

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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**REVOLVING DOOR:** **CRTC** Chairman **Konrad von Finckenstein** will not be re-appointed after his five-year term in the position expires in January. He and the federal government have butted heads several times since he was appointed in 2007, including von Finckenstein's stand on restricting foreign ownership of telecommunications companies... **Stephen Brunt**, the former *Globe & Mail* sports Columnist, has joined *Rogers Sportsnet* on a full-time basis across all of its media platforms (radio, TV, Internet and magazine)... **Robert Hurst**, the retired President of *CTV News and Current Affairs*, has joined London's *Fanshawe College* as a visiting Professor. Hurst, who retired earlier this year, began his **CTV** broadcasting career in 1973, working as a writer for *Canada AM*, ND at **CFTO Toronto**, and back to **CTV** as a reporter, news editor, author and foreign correspondent at network bureaus in Ottawa, Washington, Moscow and Beijing.... **Mike Le Couteur** is *Global National's* new Ottawa Correspondent, succeeding **Peter Harris** who moved in August to become Exec Producer of *Power and Politics* at **CBC**... **Ryder**, a WIRED 96.3 FM Saskatoon morning show co-Host, and recipient of the 2011 *Alan Waters Young Broadcaster of the Year Award*, leaves at mid-October to become the morning show Host at **SONiC 107.5 Chilliwack (92.5 Abbotsford/104.9 Vancouver)**... **Kris Mazurak**, PD at **90.3 AMP Radio Calgary**, is taking over as morning show Host following **Buzz Bishop's** move to sister station **XL 103** in middays. Mazurak will assume APD duties once a new PD is hired... **Brad and Leanne Hulme** are the new morning show at **KICX 91.7 Sudbury**. While the married couple has previously worked as a duo in radio, this is the first time they've done mornings... **Ashley DeGroote**, ND at **CD 98.9 FM Simcoe**, leaves tomorrow (Friday) to do marketing/PR outside of broadcasting... PD **Kiel Kelly**, after four years at **FREE FM Grande Prairie**, has resigned... Lots of changes at **Pineridge Broadcasting** stations: **Deb Crossen** is now with **Magic 96.7 (CJWV) Peterborough** in mornings as News Anchor, joining **Dan Duran** and **Linda Kash**; **Charlie Toner**, who began with Pineridge as a cruiser driver but whose training and background is in technical and engineering, is now Director of Engineering; and **York Bell-Smith** adds more programming duties and an on-air shift to his Promotions Director/APD role at **STAR 93.3 Cobourg**. Now, he'll oversee programming on a day-to-day basis at both **STAR 93.3** and **107.9 The BREEZE Cobourg**. He'll also be doing middays at The Breeze... **Andy Rooney**,

92, the 33-year commentator on *60 Minutes*, will be retiring after this weekend's edition. It will be his 1,097th rant, or musing.

**T****V:** **Bell Media** President **Kevin Crull**, speaking to the **Broadcast Executives Society** in Toronto on Monday, said the **CRTC's** vertical integration decision is "severely misguided" and contemplates imaginary problems that just don't exist. He's particularly critical that OTT (over the top) providers face no regulation. Crull described them as "... well-capitalized foreign competitors who are entering our market without a broadcast licence and aren't facing the same rules as the rest of us". He also took aim at the CRTC's decision that, in his words, "... rewards companies who decided not to invest in broadcasting," as Bell, **Rogers**, **Shaw** and **QMI** have done... Meanwhile, **Rogers** has welcomed the ruling. It had urged the Commission to prohibit total or partial exclusivity on new media platforms by vertically integrated entities, but suggested it could be granted for ancillary content. **Shaw**, though, said it agrees with Bell's concern that "self-interested" proposals by some intervenors would stifle innovation, service differentiation, speed to market and cost and price advantages... **Netflix**, the one-time Wall Street darling, says it has won pay-TV rights to **Dreamworks Animation** movies starting in 2013. It's the first time a major Hollywood studio has chosen an Internet streaming player over a traditional cable channel, in this case, **HBO**. The price has not been disclosed. Dreamworks is the studio behind such fare as *Shrek* and *Kung Fu Panda*... **OMNI Edmonton's** studio has been closed as part of a shift to national newscasts, though about 20 staffers remain to produce local news segments. OMNI National VP **Madeline Ziniak** said the new national newscasts are in Cantonese, Mandarin and Punjabi, and feature daily stories from both Calgary and Edmonton in each of those languages. Personnel moves saw 14 employees offered jobs within **Rogers**; six moving to Toronto's head office, while most of the others will sideshift to **Citytv Edmonton**. Six were laid off... **CTV's Mike Cosentino** is among those who will receive the inaugural *World Screen Content Trendsetter Award*, in partnership with **MIPCOM**, in New York Oct. 5.

**G****ENERAL:** The Tories have called upon **CBC** critics and competitors to testify at a parliamentary hearing on access to information. The MPs successfully pushed for a study on the use of taxpayer money in the CBC's court battle with the information commissioner. CBC is in a fight to keep records involving its creative, journalistic and programming activities exempt from the Access to Information Act. Witnesses requested include **Quebecor** President **Pierre Karl Peladeau** and two **Sun Television/Sun Media** commentators, **Ezra Levant** and **Brian Lilley**. The two Quebecor properties feature a continuing series of critical rants against the public broadcaster... An opinion piece by Calgary-based **Troy Media** columnist **Mark Milke** opines that **CTV** caved-in to demands that it not air a 30-second spot from **EthicalOil.org** about Saudi Arabia's human rights record. The oil producing country used law firm **Norton Rose** to spearhead efforts to kill the spot. Milke, taking full aim at both CTV executives and the law firm, wrote that they "... are poster boys for the deliberate obtuseness and moral betrayal of core Western freedoms"... In a recent **Prosper Mobile Insights** analysis of the *Simultaneous Media Usage Survey*, it was found that the most popular devices among adults 18+ are Android/Droid phones (16.5%), iPhones (13.3%) and BlackBerry devices (12.2%). Overall, games at 78.1% are the most popular type of app used on



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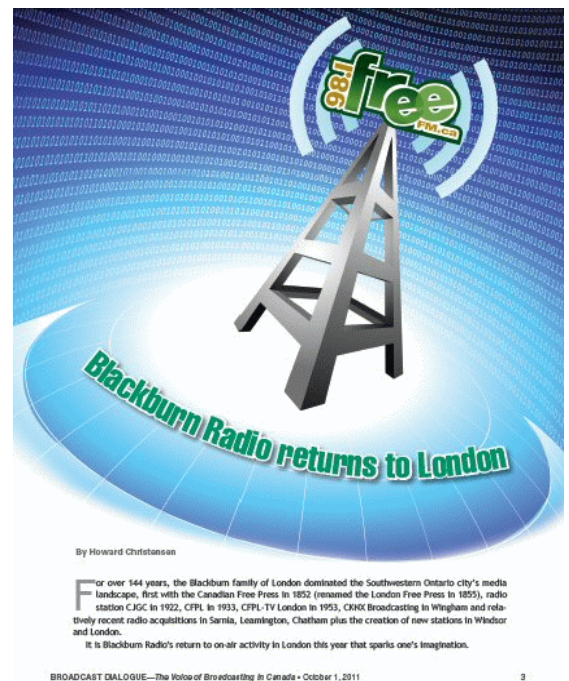
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smartphones. Radio is pegged at 38.1% while Movies/TV shows are 27.8%... A U.S. study on local news consumption conducted by **The Pew Research Center** found that 74% of American adults say they get local information at least weekly from a local TV news broadcast and/or the website of their local TV news station; 55% word of mouth; 51% radio; 50% local newspapers; and 47% Internet... **Rogers Communications** has donated \$600,000 to Ottawa-based **Operation Come Home** to fund its in-house **Achievement Education Centre**. The donation came as the organization that helps street kids celebrated its 40th anniversary. The education centre will now be renamed the **Rogers Achievement Centre**... What goes into creating the world's largest pop star? Before her fame hit, **Lady Gaga's** manager faced decisions that could have derailed the performer's career. A case study by **Harvard Business School** Associate Professor **Anita Elberse** examined the strategic marketing choices that instead created a global brand. Click <http://hbswk.hbs.edu/item/6812.html?wknews=09282011>.

**RADIO: CBC** will begin new radio and Internet services in Kitchener-Waterloo next fall. Details, however, are scarce though CBC says to expect them within months. CBC's strategic plan is aimed at reaching approximately six million Canadians with new or expanded local services over the next four years. In May, CBC unveiled plans for new services in Kelowna, Kamloops and Victoria... An application by **Dufferin Communications** for a change in **Proud FM (CIRR-FM) Toronto's** frequency has initiated a call for applications from those who want a licence in Toronto. Dufferin, owned by **Evanov Broadcasting**, wants to move Proud FM from 103.9 to 88.1, as well as increase transmitter power. The deadline for applications is December 19/11... Meanwhile, the **CRTC** denied an application from **Dufferin Communications** for an FM licence in the Township of Muskoka Lakes. The Commission cited a competitive situation in which **The Moose Bracebridge** would be financially negatively affected... If you're going to repeat a talk show that encourages texting, be sure to let listeners know that what they're hearing isn't live. The **Canadian Broadcast Standards Council (CBSC)** took **CFRB Toronto** to task for inviting listeners to call or to text during a repeated program. The texters were advised: "Twenty-five cents will be charged to your wireless carrier" for each text. Listeners who presumed the program was live, without appropriate advisories to the contrary, texted to take part and were charged. The **Ontario Regional Panel** acknowledged that there were no specific codified standards that deal with repeated programs or episodes, there are, however, specific principles, e.g. the creation of a "potentially incorrect audience expectation"... **Clear Channel's** two-night concert in Las Vegas, billed as the largest in radio history and a major step toward keeping the industry alive in the dot-com era, was a marketing blitz that drew thousands to the **MGM Grand Garden Arena** and was broadcast to more than 10 million radio listeners across the United States. The event was a salvo fired by CC directly at **Pandora** on behalf of **iHeartRadio**, Clear Channel's revamped free personalized music website. It allows listeners to hear the feeds of more than 800 stations or create individualized channels that stream music along specific genres. Listeners can access 400,000 artists and 11 million tracks, millions more than Pandora, which has more than 30-million listeners a month. But Clear Channel, not about to give web listeners to another company, now has an equal number of listeners and is growing... Last Friday, **Global Montreal** completed a week of one-a-day specials called **Good Morning Montreal**, in it, Global profiled Montreal's most

Watch for  
**Blackburn Radio**  
**Returns to London**  
**OAB fall conference**  
**CONNECTION 2011**  
**My friend, Bob Laine**  
**Television and the PVR**  
**The Roaring 60th**  
**Photos from the CCBE**  
**CJCB-TV's Bennett**  
**retires**  
 and, of course, the  
**Revolving Door**  
 and  
**Supplylines**



in the October  
**Broadcast Dialogue**  
 magazine!

popular morning radio shows. Featured were, in order of appearance Monday through Friday, **Cat Spencer** of **92.5 The Beat**; **Freeway Frank** of **Virgin Radio**; **Ted Bird** of **K103.7**; **Mike Finnerty** of **CBC Radio One**; and **Andrew Carter** of **CJAD**. Global Senior Anchor Jamie Orchard said: *"I had forgotten how much I love morning radio. It was so much fun to sit in studio with these morning announcers. It was equally fun getting to know them off-air, hang out with them in their favourite Montreal haunts and spend some time with their families. It reminds us what a big part of our mornings these men and women have become."*

**SIGN-OFF:** **Paul La Frenais**, 53, in Toronto of ALS (Lou Gehrig's Disease). He was a Vice President at **MSC Electronics**, a company his family founded, until it was purchased by **Novanet Communications** in 2005. La Frenais was Novanet's Wireless Sales Manager until 2010 when he retired due to the ALS diagnosis.

**LOOKING:** **Rogers Media Toronto** - General Manager, Rogers TV; **CKMP-FM (90.3 AMP Radio) Calgary** - Program Director; **Q107 Calgary** - Program Director; **104.7 FREE FM Grande Prairie** - Program Director; **CD 989 Simcoe** - News Director; **CBC Windsor** - Radio Producer and a Managing Editor; **Corus Radio Toronto** - Senior Engineer; **Larche Communications Barrie** - Engineering/IT Assistant; **92.5 JOE FM Edmonton** - Midday Host; **Corus Radio Kitchener** - Account Manager; **Astral Edmonton** - Promotions Coordinator; **Astral Fort St John** - Account Executive; **Astral Toronto** - Junior Digital Account Manager; **Shaw Media Television Toronto** - Publicist; **CTV** and **CTV Two Toronto** - Media Analyst; **Bell Media Toronto** - Account Executive; **CTV Vancouver Island** - News Reporter/Anchor; **CBC St. John's** - Reporter/Editor; **CBC Toronto** - a Senior Manager, Brand Development and a Communications Officer; **CBC Montreal** - an Advanced Maintenance Technician, a Business Intelligence Architect and an Engineer, TV and Radio Production; and **Global Vancouver** - AM Feed Coordinator, two Affiliate AM Producers and four Automated Control Room Directors.

**SUPPLYLINES:** **Wayne Young** has joined **Ward-Beck Systems** in sales and will represent WBS products to the Canadian and U.S. markets in conjunction with the **Jampro Antenna** line... **Applied Electronics** and **Signiant** will host a *Thought Leadership Forum* titled *File-Based Workflows for the Digital Age* today (Thursday), from 4 p.m. to 8 p.m. at **Corus Quay** in Toronto. The event is open to all broadcast, media and entertainment professionals. Registration and other information is available at [www.signiant.com/forum-invite](http://www.signiant.com/forum-invite).