

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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Theresa Treutler, President & CEO of the Television Bureau of Canada (TVB), is pleased to announce the following appointments to the TVB management team:

Duncan Robertson has been promoted from Manager, Resource Centre to Director of Media Insights & Research. Duncan has been a valuable member of TVB's management team for more than 10 years. He continues to lead the TVB in strategic development of market research initiatives for Canadian broadcasters and specialty stations. Along with his team of research analysts, Duncan delivers insightful advertising and marketing metrics regarding television viewership and consumer perception to TVB members. Duncan works closely with the TVB Research and Executive Sales Committees.

Rhonda-Lynn Bagnall has been promoted from Manager, Telecaster Services to Director of Telecaster Services. Rhonda has more than 15 years of television commercial clearance experience and has been a vital member of the management team for over 7 years. Leading her team of commercial analysts, Rhonda is responsible for executing compliance standards and guidelines for the approval of all advertising messages; public service announcements, Infomercials and commercials that go to air across the country. Rhonda also works closely with the TVB Telecaster Committee, ASC Children's Committee and ICA.

Kim Alison Fraser joins the TVB as Senior Communications Officer. Kim Alison is a communications professional with extensive experience in public relations, media relations and corporate communications. In this newly created position, Kim Alison will work closely with the TVB Public Relations Committee to build national awareness for TVB initiatives both within the industry and with the general public.

**T**V: Canada's transition to digital TV went off without a hitch. **Department of Canadian Heritage** and **Shaw Direct** data said there was little, if any, consumer drama. **Chaouki Dakdouki**, Heritage's director of distribution and access policy, says there were 175,000 visits to a government website about the transition, and 10,000 calls to a Service Canada website. Of the calls, nearly a quarter were about digital converter boxes. Many of the rest ran the gamut from technical questions to general ones about why the government had forced the transition. Shaw Direct had a deal with the CRTC to provide free satellite service for five years to any Canadians facing the possibility of being out of a digital signal's range, part of the package when they bought **Global Television**. Bottom line for Shaw – only 300 homes went for the deal... Companies such as **Netflix** won't face **CRTC** regulation in the near future. In a decision released yesterday (Wednesday), the Commission said there were inconclusive results in a fact-finding exercise on online and mobile broadcasting activity. The situation will

be revisited next spring as part of the CRTC's tracking of trends in technology and consumer behaviour. The evolving communications environment, it said, and its growing activity will be the focus of the Commission's annual consultation with the broadcast industry next month. One of the main reasons for not taking a decision was that measurement tools now in use aren't able to accurately reflect trends in consumer behaviour... Meantime, and notwithstanding the **CRTC** decision, **CTAM Canada** says that while TV remains the dominant player, 48% of Canadians have watched a movie or a TV series episode online. Called *Over the Top (OTT) Broadband TV Viewing Experience in Canada*, the inaugural research shows that "the appetite Canadians show for OTT services to view video content is substantial and growing". Men (32%), 18-34 year-olds (46%) and those with no TV service provider (54%) are most likely to use the OTT alternatives. CTAM Canada is the Canadian chapter of the Cable Telecommunications Association for Marketing... The **Supreme Court of Canada** will step into the battle over whether broadcasters can charge BDUs for carrying their programs; whether the **CRTC** has the right to establish a system allowing it. The Commission referred the matter to the Federal Court when it announced plans for a



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**Responsibilities include:**

- \* Manage, recruit, mentor and motivate a large team of broadcast professionals
- \* Oversee and monitor implementation of all station operating budgets
- \* Recommend and monitor capital projects as required
- \* Oversee the operations of the 2 FM stations in Sudbury
- \* Build and maintain a strong working relationship with General Managers and Department managers in the other Ontario North markets
- \* Provide leadership with the development of both programming and revenue opportunities
- \* Keep up to date with government regulatory policies to ensure conformance to regulations
- \* Establish objectives and support company policies and programs
- \* Coaching, training and development of the management team
- \* Co-ordinate the work of regions, divisions and departments
- \* Represent the stations in their local communities.

**Qualifications:**

- 1 Minimum 10 years progressive general management experience within the broadcast industry, preferably in radio
- 2 Post secondary education in broadcasting or media, business administration, finance, programming or other related discipline
- 3 Excellent communication and interpersonal skills
- 4 Strong understanding of BBM ratings and ability to effectively utilize results to profile stations in the market
- 5 Knowledge of Microsoft and Oracle Financial an asset
- 6 Competitive mindset with strong analytical and organizational skills.

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"value for signal" regime. The **Federal Court of Appeal** had previously ruled 2-1 that the CRTC did have the power to set up the system. Cable and satellite providers appealed the decision, arguing that the value-for-signal issue is beyond the Commission's jurisdiction... **CTV News Channel** has added new anchors and programming, as well as adjusted its format. It moved to a two-anchor format for most of the day, adding four new faces: **Amanda Blitz, Rudyard Griffiths, Tasha Kheiriddin and Scott Reid**... **Citytv Toronto** has launched its **CityNews Channel**, along with a redesigned CityNews.ca website and improved iPhone and iPad mobile apps. **Rogers Media** says the channel will become the only Toronto news TV station to be available live wherever viewers want. The format follows the news-wheel radio programming on Rogers' radio; traffic and weather together on the ones, sports at :15 and :45 as well as business news at :26 and :56... British Columbia's attorney general, **Shirley Bond**, has directed Crown lawyers to ask judges to allow cameras in their courtrooms when people accused in the **Stanley Cup** riots go on trial. Critics call it a stunt to grab eyeballs, to boost ratings. Premier **Christy Clark** wants the trials aired because "*those guys had no trouble committing those crimes with the cameras flashing and video rolling,*" referring to the numerous onlookers who pulled out their digital equipment alongside news reporters. Formal guidelines were created in 2001 outlining when TV cameras should be allowed into B.C. courtrooms and what restrictions should be placed on them... Vancouver police began showing up at local TV newsrooms last week demanding video shot during the **Stanley Cup** riot by **Global TV, CTV** and **CBC**. The last time Vancouver had a sports riot, following the Canucks' loss during the 1994 Stanley Cup series, police asked newsrooms to voluntarily turn over their photographs and video, but media outlets refused. Eventually, though, after some legal back-and-forth, warrants were issued and material was seized... While the original **CTV** affiliates first went on the air in the first few months of 1961, and have already celebrated their 50th anniversaries, it wasn't until Oct. 1, 1961, that those affiliates first carried the weekly **CTV Network** program schedule. At the time, it was just eight hours. In Toronto Sept. 29, 2011, a group of former CTV executives and on-air staff gathered at a dinner to mark the network's 50th. In attendance were **Lloyd Robertson, Pamela Wallin, Michael**

**Maclear, Johnny Esaw, Dennis McIntosh, Gail Scott** and former VPs **Peter Sisam, Keith Campbell, Eric Morrison, Tim Kotcheff, Arthur Weinthal, Gary Maavara, Jack Ruttle, Robert Hurst, Peter O'Neill** and **Pip Wedge**. Also there was **Rita Fabian**, a 25-year CTV veteran who is now Exec VP of Sales and Marketing at **Bell Media**.

**REVOLVING DOOR:** **Tim Jones**, the Station Manager/GSM at **Global Winnipeg** has retired after a 35-year career at Global. He began with **CanWest Global** in 1977 and positions such as Operations and Production Manager at Global Winnipeg, Executive Producer of the Jets NHL hockey package, overseeing the start-up of the CanWest's Specialty television broadcast centre in Winnipeg and then becoming Director of Operations until the channels were combined with the former **Alliance Atlantis** assets in Toronto. His last day was Sept. 30... New Station Manager/News Director at **Global Winnipeg** is **Brent Williamson**, most recently **Global Regina's** ND. Before Regina, he spent 11 years at Global Winnipeg. **Jon Lovlin** moves into the Managing Editor's chair... **Dianne Best**, for many years associated with **Annapolis Valley Radio** owned by **Neil MacMullen** and later by **Maritime Broadcasting System**, is no longer with the operation. Best, who had been GM and an Account Exec, is now teaching business and marketing at **Nova Scotia Community College**... Promotions and

a new hire at the **Television Bureau of Canada** see **Duncan Robertson** move from Manager, Resource Centre to Director of Media Insights & Research; **Rhonda-Lynn Bagnall** to Director of Telecaster Services from Manager, Telecaster Services; and **Kim Alison Fraser** joining TVB as Senior Communications Officer... **Neil Cunningham**, Director of Sales at **Corus Radio Alberta** and based in Edmonton, left that position to become VP/Ops Manager at **Spence Diamonds**. Cunningham's Corus position will not be filled. Instead, his duties are now shared amongst four sales management staff.

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**RADIO: G 98.7 (CKFG-FM) Toronto**, targeting 25-54s with R&B, Soul, Reggae, Soca, Hip Hop, Worldbeat, Gospel and Smooth Jazz, has launched in Toronto. The signal, at 98.7, has an average effective radiated power of 446 watts (maximum ERP of 1,000 watts). It's owned by **Intercity Broadcast Network Inc.** and led by Founder/President **Fitzroy Gordon**, who's also the Station Manager. PD is **Wayne Williams**, most recently PD at **FLOW 93.5 Toronto**. **Adriana Steele**, with a background that includes GSM at FLOW 93.5 Toronto and the **Evanov Radio Group** in various markets and **The Canadian Traffic Network**, is GSM. **Jai Ojah-Maharaj**, ex **CHIN Toronto**, is ND... The **Canadian Association of Broadcasters** has congratulated the Ministers of Industry and Canadian Heritage on the copyright bill released Thursday, describing it as *"balanced copyright legislation that aims to make Canada's copyright laws work for all stakeholders, including artists and creators as well as innovative businesses such as the radio industry"*. In Bill C-11, the government has taken steps to eliminate the redundant payments radio makes for the necessary digital file reproductions for on-air purposes. Radio contributed \$115-million in direct funding and copyright payments to the music industry over the last year... The **CRTC**, citing a violation of its licence trafficking policy, has stopped the sale of **Shore 104 FM (CHHR-FM) Vancouver** to **Astral**. The Commission's primary objection relates to a 2010 document – described as a Put and Call Agreement and Loan Agreement – in which terms agreed upon included a pre-determined price with adjustments and safeguards to ensure Astral's eventual purchase of Shore Media. Included was an exclusivity clause that prevented Shore from negotiating the potential sale of the station with other parties... **Bell Media** has extended the **TSN** brand with the re-formatting of its AM radio stations in Montreal and Winnipeg. **THE TEAM 990 (CKGM) Montreal** is now **TSN Radio 990** and **Sports Radio 1290 (CFRW) Winnipeg** is **TSN Radio 1290**. The two stations will *"leverage the natural synergies already in place"* including TSN's bureaus in Montreal and Winnipeg along with TSN's regional TV packages for **Canadiens** and **Jets** games. They will also synch with Bell Media's sports stations in Vancouver and Ottawa (see **GENERAL** for the **Sportsnet** item)... **Astral Radio** says it will guarantee gross rating points (GRPs) to 95% for advertisers in

the PPM-surveyed markets of Vancouver, Edmonton, Calgary, Toronto and Montreal. The offer extends to the three main target groups: Adults 18-49, Adults 25-54 and Women 25-54. Astral also says it will now allow clients to cancel any campaign with a week's notice, down from two weeks' notice... **CBC Radio Windsor's** AM signal at 1550 went off the air last week after 61 years. The station flipped to FM; 97.5 in Windsor and 91.9 in Essex County... **EZ Rock 1400 AM (CKGR) Golden**, on the air since 1975, has been flipped to **FM 106.3**. A well-attended open house and barbeque went along with the button being pushed... Listeners of **Cape Breton Radio (CJCB-AM/94.9 The Cape (CKPE-FM) Sydney)** raised over \$508,428 for the **Cape Breton Regional Hospital Foundation** during a 12-hour radiothon late last week. The annual **Cape Breton Cares Radiothon**, in its four years, has raised more than \$1.5 million to support specialized care at the regional hospital... **Accessible Media Inc.**,



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OCTOBER 20, 2011

the operator of **VoicePrint** – the world's largest broadcast reading service – has moved from one national feed and four regional feeds to two feeds, East and West... **570 CKSW Swift Current's** 28-hours of broadcasting the third *Your Family's Health* radiothon from the lobby of the **Cypress Regional Hospital** resulted in \$220,000 being raised. The money will be distributed to Cypress Regional and to all health care facilities in the area. A sidelight to the radiothon was a 28-hour walkathon, pitting CKSW staffers against the local BodyFit gym. Not hard to conclude who won but CKSW put up a good fight, walking 114 miles and raising \$1,800 in the process... **Moose FM Haliburton** and community station **Canoe FM Haliburton** raised \$35,590 in a combined effort to purchase X-ray machines for two local hospitals. The giving is described as "huge" in light of the fact that the median income of year-round residents is one of the lowest in Ontario and that all of the summer residents and tourists had gone home... **Frank Martina**, a 45-year radio veteran, has been "dragged out of retirement" to do *The Saturday Kiss Classics*, a three-hour show on **1075 KISSFM Vernon**. "Old guy, old music. What a concept!" he quipped.

**GENERAL:** **Sportsnet** launched an integrated brand offering across multiple platforms this past Monday. The unified brand – Sportsnet – spans TV, radio, print, digital and mobile (see **RADIO** for the **Bell Media/TSN** item).

**LOOKING:** **Rogers Radio** seeks a VP/GM of Ontario North Radio based in Sudbury. See the ad on Page 2... Other jobs we've heard about include: **Corus Calgary** - Promotions Director; **Corus Winnipeg** - Engineer; **Corus Edmonton** - Creative Writer; **Corus Cornwall** - News Anchor/Reporter; **Astral Penticton** - News Anchor/Reporter; **Astral Kelowna** - Creative Writer; **Newcap Television Lloydminster** - Sports Anchor/Reporter; **CTV News Channel Scarborough** – Senior Producer; **CTV News Channel Ottawa** - Chase Producer; **CBC Toronto** - Reporter/Editor ([cbcnews.ca](http://cbcnews.ca)); **CBC Regina** - Regional Web Developer; CBC Edmonton - Regional Web Developer; and **CPAC Ottawa** - TV graphics designer/character generator operator.



Save the Date:  
Next BES Luncheon November 1st

Our Fall luncheon series continues Tuesday, November 1, with special guest speaker, **Kirstine Stewart**, Executive Vice President, English Services, CBC, addressing members and guests of the Broadcast Executives Society.

Location: Four Seasons Hotel, Avenue Rd at Bloor St. W., Regency Ballroom  
Time: 12 noon.

Tickets: Use [this link](#) for secure ticket purchase.

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