

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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GENERAL: Yesterday was it, the end of analog TV – almost. Digital's promise is the leading to higher quality digital OTA broadcasts, freed-up spectrum that could be used to facilitate greater telecom competition, and the promise of billions in new revenues to fund a national digital strategy. But that's not quite what's happening. While some will complete the transition on time, **CBC** got a one-year delay after it couldn't meet the deadline... The federal government may release the rules for its next wireless spectrum auction by the end of the year. Industry Minister **Christian Paradis** has already met with execs from the likes of **BCE, Telus, Rogers** and **Shaw** and asked for input on the spectrum auction. He also asked for their views on how to change Canada's foreign-ownership rules. The companies want the foreign-ownership issue resolved before any such auction so they can assess the spectrum's value and work out the financing on their bids... Toronto journalist **Angelo Persichilli** will succeed **Dimitri Soudas** as **Prime Minister Harper's** Director of Communications. Persichilli is the long-time political editor for **Corriere Canadese**, the Italian-language newspaper, and has deep broadcast roots. In recent years, he's been a political commentator for **OMNI-TV**, host of a weekly program on **CHIN-AM Toronto** and was also an on air-contributor to **RAI**, an Italian broadcaster, periodically reporting on special events from Canada. Before that, he was VP Corporate Development and News Programming and Public Affairs at **CFMT-TV Toronto** (now OMNI)... The **Winnipeg Jets** of the **NHL** will air regionally on **TSN** and **Sports Radio 1290 (CFRW) Winnipeg** for the next 10 years. **TSN Jets**, a regional channel available to viewers in Manitoba, Saskatchewan, Nunavut, the Northwest Territories and parts of Northwestern Ontario, will have the exclusive regional rights... **Mastering Entertainment Law**, gaining an understanding of the changing legal landscape in the entertainment industry, is set for Toronto Oct. 24-25. For details, click <http://www.federatedpress.com/pdf/BD/MELT1110-E.pdf>.

RADIO: While battery-powered radios are always touted as an essential emergency gadget to have on hand, there are those in Quebec who've been questioning that common wisdom. The major problem in Quebec was that no one in media thought for a second that Irene would have any impact in Canada. At least one Quebecer said that in the midst of the hurricane's remnants she tried to find news on her portable radio from local Montreal talk-radio stations but that there was nothing to be heard. She says she called one station at 9 p.m. Sunday



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and was told that the next newscast regarding the tropical storm would be aired at 5 a.m. Monday. Contrast the lack of news in Quebec to Vermont and New York stations just across the border in Burlington and Plattsburgh where listeners heard preparation instructions days in advance. The U.S. border stations also commented on the effects that would visit Quebec... That ***Dire Straits Money for Nothing*** decision early this year by the **Canadian Broadcast Standards Council's Atlantic Regional Panel** has been revised. The original, you may recall, found that **OZ-FM (CHOZ) St. John's** had breached the Human Rights and other clauses of the **CAB Code of Ethics** and the **CAB Equitable Portrayal Code**, specifically for the song's use of the word *faggot*. The Council now says that while the word is inappropriate it has to be taken in context. CBSC suggests that individual radio stations choose whether or not the song is acceptable. The decision can be found at www.cbsc.ca... **Rogers Broadcasting's** Chilliwack, Abbotsford and Vancouver stations, now collectively branded as **SONiC**, saw licence renewals limited to one year after the **CRTC** was critical in a number of areas. The new licences for **CFUN-FM Chilliwack** and its transmitters **CFUN-FM-1 Abbotsford** and **CFUN-FM-2 Vancouver** will expire Aug. 31/12. Some areas of non-compliance were in failing to air, at least once every half hour, a station ID which included specific reference to the frequency and location of the Chilliwack transmitter; the Chilliwack station identified itself and its transmitters exclusively as Vancouver-based; the Chilliwack station, which originates the majority of programming from Vancouver, has not provided coverage of local news, sports and events of direct and particular relevance to the Fraser Valley, in particular Chilliwack; and, the station did not air traffic reports that related to the areas served by the station and its transmitters... **Evanov Radio Group** launches **Energy 106 Winnipeg** today (Thursday). The Top 40 format will be geared to 18-49s. Over the last while – and in preparation of the official launch – Energy 106 played 10,000 songs in a row and handed out over 15,000 one-of-a-kind T-shirts... **92.5 The Q Montreal** is being rebranded as **The Beat** Sept. 6. **Cat Spencer** with **Sarah Bartok** will debut in morning drive... The **Canadian Broadcast Standards Council** says a song parody on **Z105.5 FM (CIDC-FM) Toronto** didn't involve stereotyping but that there was an offensive word. The tune – *12 Days of a Guido Christmas* – stereotyped Italians, said a complainant. But Z105.3 argued that neither *Guido* nor *paesan* cast Italians in a negative light. *Guinea*, however, was found by the CBSC panel to be “*abusive and unduly discriminatory*” (www.cbsc.ca).



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TV: During his address to over 2,000 TV broadcasters, distributors and other TV industry members, **Google** Chairman **Eric Schmidt** warned that “*the Internet is fundamental to the future of television for one simple reason: because it's what people want . . . It makes TV more personal, more participative, more pertinent.*”

Schmidt was speaking at the **2011 Edinburgh International Television Festival** where many in his audience believe Google has a destructive effect on TV and a cavalier attitude toward copyright. He said that while he senses that the default mode of viewing will inexorably shift, that in 2010 over 90% of TV viewing was live, and that he didn't expect TV would ever switch to being entirely on demand due to the “cultural pull” of some shows. But he warned that “*the Internet is fundamental to the future of television for one simple reason: because it's what people want.*” On matters of copyright and anti-trust, Schmidt apologized for “*inadvertently*” making things worse, “*by sharing our delight in innovations without appreciating others' discomfort*”. He added, though, that Google is more sensitive now about disrupting other people's businesses... The 52 **Gemini Award** winners in *News & Sports*, *Documentary*, *Lifestyle* and *Reality Programming* were announced yesterday (Wednesday) in Toronto. A listing of Gemini recipients, in this twenty-sixth annual celebration of Canadian television excellence, can be accessed at <http://www.geminiawards.ca/gemini26/press/Gemini%20Winners%20Aug%2030%202011.pdf>.

REVOLVING DOOR: **Pat Cardinal** is moving to become the GM at **Astral Media Edmonton**. Cardinal, who's been the Ops. Mgr/Alberta Program Manager at Newcap and based in Edmonton, moved from Toronto in May, 2008, to become Ops Mgr for **Newcap's Edmonton Radio Group**. In 2010, he became PD for

Newcap Alberta's 31 radio stations while retaining his Ops Mgr duties. Cardinal begins at Astral Edmonton Sept. 12... **Aaron Rand** takes over **CJAD Montreal** PM drive Sept. 6, just three months after his last morning shift on **The Q (CFQR) Montreal**. It was back in late February when Rand announced that he would retire from The Q at April's end. In point of fact, his contract was not going to be renewed but management wanted him to stay on until the end of its term... **Red Robinson** wasn't out of work long. When the **Rogers-owned FUN-FM Vancouver** rebranded to **SONiC** Aug. 17 and dropped Greatest Hits for Top 40, it also dropped his **Red Rock Diner**. **Astral Media's AM 650**, which airs '50s, '60s and '70s Rock, brought him back. Robinson was the station's morning show Host from 1993 to 2000. His weekly show begins this Sunday, Sept. 4... **Jordan Schwartz** has been appointed VP, Lifestyle and Entertainment Production at **Rogers Media Television**. His responsibilities include enhancing **Citytv's Breakfast Television** program in five markets, **CityLine** and working with Rogers' stations to strengthen in-house entertainment and lifestyle brands. Most recently, Schwartz was the Sr. VP/GM of the Entertainment Group at **CTV**... **Steven Bickley** has been appointed to the new position of Chief Marketing Officer and Head of Business Development for **Bell Media**. Bickley spent the last six years at Bell where he was most recently Sr VP, Products and Pricing, Bell Residential Services... **Amanda Young** is moving to **Country 93.3 FM Fort McMurray** as PD and as Promotion Director for **Country 93.3** and **ROCK 97.9**. She moves from sister **Rogers Calgary** where she was Promotions Director... Also at **Rogers Fort McMurray**, **Mark Neskar** has been promoted to PD at **ROCK 97.9**. He continues as MD... **Mike Farwell**, Sr. Reporter/Talk Host at **570 News Kitchener**, will join **Rogers Sportsnet FAN 590 Toronto** as Morning Sports Anchor Sept. 19... **Jeremy "DJ NoLuv" Slattery** joined **SONiC** (Chilliwack, Abbotsford, Vancouver) as MD/APD. Most recently, Slattery was MD/APD at **Z103 Halifax**... **Paul Stoutenberg**, most recently with the **Evanov Radio Group** in Toronto, is the new Promotions Director at **Corus Radio Barrie**. He started Aug. 29... After seven years at **CHAT TV/CHAT FM/MY96 FM Medicine Hat**, ND **Rhonda Carlson** is leaving to join husband **Will Desjardins**, now an Associate Coach with the **Dallas Stars** of the **NHL**... **Sonia Brum**, a Publicist at **Global Television** in Toronto, leaves her position tomorrow (Friday). On Tuesday, she begins with **Rogers Media Television** in Toronto, also in publicity.

SIGN-OFFS: **Bill Stovin**, 90, of what was believed to be an aneurysm, in Saskatoon. After his discharge from the **Royal Canadian Air Force**, Stovin became the first GM at **CJBQ Belleville**. From there, he moved to the new **CKOM Saskatoon** and held that position until he retired. Stovin's father, Horace, established a station in Unity, Sask. in 1923 at the back of his drug store. In 1929, the senior Stovin took over management of the Regina's first AM station, **CKCK**... **Ron Haggart**, 84, in Toronto. The award-winning journalist and TV news producer worked as a reporter and commentator in the 1950s, '60s and '70s for the **Globe and Mail**, **Toronto Star** and the **Toronto Telegram**. Haggart switched mediums in 1972, joining **Citytv** as Executive Producer of a two-and-a-half-hour nightly news program. In 1975, he moved to produce **CBC-TV's The Fifth Estate**, staying with the show until his retirement in 1991... **Bill Weis**, 62, of what is thought to be a heart attack, in Collingwood. He worked in the agency business at **McKim** for many years and then joined **TVB** in the mid '80s. He and **Dennis Watson**, now VP/GM at **CTV Southwestern Ontario (CKCO) Kitchener**, partnered in **Watson Weis & Associates** during the late '80s and early '90s. Later, he worked at **Western Broadcast Sales**.

SUPPLYLINES: A German research institute, **Fraunhofer IIS**, has created a dialogue enhancement technology that allows TV and radio audiences to individually adjust the volume of dialogue, music or sound effects within a single broadcast. It's the first of its kind to provide this level of audio control at broadcasting's low bit-rates. Some sports fans want to hear more stadium atmosphere while others prefer play-by-play announcing... Toronto-based **Humber College** has purchased a mobile broadcasting truck, equipped with **HARMANs Soundcraft Vi1** digital console. Installed by **Applied Electronics**, the Vi1-equipped truck provides students with intuitive, portable technology for mixing audio for broadcast.

LOOKING: **Bell Media Toronto** - Executive Producer, Music and Entertainment, a Director of Content, Music and Entertainment Channels and a Show Producer for **SPACE**; **CTV Regina** - Morning Show Director; **CTV Sudbury** - Anchor/Photojournalist and a Senior Weather Specialist; **CHCH Hamilton** - Senior Research Analyst; **Global BC Burnaby** - Senior Producer; **The Jim Pattison Broadcast Group Medicine Hat** - TV/Radio News Director; **CJAY 92 Calgary** - Promotions & Marketing Director; **100.1 Moose FM Fort St. John** - Program Director; **Rogers Radio Timmins** - Afternoon Drive Announcer and a Producer; **JACK FM Calgary** - Promotions Director; **Astral Radio Toronto** - Research Analyst; **BOB FM London** - Morning Show co-Host; **103.5 Big Dog Lac La Biche** - Morning Show Host/MD; **CBC Kelowna** - Reporter-Editor; **CBC Toronto** - Broadcast Technologist (Media Operations & Technology), a Senior Revenue Analyst and a Host, **CBC Sports**; **CBC Regina** - Broadcast Technologist; and, **Ross Video Ottawa** - Broadcast Engineer.