independence. Friends wants the board to be appointed through a non-political process and then be responsible for hiring the president. Meanwhile, the Conservatives want CBC to turn over its internal files to the Commons committee to review, potentially including information on journalistic sources. Tory MPs on the Commons access committee say they should be able to take a look at the documents CBC refused to release under the Access to Information Act... **The Pew Research Center's Project for Excellence in Journalism** has found that of the 11% of adults who now own a tablet computer, about half get news on it every day, and three in ten spend more time consuming news than they did before. However, the majority say they're not willing to pay for news content on the devices... **ZoomerMedia** – owner of **Vision TV**, **One Body, Mind, Spirit, Love** channel, **Joytv 10 Vancouver**, **Joytv 11 Winnipeg**, **Classical 96 Toronto**, **AM 740 Toronto** and **Zoomer Magazine** – reported that it lost \$7.3 million in the quarter ended June 30, the last quarter of its 2011 fiscal year. Revenues for the three months rose to \$15.2 million from \$3.2 million as the company grew its business. In the latest quarter, ZoomerMedia took a charge of \$4.2 million for the impairment of program rights it had acquired in mid-2010. For the full year, the company posted a loss of \$6.8 million on revenues of \$60 million, compared with a loss of \$5.2 million on revenues of \$10.3 million in 2010... **CBC** will launch a digital service in Hamilton next spring providing an interactive source of news and local information. It will only be available on the web, smartphones and tablet devices... **Global BC** sportscaster **Barry Deley** won the grand prize in the **BC Children's Hospital Dream Lottery** – a country estate estimated at over \$2.5 million in value... The **Broadcast Executives Society's** annual **Christmas Luncheon** is set for Dec. 1 at Toronto's Sheraton Centre Hotel. Tickets are available by clicking [HERE](#).

RADIO: Among applications to be heard by the **CRTC** Jan. 18 in Miramichi, NB, include **Newcap**, which wants an FM licence in Miramichi for a Country format at 95.9 with power of 11,000 watts and **Maritime Broadcasting System**, which also proposes Country. MBS wants 102.5 at 36,000 watts. These involve appearances by the applicants. Applications which do not require appearance include **Hector Broadcasting** for an FM licence in New Glasgow, N.S., programming Classic Rock/Classic Hits/Contemporary Rock. It would be at 97.9 with power of 46,720 watts. Newcap has three applications, one for a new station in Fredericton and two others for purchases in B.C. The new station in Fredericton would be Contemporary Hits at 93.1 with power of 50,000 watts. Newcap also seeks approval for its purchases of **The Giant (CIGV-FM) Penticton (Great Valley Radio Ltd.)** and **CKKO-FM Kelowna (Sun Country Radio Ltd.)**. Purchase price for CIGV is \$2-million while CKKO is \$5-million. And **CBC** wants an FM licence in Kamloops which would replace the existing rebroadcasting transmitter of **CBTK-FM Kelowna**. It would continue to broadcast programming received from the CBC's national **Radio One** network... **Sher-E-Punjab Radio AM 1550 Vancouver** raised \$97,312 for **BC Children's Hospital** in this, the station's sixth year, of its annual charity drive... The 2011 **Shave To Save** campaign raised \$200,000 to benefit the **Quebec Breast Cancer Foundation**. Since it started in October, 2000, **Virgin Radio 96 Montreal's**

**Proven.
Stable.
Familiar.**

ENCO

Classic interface - Proven DAD engine

A studio interface designed by announcers for announcers and built on the renowned DAD engine, Presenter continues the ENCO legacy of success. Using a familiar interface, Presenter is the most intuitive, user-friendly, and powerful on-air system yet!

**Pippin
Technical**
We Are Broadcast Engineering!

Call toll FREE 1-888-508-4677
www.pippintech.com

campaign has raised \$4 million... The *Bras Around The Building* campaign to mark the *October For Breast Cancer Awareness Month* in support of the **Canadian Cancer Society** saw 4,568 bras strung together at **Energy 99.7/Country 105 Peterborough**. **Ontario Lottery and Gaming Slots** contributed \$1 for each bra. All bras are now being dry-cleaned and will be given to the **YWCA** for distribution... **Clear Channel**, which operates about 850 U.S. stations and has 12,000 employees, has dismissed dozens of on-air and off-air staff. A company spokeswoman declined to specify the number of employees affected but said that stations were told to select syndicated or other programs produced elsewhere to replace local programs. San Antonio-based Clear Channel has a debt load of about \$20 billion... **Occupy Toronto** protesters woke up with a start Halloween morning when the **99.9 Virgin Radio Toronto** morning *Street Crew* broke the usual pre-dawn downtown cacophony with what the station describes as its "*Mad Dog and Maura Chainsaw Wake Up*". Masked men ran through the park, chainsaws in hand, screaming and yelling at the top of their lungs: "*Happy Halloween from Mad Dog and Maura and Virgin Radio!*"

REVOLVING DOOR: David Ballingall is no longer with **Rogers Sportsnet**. He had been VP of Marketing... **Andre Serero** is no longer with **Bell Media**. He had been an Exec VP... New PD at **Capital-FM Edmonton** is **John Roberts**. While Roberts began his career in Edmonton, he's spent the last number of years in Texas and North Carolina... **CJAY 92 Calgary's** new Promotions & Marketing Director is **Jason Almeida**. His last stop was **Newcap's K-97 Edmonton**... **Brent Shelton** returns to **K97 Edmonton** Nov. 14 as Promotion Director. He'd been with the **Newcap** station in the mid 2000s then moved to **Sonic Edmonton**... **Bell Media's** independent production unit sees two promotions and one appointment: **Trish Williams** has been promoted to Director, Independent Production, Drama; **Sarah Fowlie** promoted to Director, Independent Production, Comedy; and **Susan Makela**, ex of **Corus Television**, has been appointed Director, Canadian Programming Management... **John Spitters**, a long-time Broadcast Journalist at **Quinte Broadcasting Belleville** has been promoted to ND. He succeeds **Todd Smith** who recently won a seat in the provincial election for the PCs in

the Prince Edward Hastings riding... **Gary Long** has moved to **103.9 The Juice Kelowna** from his PD position at **94X/The Wolf Prince George**. Long assumes responsibility for Morning Anchor/MD/APD... **Randy Redden** has become GSM at **Evanov Radio Brantford**. Last week, we erroneously reported he had been hired as RSM.

SIGN-OFF: **Jimmy Savile**, 84, in London. The veteran British broadcaster was one of the biggest stars on British radio and TV from the 1960s to the 1980s.

LOOKING: **Flow 93.5 Toronto** - PD; **SUN FM Kelowna** - mid-day Announcer; **BCIT Burnaby** - Associate Dean, Broadcast and Media Communications and Digital Arts; **CTV Winnipeg** - news Editor; **Q92 Timmins** - morning Host; **Bell Media Radio Vancouver** - Morning co-Host; **Country 95 Lethbridge** - Morning co-Host; **MBS Moncton** - Technician; **Bell Media Toronto** - Manager, Brand Partnerships, a Manager, Communications and a Media Technology Analyst; **CHAT-TV Lethbridge** - Sports Reporter; **Discovery Channel Toronto** - Director Commissioning and Production; **CKPG Prince George** - Radio/TV News Reporter; and **Channel Zero Toronto** - Engineer.