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PUBLISHER'S NOTE



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The Voice of Broadcasting in Canada

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I know how important you are, how important it is for people to be able to reach you, how absolutely necessary it is that you be instantly available to your clients, your employer, your employees and your service providers.

We've been conditioned to always be connected, to network and to take advantage of communications technology. Add to that the increasing expectations (can they be increased any further?) that we be available night and day.

If there is a need to find a culprit in all this we need look no further than ourselves. By valuing work as a 24/7 activity, we're devaluing everything else. The cost of this always-on culture is high. Potentially, it could lead to poor morale and burn-out and a loss, believe it or not, of effective communication skills.

But there is hope.

An experiment conducted at the Boston Consulting Group saw consultants able to reclaim a small portion of their lives. Harvard Business School Professor Leslie Perlow describes it in her work: *Sleeping With Your Smartphone: How to Break the 24/7 Habit and Change the Way You Work*.

At the beginning, Perlow engaged a six-person team to implement a procedure for freeing-up every team member from their networking devices for one evening of predictable time off (PTO). A condition was that there could be no perceived increase in anyone's workload or deterioration in client service resulting from it.

Not surprisingly, behaviors encountered by team members were triggered by a culture centred on long hours and a 24/7 focus on the needs of clients, fears that PTO would contribute to poor performance reviews and a reluctance to talk over personal matters that begged for free time with colleagues.

But the result of this effort to achieve a small, doable change saw team members succeed in being free of their devices and their work for one night a week.

By the time the process had been implemented throughout the Boston company, more than 900 teams globally, Perlow presented evidence that predictable time off had enhanced excitement about their work, satisfaction with their jobs and work-life balance, and perceptions of team collaboration, efficiency, and effectiveness.

Have a great summer (and turn off your phone from time to time).

Out of the ashes

Defining the word ‘permanent’, particularly as it describes the new radio station at Slave Lake, Alberta—based on the town’s recent history—may be somewhat optimistic. But Newcap, the owner of 92.7 LAKE-FM, has just spent the better part of a year constructing and equipping the new building.

It was back on May 15, 2011, that Alberta Sustainable Resource Development (SRD) officials advised the on-air staff at LAKE-FM to evacuate. After 48-hours of continuous news updates, community information and the airing of various messages, the staffers had to leave the station. As it turned out, their evacuation didn’t come a moment too soon. Within 30 minutes of their departure, LAKE-FM was in flames.





Two days later, Newcap engineers restored audio to the transmitter via an Internet link from a sister Newcap studio in Edson—almost 300 kilometres away—and, for the next two weeks, LAKE-FM staff served Slave Lake from there.

Two weeks following the fire, a temporary studio was built in Slave Lake which was used to continue serving the town until new facilities were built immediately beside the old location.

When listeners walk into the new lobby, a wall-mounted flat-screen TV showcases “The Spirit of Slave Lake” with images related to the area’s character and beauty.

LAKE-FM’s new sell line speaks, says Newcap, to the resiliency of the region’s people.

—BD

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Axia. Again!

When NewCap Radio's 92.7 Lake FM studio was demolished by fire, it was their chance to design a studio that suited their needs perfectly. Many things were re-thought, re-designed and re-tooled, but the one thing that wasn't changed was their console system. They chose Axia again. They knew from experience that Axia is the easiest way yet to get an IP-Audio studio up and running. The Axia iQ is a control surface with mixing engine, audio I/O, machine-control logic and Ethernet switch, all rolled into an easy-to-deploy package. Call us to find out more!

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WAB

Conference coverage



Canadian Association of Broadcasters Update

The Canadian Association of Broadcasters refocused its mandate in 2010, restructuring its activities and began an all-out lobbying assault on the single biggest and most comprehensive national campaign related to Copyright Reform.

Sylvie Courtemanche, Chair of the CAB Board of Directors, told Western Association of Broadcasters' delegates that the Conservative government began its efforts on Copyright Reform legislation in 2008. The bill went through three different iterations before the most recent version known as Bill C-11.

In 2010 CAB Radio members were involved in a national PSA campaign to support the minority government's attempt to address the radio industry's concerns regarding the reproduction tariff. This PSA campaign supported Bill C-32 and it attacked the official opposition's stand, which was to maintain the status quo with respect to the reproduction tariff.

The show of solidarity and support for Copyright Reform included a written submission and an appearance by the CAB and its members when both Bill C-32 and Bill C-11 were being considered at the Parliamentary Committee stage.



Sylvie Courtemanche, Chair of the CAB Board of Directors

They were also involved in a series of in-person meetings in Ottawa and in the regions with numerous politicians and departmental officials. It also coordinated a national Radio Lobby Day that saw close to 30 MPs visiting their local stations.

Courtemanche said that Bill C-11 includes a reproduction right exception that is intended to absolve radio broadcasters from liability for the technical copies of music that must be made to get it on the air. This reproduction right now costs the industry \$25M a year. The CAB expected the bill to be referred to the Senate before Parliament recessed for summer.

The CAB has also worked on tariff matters involving conventional television and specialty and pay services. It appeared before the Supreme Court of Canada to defend last year's win at the Federal Court of Appeal that denied Re:Sound's TV tariff application. The Re:Sound tariff would have effectively doubled TV and Specialty & Pay tariff liabilities. CAB expects the Supreme Court's decision within a few months and is optimistic of a favourable result.

In another development, SOCAN will be proposing an increase in the rate for Tariffs 2.A and 17, from the current 1.9% to 2.1%. The CAB will object to this proposal and will take the steps necessary to defend the interests of TV and Specialty & Pay members.

Internet tariff liability is also set to change. For radio station websites, the SOCAN rates continue to apply for now, but the CAB will be fighting Re:Sound's proposed tariff at the Copyright Board in September .

The proposed rates are 12% of Internet revenues for simulcasts, and up to 45% of Internet revenues for more interactive types of webcasting. CAB aims to achieve lower rates than those Re:Sound has proposed. A decision on this tariff is not expected until at least the end of 2013. For TV and Specialty & Pay websites, the CAB is negotiating a settlement with SOCAN and expects to have updates in the coming months.

The rates for radio tariffs that were set in 2010 continue to apply.



Click the button for more information.

However, changes to the Copyright Act will have an impact by reducing the tariff burden payable by radio broadcasters.

The CAB says it expects that new CRTC Chair Jean-Pierre Blais will instigate change both from an internal operations perspective as well as to how the CRTC interacts with the industry.

Courtemanche also said that the CAB continues outreach efforts with the regional associations (British Columbia Association of Broadcasters, Western Association of Broadcasters and the Ontario Association of Broadcasters). It collaborated with the regional associations on Copyright Reform, she said, and ensured that the national lobby campaigns were heard in all regions of Canada.

A CEO Radio Council has been established with the initial intent of coordinating initiatives that include a national opposition against CBC's request to sell advertising on CBC Radio 2.

On an industry tradition, the CAB has been working with the OAB to facilitate the launch of new industry broadcasting achievement awards. Some of the regional associations have agreed to coordinate and present the Hall of Fame and the newly named Broadcast Order of Achievement (previously the Quarter/Half Century Clubs).

The Hall of Fame award has this nomination criteria:

- must be a private broadcaster
- have devoted a substantial part of their career to

the Canadian broadcasting industry

- demonstrated a commitment to the highest standards of broadcast excellence
- demonstrated community service in their role
- shown leadership throughout their career
- served on committees, task forces, associations
- provided innovative ideas to promote the industry and/or staff
- provided special assistance to industry newcomers
- demonstrated entrepreneurial success.

The Broadcast Order of Achievement (formerly the Quarter Century and Half Century Clubs) Criteria includes:

- introduce three levels of broadcasting commitment
- *Bronze*: 10 to 15 years of service in private broadcasting (1 diamond chip—optional)
- *Silver*: 15 to 25 years of service in private broadcasting (2 diamond chips—optional)
- *Gold*: 25+ years of service in private broadcasting (3 diamond chips—optional)
- Two endorsements.

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—BD



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Ken Norman, JPBG Grande Prairie; Dave Sherwood, JPBG Medicine Hat; Gary Dorosz, JPBG Lethbridge



Rod Schween, JPBG Kamloops



Eric Stafford, KooL 101.5 Calgary; Len Perry, Bell Media Calgary; Steve Olson, SAIT Calgary



Garry McKenzie, Corus Entertainment, Calgary



Duncan McKie, FACTOR Toronto; Lloyd Lewis, CTV Edmonton; Linda Samletzki, WTR Media Sales Calgary; Paul Mason, JPBG Red Deer; Dave Sherwood, JPBG Medicine Hat



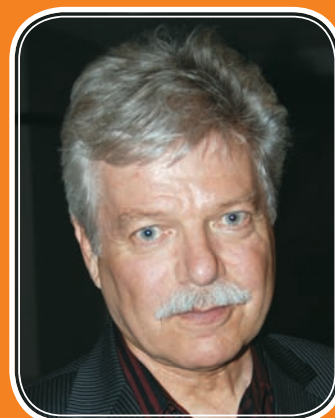
Ken Lydford, CTV Toronto and Gord Rawlinson, Rawlco Calgary



Incoming WAB President Tom Newton presents outgoing WAB President Vic Dubois with the President's Award



Leon Hildebrandt, CBS Toronto; Bill Hildebrand, Golden West Broadcasting Winkler; Elmer Hildebrand, Golden West Broadcasting, Altona; Vic Dubois, Saskatoon Media Group Saskatoon



Duncan McKie, FACTOR Toronto



The WAB Gold Medal Award for TV was presented to Paul Williams and Citytv Calgary for High Hopes Challenge



Steve Grisim and Jeff Thiessen, Miracle Channel Lethbridge



Wade Moffatt, CTV Saskatchewan Regina with a stuffed animal he was presented with on the birth of his granddaughter that afternoon



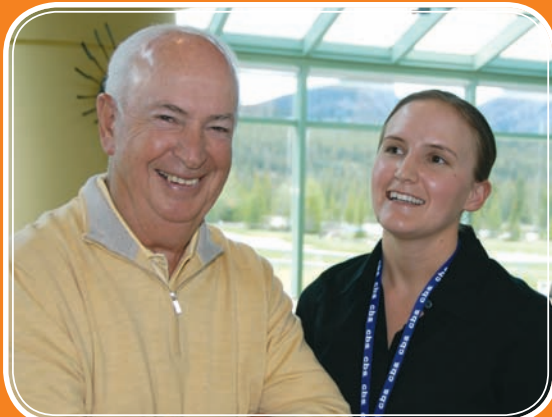
Al Pippin, Pippin Technical, Saskatoon



Carley Caverly, WIRED 96.3FM Saskatoon and Howard Christensen, Broadcast Dialogue Lagoon City



The WAB Gold Medal Award for Radio was presented to Dave Sherwood and CHAT 94.5 for their annual Medicine Hat Food Drive



Bruce Cowie, Harvard Broadcasting, Regina and Lesa Lacey, WAB



Brooke Woboditsch, Closed Caption Services



Marilyn Dennis, CTV Toronto and Len Perry, CTV Calgary

Images from the Western Association of Broadcasters Conference courtesy of



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CRTC at WAB



CRTC Vice Chair, Broadcasting
Tom Pentefountas

So long as broadcasters are proud of their endeavours and meeting their regulatory obligations, the CRTC has no business being involved in their day-to-day affairs. So said CRTC Vice Chair, Broadcasting Tom Pentefountas at the Western Association of Broadcasters annual convention in Banff.

The Commission, he said, has made changes to the way it deals with non-compliance. Understanding that time is money, the regulatory body now takes a more flexible approach, factoring in the severity of the breach and imposing appropriate sanctions. It no longer will call on broadcasters to appear at a public hearing over minor incidents.

On the matter of Canadian content development, Pentefountas asked for input on simplifying the administration of contributions stations make.

“We are actively seeking solutions,” he said.

The Commission will soon review the commercial radio policy, now almost six years old. It will start by looking at issues specific to the French-language market. Once that’s complete, the review will move to the English-language markets. He asked delegates for input on whether or not a complete overhaul is necessary or simply a few adjustments.

The Vice Chair also discussed the potential of new digital platforms, recognizing their potential to reach new audiences. As an example, he cited UK radio stations which have joined forces to create a one-stop shop for Web radio broadcasts. Called Radio Player, the stations promote it as “UK radio in one place” (www.radioplayer.co.uk).

The Commission, he said, understands that a less dogmatic approach to regulation enables both the business and creative communities to take advantage of innovation.

Pentefountas: “We want to oxygenate the system, not smother creativity and innovation. Our role is to create an environment conducive to innovation so creative

people can try out new ideas and introduce innovative programs and business models. After all, those of you creating, producing, broadcasting and distributing the programming are in the best position to know what consumers and your shareholders want and your local advertisers demand.”

It’s essential that the broadcasting industry is prosperous and profitable, he said. Profitability is good for shareholders, of course, but profitability is equally good for the artistic community and the broadcasting system as a whole.

Micro-management should be left to people who have their money and their shareholders’ money on the line. It’s the CRTC’s job to create the framework that ensures the overall aims of the Broadcasting Act are satisfied. Within that framework, broadcasters should have creative licence to make programming that Canadians want to hear and see—and make money in the process.

—BD



Images from the Western Association of Broadcasters Conference courtesy of



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Deborah Gauger, Golden West Broadcasting Okotoks; Wade Moffatt, CTV Saskatchewan; Tom Newton, Rawlco Regina and Tafaline Wall; Michael Olstrom, Big Dog 92.7 Regina; Doug Gunn, Tim Horton's, Calgary; Vic Dubois, Saskatoon Media Group



Nigel Fuller, Closed Caption Services and Margot Patterson, Fraser Milner Casgrain LLP, Ottawa



Sharon and Rick Arnish,
Jim Pattison Broadcast Group, Kamloops



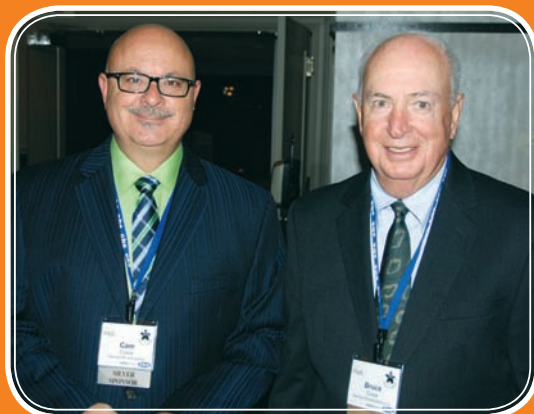
John Voiles,
Astral Radio Plus, Vancouver



Adam Wylde of Virgin Radio Calgary was the second recipient of the Leaders of Tomorrow award



Linda Rheame, Fabmar Communications, Melfort



Cam Cowie and Bruce Cowie,
Harvard Broadcasting



Jaye Albright, Albright & O'Malley Bainbridge Island; Jim MacLeod, BBM Toronto; Elmer Hildebrand, Golden West Broadcasting, Altona; David Murray, Newcap Halifax



Patrick Burles of CHLB Radio Lethbridge receives the new Leaders of Tomorrow award



Gord Neilson, D.E.M. Allen & Associates, Winnipeg



Louise and David Murray, Newcap Halifax



Elmer Hildebrand and Robin Hildebrand, Golden West Broadcasting



Catherine Kelly, BBM Vancouver and Stephen Sienko, Target Broadcast Sales, Toronto



Angie Norton, GX94/Fox FM Yorkton and Tamara Konrad, Lite 95.7/Hot 107 Edmonton



Margot Anderson, CRTC Calgary and Don Grose, Mix 103.7 Fort McMurray



Darryl Holien, Harvard Broadcasting, Red Deer



Ken Singer of Fabmar Communications Ltd. is WAB's Broadcaster of the Year

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The challenges facing North American broadcasters

by Michael McEwen

It has been a little over three months since I rejoined the North American Broadcasters Association (NABA) as its Director General. As I survey the agenda, I'm struck by the rapid pace of change that our industry is experiencing and, to the surprise of many, that it's surviving rather well. It is probably fair to say that if anyone really knew what our industry would be in five years' time we would bottle it and sell it to the highest bidder.

We do, however, know a few things about our industry. Assuming the things we know and the trends already established continue, we can make an educated assessment of where our future lies. Conventional over-the-air broadcasters are still the core of any broadcast system and provide core services including survival information through to a full range of news and entertainment programming. But in the pick and play world of fragmentation—satellite- and cable-delivered pay and speciality services, on demand services and Internet and mobile delivery—viewers and listeners can create their own schedules and content, and increasingly do so.

Everyone is a programmer.

Terrestrial broadcasting, while still a successful business today (and yes, even tomorrow), has changed significantly over the last decade and will continue to change. Vertical and horizontal integration with distributors and content companies continue to define the core of profitability and competitiveness. New revenue streams, including re-transmission fees, subscription and licensing agreements, all are becoming increasingly important to a broadcaster's bottom line. In all three North American countries, pure terrestrial broadcasting, on a standalone basis, is almost a thing of the past. It is clear that the future will see delivery of multiple program services by broadcasters as they embrace the notion of being content companies (as many have already done) and supplying the appropriate content to the appropriate platform at the appropriate time, including terrestrial systems.

The challenge will be in producing and delivering content suitable for each platform efficiently and within a business model that realizes a return on the investment. Given this brief description of the current and potential future environment, what can NABA do to help its members chart a course that helps



*Michael McEwen,
Director of NABA*

them

to realize their goals?

NABA recognizes that broadcasters share many common technical, operational and regulatory challenges. Our core mission is to provide the opportunity and means to work on these challenges and to take action as appropriate to the issues. These efforts are done for both the benefit of our members and the industry as a whole.

Some of the areas that are on NABA's to-do list are:

- Broadcasters need to find common ground on spectrum use; define the needs of the marketplace including how spectrum can best serve the needs, how the consumer electronics industry can best service the requirements and how equipment manufacturers can best provide the necessary production and operational tools.

- Protection of existing broadcaster spectrum from interference issues from WiFi, mobile devices, etc. is an important priority with the proliferation of these devices and services.

- Levelling the regulatory playing field between broadcasters who carry huge content and service obligations that engender huge costs compared to telecoms and mobile services that have few obligations and very little cost beyond the initial capital expense.

- Increasingly, NABA needs to define requirements for delivery and display on all platforms. Setting down the best operating practises

and production standards

for multi-platform delivery must be central to NABA's work. Growing audiences for mobile reception of broadcaster content will challenge broadcasters on how to change content for those audiences to efficiently and effectively meet the needs and expectations of the mobile viewer.

- In a multi-platform world the ongoing need for vigilance on intellectual property and copy protection needs to be monitored with interventions at the appropriate times and places. This includes work at the World Intellectual Property Organization (with other broadcast unions) on such initiatives as the Broadcaster Treaty and the Audiovisual Performers Treaty. Content creation and distribution is at the core of any business model for a broadcaster. That content is the most cherished resource and demands to be protected as such. Without those protections the broadcast economic engine is at peril.

- As noted earlier, many NABA member companies are integrated content producers; terrestrial, cable and satellite broadcasters and distributors. The NABA of the future needs to see this integration as a strength and draw from the cross platform expertise that resides in our membership to bring leadership on these questions and issues not only in North



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America but
around the world through
the World Broadcast Unions and the
many international markets where North American
companies are a key component.

What happens to the broadcasting/content business in North America matters to the rest of the world. The trends in broadcasting—content production, distribution and the business models which sustain these enterprises in North America—will eventually be replicated around the world. Out of this crucible of change, NABA has a special responsibility to show leadership on these matters.

We do so by finding consensus amongst our members on the issues of today and tomorrow and by representing those views and positions to our sister unions from other geographic regions, international bodies such as the ITU and WIPO, and other international institutions and bodies as appropriate.

Our membership has very strong support from Mexico and the United States with virtually every national broadcaster and content producer as members. In Canada, CBC/Radio Canada is a founding member of NABA and continues to provide leadership.

We hope that our agenda over the coming months will find resonance with other Canadian broadcast/content/distribution organizations so that they, too, can participate in defining the North American agenda and reap the benefits of participating in solving today's problems for tomorrow's business successes.

Michael McEwen is the Director General of the North American Broadcasters Association. He is based in Toronto and can be reached at mmcewen@nabanet.com.

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Paradox: Change is stability

by Lorne Anderson

It's become trite to say broadcasting is experiencing a period of rapid change. Fifteen-plus years ago, I was told change was coming and I would soon feel my paradigms shifting like they were some misaligned vertebrae.

Unlike most predictions, this one actually came true. Yet as accepted and as mundane as change has become, do we not still find it unsettling?

Isn't that odd?

Shouldn't we have gotten used to it by now?

When I started in radio, studio equipment had recently transitioned from tubes to transistors. This was a big enough change to send many broadcast engineers scurrying to retirement. Being fresh out of college and comfortable with this new technology, I welcomed the change.

Mom was right, education was a good thing.

The transition from analog to digital and the introduction of the computer were seismic although the changes came at a relatively comfortable pace; fast enough to

keep my attention but slow enough to allow reading the latest book or manual and stay on pace. The lesson had been learned from the tube guys who couldn't cope with change.

Learn, stay current, adapt and thrive.

The strong survive, the weak get a real job.

While the technical universe was changing, the world immediately around us seemed to seldom change and this provided a sense of stability. Small independent owners started with one property, learned the business or didn't, and the ghost of Darwin did its thing.

General managers ran the local properties, PDs programmed, sales people sold on ratings when we had some, and on booze and golf when we didn't. Sales managers made *Mad Men* look like choir boys.

It wasn't always pretty but it was stable and, in hindsight, reassuring in a twisted sort of way.

Now, everything is changing, all of the time, all at once. Technologies still change so fast they're sometimes



obsolete before fully implemented, but paradoxically this is our constant and point of stability.

What is unsettling now is the world around us seems to have exploded. New owners, new players, new government regulations, new products, new suppliers and the blurring of the DMZ between TV, radio, telcos and the Internet is what keep techies wide-eyed and soaked in a cold sweat in the middle of the night. Well, those changes and our darling teenage children.

Fortunately, in a complex unsettled world there is at least a simple, stable solution to keep your technical staff up-to-date. You can think of the Central Canada Broadcast Engineers conference as the Walmart of broadcast education.

Yes, it's true that those of us who work for the CCBE are poorly paid, missing the odd tooth and have an aversion to good grooming but the analogy goes deeper than that. You can go other places as well if you want to but there's really no need. The CCBE is your one-stop shop for educating TV and radio technical personnel. Whether your operation is a mom and pop shop in a remote market, or part of a countrywide corporation, we have what you need to keep your engineer's core competencies competitively current.

And for those people who supply products and services to Canada's broadcast industry, if a group of potential clients sequestered in a finite space in a remote town-

ship with no chance of escape from Thursday to Sunday doesn't get your adrenaline pumping maybe it's time to consider clerical work.

All it takes to partake in this dream scenario is to elbow aside the competition and sponsor one of the events they were hoping to sponsor. If accountants had the capacity to dream, don't you think they'd dream of an event that takes some of their technical staff out of the building for four days with low, fixed costs and no chance of them returning with inflated expense chits because meals, coffee breaks and socializing are covered by our sponsors?

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Lorne Anderson is the Membership Chair of the Central Canada Broadcast Engineers. He is also the technical director at Bellmedia Radio Winnipeg. He can be reached at lorne.anderson@bellmedia.ca.



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Canadian Media 2012: Midlife Crisis

Ostrich-like incumbents who disregard, defend and deny the new media landscape are even more at risk than those who may fail even as they jump into the social and mobile deep end.

So said Scott Cuthbertson, an equities analyst with TD Newcrest, to British Columbia Association of Broadcasters delegates at their 2012 annual convention, this year in Vancouver.

Canadian media, he said, is going through profound changes at a time comparable to a midlife crisis.

Unpredictability defines today's market. One reason, he said, is that baby boomers have seen their nest eggs for retirement decimated largely through exposure to the wrong stocks. As well, consumers are not going to be able to borrow against some perception of equity in their homes to make major purchases and, thus, stimulating the economy. Too, jobs are harder to come by. Cuthbertson noted that there's always gloom and doom out there and that's not lost on advertisers.

He believes that between now and 2020 there won't be a huge amount of growth in the ad market.

On the radio front, particularly on ownership concentration policy, Cuthbertson thinks there will likely be a policy permitting three FMs to be commonly owned in large markets. If so, he said, it may spur another round of consolidation.

As for television, while Netflix may or may not survive as a company it has had at least two major impacts: It has whetted an already healthy appetite for on demand video; and it has taught consumers how to connect their computers/tablets to their TV sets.

This was a major topic at a recent Media Innovator's Dinner and is a focus for incumbent pay TV operators. Cuthbertson says he believes HBO Go-type services could materially improve marginal utility of pay television for

subscribers. In the meantime, he said, Google is launching dozens of new channels through its YouTube service in an effort to increase the amount of time spent, thereby improving the monetization of the number of visitors it attracts.

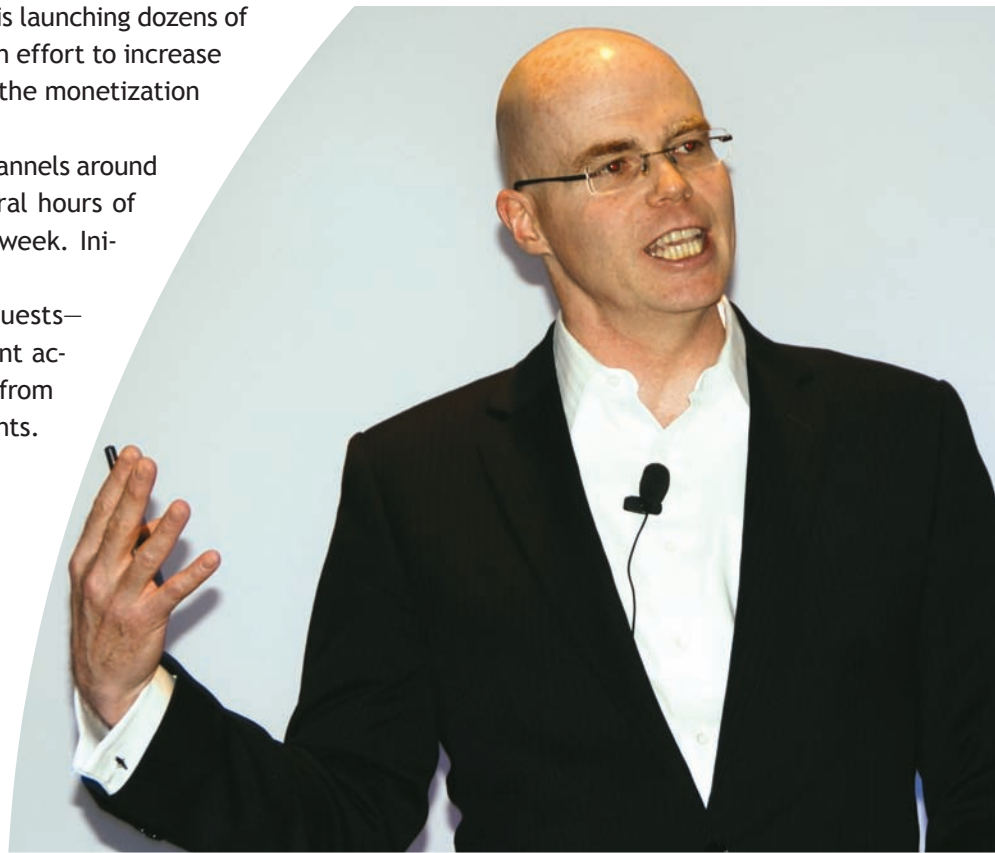
The plan is to highlight a set of up to 100 channels around topics such as arts and sports featuring several hours of professionally-produced original content per week. Initial investment is reportedly \$100 million.

Also at that Media Innovator's Dinner, guests—comprised of people from ad agencies, content acquisition, television, radio, online, Google and from the regulatory side made their respective points.

Here's a summary:

Netflix has made a huge impression and is an agent of change.

Cablecos will be around 10 years from now but whether or not they are still curators of linear content is an open question. Canada has a unique opportunity to find a solution given vertical integration but an offensive rather than regulatory solution appears in order.



Scott Cuthbertson

We appear to be in the eye of the storm on the topic of monetization.

What is certain is that content ownership is gaining importance as are social and local marketing niches. New strategies, apps and platforms may fragment the existing sales funnel but do not appear poised to re-write existing marketing fundamentals. Measurement and currency are all over the map with no obvious solutions.

The future of (new) media in Canada looks bright.

We have never seen a time when it was cheaper to test new business ideas or to launch them. The explosion in platforms and distribution is creating a plethora of new opportunities big and small. A few years from now, we could be looking at the emergence of a whole new crop of exciting new media companies with great growth profiles and interesting investment potential. In the meantime, we appear destined to go through a cycle of new public companies with no profit but lots of promise.

Asked what's hot and what's not?

HOT:

On demand viewing—tablets, HD, location-based marketing, mobile, data, eCommerce, convergence with social, giving consumers what they want, on demand, game consoles, Mandarin language programming.

NOT:

PVRs and DVRs, permission-based marketing, 3D, mass marketing, gadgets, paying full price for anything, focusing on rights, trying to squeeze out the last buck, Canadian content, being tied to one platform, book stores.

Fearless Predictions

- Movement of viewing from TV to tablets
- Increasing awareness of the value of a media brand across the entire footprint
- Ramp up in value creation up the chain in HD
- Social relationship between devices will become more important than social media is today
- The way we shop online will move towards one to one offers
- Canadian enterprise will play a much bigger role than in the past
- Unprecedented rationing of credit in the next few years
- Xbox, PS2 and Wii will increase in importance as a central part of home entertainment systems.

Social, Local, Mobile (SoLoMo)

While social, local and mobile are important, they

happen more at the bottom of the sales funnel. Cuthbertson thinks that SoLoMo is a great opportunity to try extending traditional media as a lot of media companies in Canada have already done.

Social—Facebook has more members than the U.S. has citizens. People are more connected than ever to groups of friends, interest groups, brands with whom they share likes, dislikes, recommendations and warnings. Advertisers are increasingly trying to monitor this to measure total brand footprints. This could herald a resuscitation of “appointment television” as individuals chat online while watching the latest episode.

Mobile—exploding, especially penetration of smartphones. This will only increase with renewals/handset turnover. Tablets are the fastest selling consumer technology device in history.

Local—depending on the radius and the source, we spend approximately 80% of our money within 20 km of our homes. In the past, this was difficult to tap into. Now marketers are catching on to the new purchase cycle. Local spend online is taking off partly as a result of this trend. Other influences include:

- dynamic ad insertion/coupons/customer poaching
- location based marketing/GPS enabled marketing
- early-type customer-centric social sites.

Point-Form Summary

- More competition generally, pressure on incumbents as a result.
- Requirement to be available on multiple platforms in order to remain relevant/findable by next generation media consumers.
- Ability to reach, target and extend brand into new areas with high ROI potential IF content is customized.
- Requirement to establish new modes of measurement, potentially new currencies for reach, impact.
- Content is being commoditized but premium content still rules—ownership of content becoming more important.
- Vast majority of ad dollars are still spent on traditional media and this is unlikely to change materially in the short term—just too hard to aggregate the critical mass of one prime-time show online.
- Certain segments (directories, book printing, classified advertising) appear much more threatened than others (radio, specialty television, community newspapers) so revenue mix is important.
- Still lots of confusion out there on metrics, rates, currency but we appear to be nearing a tipping point. With that said, evolution is more likely than revolution in the short term.

—BD

Images from the British Columbia Association of Broadcasters Conference courtesy of



- On-Line (Real Time)
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Terry David Mulligan,
Broadcaster of the Year



Mike Killeen and Tamara Taggart, CTV BC



Matt Sekeres, Broadcast Performer of
Tomorrow, TEAM 1040 Vancouver



John Pollard, CHEK-TV Victoria



Tamara Stanners,
The PEAK FM Vancouver



Sean Ross, Edison Research, Somerville, NJ
and Randy Lemay, Newcap



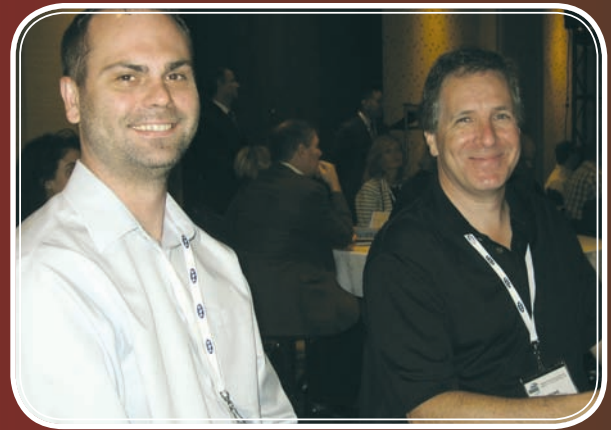
Paul Larsen and Casey Wilson, Clear Sky Radio, Lethbridge;
and Dan McAllister, 100.3 The Q/The Zone Victoria



Trina Wood, News 1130 Vancouver



*Kevin Gemmel,
89.5 The Hawk Chilliwack*



*Casey Wilson, Clear Sky Radio, Lethbridge
and Jérôme Gignac, CBS Vancouver*



*Brad Kubota, Global BC Vancouver
and Lisa Eaton, BBM Canada, Toronto*



Ron Pollilo, The Drive Prince George



Larry and Willy, 96.9 JACK FM Vancouver



Sheldon Houde, The Q Victoria



*Sherri Pierce, Astral Vancouver,
and David King*



Jennifer Faerber, Jet FM Courtenay

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Social Media and The News

While newsrooms have had police scanners for decades, “people scanners”, or social media, is relatively new. The immediacy audiences have come to expect from social media now presents a series of opportunities and challenges that broadcast journalists are learning as they go.

On the panel for this BCAB session were Heron Hanuman of CTV British Columbia, Erin Loxam of News 1130 Vancouver, Peter Meiszner of Global BC and Tom Plasteras of CKNW Vancouver.



*Peter Meiszner,
Global BC;
Tom Plasteras, CKNW;
Erin Loxam,
News 1130;
Heron Hanuman,
CTV British Columbia*

Valerie Geller, the moderator, began by asking **which is the most powerful thing in working with social media?**

Erin Loxam: It still comes down to the strong story. If it’s a good-enough story to tell, it’s just a matter of jumping on it and getting it out there.

How do you vet what comes in through social media?

Heron Hanuman: We always vet, verifying and putting our own journalism on it. We’re not striving to be the first on social media but we want to be the first to get the story right. It’s important to engage people on different platforms and build relationships.

Tom Plasteras: From a newsgathering perspective, one of the most powerful parts of Twitter is speed and immediacy of information. If the tweeter is unknown, verification is necessary.

Peter Meiszner: We get a lot of news tips and information from Twitter and Facebook. The verification process is the same as with any other story. It’s not about being first but being first and being accurate.



“There are strategic times of day to tweet your messages. For example, sales and business leaders are best-reached via Twitter on their phones between 11:50 a.m. and 12:15 p.m while very young people are best reached early in the morning or in the evening.”

“We’re the gatekeepers of news. We decide when to put it out and the angles. Now we’re more gate-watchers. We don’t necessarily stop the news from getting out but we’re the ones who are able to curate it. So when we see that four people have mentioned a fire in Surrey then we can curate them together to form the story to really piece it together.”

“We recently began doing timing tweets. We use Hootsuite. We watch the scheduled tweets overnight of videos and items that are feature pieces and we find that they are getting re-tweeted at odd times where you would think people aren’t up.”

How are each of you listening to your viewers and listeners?

Hanuman: For a lot of people, Facebook is the primary news source. We post stories and generate comments and shares. We try to not clutter the feed but we ask Facebook users what they want to see there: More video, more contests? We take the feedback and apply it right away.

Loxam: We’re heavy on Twitter. Short, quick, punchy and to the point. This works well there. The person on the web desk is a person. There is a personality, an interaction, there is someone there to take feedback, to take comments and that person will respond and give feedback.

Plasteras: Another way of listening to people that is less direct is when you follow the reaction to what you’re doing. There is often a Twitter conversation going on of what we’re doing on the radio, and we measure the reaction to different stories. So we spend more time with the stories.

When you notice that you’re boring the crap out of the audience you can do a mid-stream change based on the instant reaction.

Meiszner: We discovered instant feedback through social media. It’s sometimes surprising which stories get the big reaction. A dog falling in a sewer will get far more reaction than an important political story. During broadcasts, we ask questions of viewers who then respond through Facebook. We read some of those responses on air. Posting on Facebook leads to story tips. It’s the same with Twitter. I can’t imagine how a newsroom could operate without the Internet.

Hanuman: What’s needed on staff is a digital native/change agent, one who can effectively engage the others and get them to collaborate; bringing other people in the newsroom along. It takes work.

Loxam: Broadcast journalists have had shorter-is-better drilled into them. We went from stories that were 45-seconds in length to 40-seconds and then to 35. Now it’s 140 characters. People want their news in real time. They want it as quick as they can see it. They want the next piece of news already. The idea that it’s now and it’s quick is a reality in terms of even on how we present news.

Plasteras: News people get writing short on their own just by being younger. We don’t have a web team. Instead, we have a news team that also does social media. The tough part is letting them know it’s got to be done.

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Meiszner: You have to be really creative to squeeze a lot of information into 140 characters. It was challenging at first to get reporters and anchors on Twitter. But once they saw how good it was for one personality, they realized that it was a very positive thing. Afterwards, all the reporters and anchors were trying to outdo each other.

Challenges and victories

Meiszner: Something that's really challenging for us is getting video into the newsroom. If somebody sends us video, the file size is often too large or we can't accept the e-mail or we really don't have a simple clear way to upload it to our system. Just trying to work with that I think is really challenging. It's marrying the technology which is always changing. Everybody has smartphones capable of shooting HD video but there isn't a super easy clear process for getting it on air. That's the biggest challenge. Victories are the user engagement, instant feedback, getting news tips that we wouldn't have known otherwise.

Plasteras: I think the biggest mistake is being self-serving and forgetting the end-user benefit. It's easy to unfollow somebody. You might think that you're providing a service but really you want them to tune-in so, for example, the station may tweet every song they're playing and find that that's a mistake and dial it back. It's important to remember that everything you send out has to have a value to the end user. It shouldn't be a promo. Victories? A key one for our newsroom is actually getting a cabinet minister within five minutes.

Loxam: One of the biggest victories was just starting a Twitter account. We were way behind everybody. It was coming up on the Olympics and we were the official radio station of the Olympics and we didn't have a Twitter account. At that point I was a reporter and my news director regarded Twitter as a fad. But, at the risk of pissing her off, I went ahead and opened one. Since then, our Twitter strategy has worked and we've grown. There have been problems, e.g. grammar. When people make mistakes on the radio, it's gone—in one ear and out the other. But when it's on social media, people can see it. It doesn't disappear. The toughest thing is seeing young people eager and excited about social media but lacking some journalistic basics. That's a struggle. Seeing a spelling mistake on your Twitter feed is a horrible feeling.

Hanuman: We hire journalists with a strong print background. That has really helped with our credibility in the online space with enterprise, in-depth and TV stories. We do a different treatment for online and we attach the reporter's video. Sometimes online and video stories may go in different directions but, together, we are doing a real service for our readers and viewers. As for social media adoption, I would have liked to have had a better buy-in earlier from more people. The initial stages were quite hard; the native and immigrant thing where trying to convince people to get involved in the online space was a challenge. The other thing we lack—all of us—is not doing a good-enough job of mining user-generated content and then to get it on-air in the speed of Twitter, with verification of our journalistic standards.

“Traditional news organizations will survive but in a bit of a different format.”

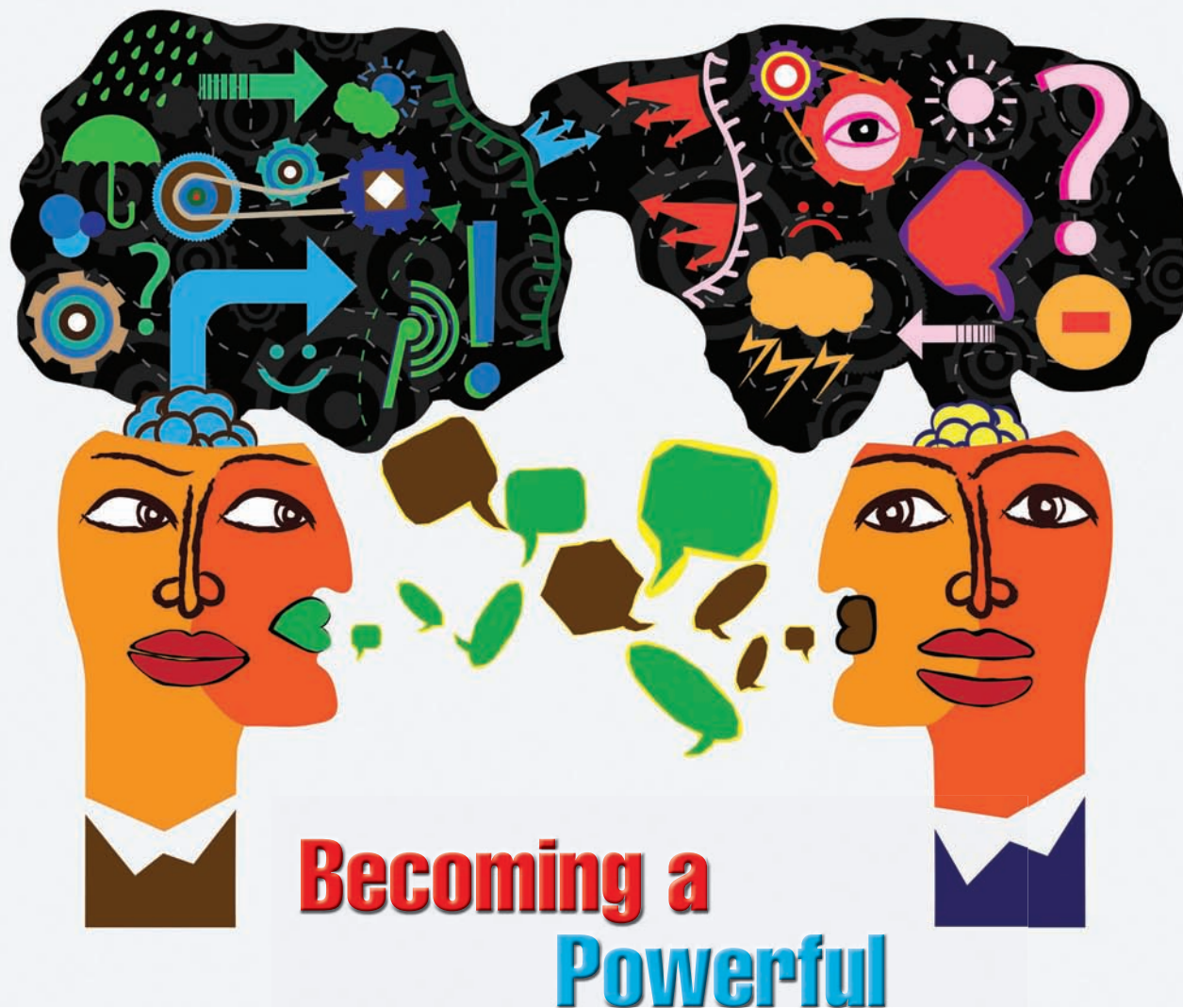
“We all have news organizations with strong brands and credibility, and that matters on-line.”

“Reporters should be posting things from all sorts of places that they think are interesting because you want to create that personal connection. I don't want to know about what you had for lunch but having some personal insight into things does make you more well-rounded and it's going to keep the followers there.”

“If you're in the newsroom let the news account tweet it, if you're out and about you should be the one who tweets it first. You're on the scene and giving that impression. The general news account can re-tweet from the scene.”

“The challenge is keeping up with all the different social media. There is always something new. It's all about being social and we have to find where the fish are.”

“The immediacy has changed people's expectation.”



Becoming a Powerful Communicator

**Tell the truth.
Make it matter.
Never be boring.**



These are three cardinal rules for radio, television or any other medium such as Twitter or Facebook.

While Valerie Geller's ideas on powerful broadcasting communication are definitely geared toward growing audiences, her recommendations may prove to be powerful in your personal life as well.

If you can do those three things, she told delegates to the 2012 British Columbia Association of Broadcasters convention in Vancouver, you will have listeners and viewers. The trick, of course, is that you actually have to do it.

Some of her suggestions sound simple but can be difficult to accomplish. For example, "quit smoking" or "lose weight". Both roll off the tongue nicely but achieving such goals is a whole other story.



With that in mind, here are a few of Geller’s suggestions:

- Speak, write and communicate visually and emotionally in terms a listener and viewer can visualize.
- Start with your best material so that your listener and viewer is hooked immediately. Always ask yourself the question: *“Why should anyone listen to this?”* Whatever you say next is the opening line.
- Storytelling. Everybody is a story junkie at core. We love stories. Geller reminded the audience of the five Ws model: Who, what, where, why, when. But she adds a few more questions: *“How does the story affect your listener or your viewer?” “How can you describe it more visually?” “How can you make somebody care about it?”*
- Never let anything go too long. How do you know if it’s too long? It’s not the time. If it’s relevant, if it matters, if the audience cares, five minutes can feel like one minute.
- Listen to your station. Why would somebody listen or watch? Imagine that a viewer or listener comes to you with a bucket. What are you putting into that bucket? How does it affect their lives? How does it affect their health, safety, money? Does it have focus and does it engage the listener or viewer? Does it have a point of view, is it interesting? What’s the story? Is it a talkable

topic? Is it something they can talk about with other people?

- Ask: *“Why would someone want to hear this?”* if one of the things you offer in your broadcasts, at least once an hour, twice a show, are talkable topics. Most people don’t have fascinating lives. One thing that keeps marriages alive is the element of surprise. And the relationship between broadcasters and the audience is indeed a relationship.
 - Boredom is a killer. Have interesting things to say.
- Address each listener as an individual. Use *“You”*. This powerful word is magic. If you use the word you instead of me, I, us or our, it’s like calling each listener or viewer by his or her name. Instead of saying, *“I have tickets to give away”*, use *“You have the chance to win.”*
- Do engaging transitions and handoffs.
- Promote, brag about your stuff (and other people’s stuff).
- Stay curious, relax—allow humour to happen.
- Be who you are on the air.
- Take risks. Dare to be great!

You’ll find more secrets on becoming a powerful communicator in Valerie Geller’s book, *Beyond Powerful Radio*, available through www.BeyondPowerfulRadio.com.

—BD

Images from the British Columbia Association of Broadcasters Conference courtesy of



*Victoria Nelson,
Astral Radio Vancouver*



*Rod Schween, Jim Pattison Broadcast Group, Kamloops; Robbie
Dunn, NL Broadcasting, Kamloops; Elizabeth Laird, Q101 Merritt;
and Gerry Pigeon, NL Broadcasting, Kamloops*



*Gerry Siemens, Jim Pattison
Broadcast Group, Vancouver*



Mike Clotides, CKPG-TV Prince George



*Kiah Tucker and Tara Jean Stevens,
Performers of the Year, Virgin 95.3 Vancouver*



Dennis Gabelhouse, Global Okanagan



*Dan McAllister, Jim Pattison Broadcast Group, Victoria;
Jason Coleman, CBC Transmission, Vancouver; and
Mike Jem, Jim Pattison Broadcast Group, Victoria*



*Rick Arnish, Jim Pattison Broadcast Group; Margot Micallef, Vista Radio;
John Pollard, CHEK-TV; and Paul Ski, Rogers Radio*



Mike Maslenki, CTV British Columbia



Russell Murray, Target Broadcast Sales, Vancouver; Bruce Uptigrove, B100/98.3 CFM/CFJC TV7 Kamloops; and Ron Polillo, 99.3 The Drive/101.3 The River Prince George



Kenton Boston, Global BC Vancouver



Hudson Mack, CTV Vancouver Island Victoria and Patty Mack, C-FAX Victoria



Bruce Uptigrove, CFJC-TV Kamloops



Tracey Gard and Paul Mann, Vista Radio Courtenay



Curtis Strange, Bell Media, Vancouver



Mark and Janet Burley, Astral BC Interior



Jason Januth, Bell Media Vancouver

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A high voltage repair survival guide

As more and more tube transmitters get replaced by modern solid-state units, the care and feeding of the high voltage power supply in the tube transmitter gets more and more demanding. The circuits are pretty simple, but the parts themselves can be unfamiliar, and they're definitely getting harder to replace. Nowadays, we sometimes have to get creative to keep the old beasts in running order.

Let's start with the plate transformer and any HV inductors ... the most typical fault is an insulation breakdown, leading to a tripped circuit breaker. Now if the windings are actually shorted together, you're in pretty deep trouble. But don't discount the chance that the insulation breakdown is a short to the transformer case itself and thence to ground. In that case, placing the whole works on a piece of wood (or a phone book) and floating the inductor case above ground can get you back on air in short order.

The high-voltage wire that is typically used is not particularly expensive to buy but it can take ages to get your hands on some. In a pinch, a piece of coaxial cable will often do the trick. The insulation between the inner and outer conductors is HV rated; if in doubt consult your RG-cable datasheet.

HV rectifier banks generally consist of series trains of silicon diodes, chained together to make up the high voltages required. A small ceramic capacitor, nominally 0.01 uF, is often placed in parallel with each diode. This tiny but important detail is necessary to keep the diodes all sharing the high voltage present, which otherwise would be enough to short out individual rectifiers until the whole bank failed. The parts are typically mounted on an insulating surface, but care must be taken not to use an insulator that could build up a static charge and cook our parts that way. Plexiglas sheet, for instance, is a poor choice in spite of having excellent insulating properties. Prone to static build-up, it can either pop diodes directly by subjecting them to overvoltage or it can attract dust that will then provide a conductive path between parts. Either way, you're cooked!

HV filter capacitors are most often oil-filled paper types in cans, or sometimes mylar or polystyrene-filled cans. If the case is burst or bent, that's a bad sign. So is visible leaking of oil. Timely replacement of these caps is getting very difficult, as many of the former manufacturers of



by Dan Roach

these units have gone out of business or have dropped a lot of the parts that they once made. Substitutions are always fair game, but there are some pitfalls: AC and DC units, despite being similar in appearance, are quite different inside, and won't work well in each other's circuits. It's generally better practice to have two or more filter capacitors of smaller size, rather than just one cap so that a shorted unit can be removed. Often the transmitter will function more-or-less normally without it until a replacement can be located.

Always be extra careful around these high-voltage circuits: Work with a partner, and make liberal use of the shorting stick!

Dan Roach works at S.W. Davis Broadcast Technical Services Ltd., a contract engineering firm based in Vancouver. If you have a question or comment, contact him at dan@broadcasttechnical.com.

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The advertisement features a radio tower on the left, a rack of equipment in the center, and a control panel with a screen displaying a waveform on the right. The background is dark blue with binary code and colorful waveforms.

Supply LINES



Novanet Communications is now the strategic partner for *Exalt Communications'* products in Canada. Novanet can now provide a variety of high speed point-to-point licensed and non-licensed Ethernet and TDM back-haul solutions.

www.novanetcomm.com



Oakwood Broadcast has become a distributor of *Hammond Manufacturing's* line of equipment racks, cabinets and accessories.

www.oakwoodbroadcast.com



Terry Horbatiuk, *Panasonic Canada's* National Sales Manager, Professional Imaging Group, has been honoured by the *Society of Broadcast Engineers* for outstanding contributions and years of dedicated service to the SBE Certification program.



Wohler Technologies has appointed *Sonotechnique* as its newest distributor of SoundField products. Sonotechnique will offer the full array of SoundField microphone systems and upmix solutions to the film, recording, post-production, radio, television and live markets in Canada.

www.sonotechnique.ca



Digital Rapids received the **2012 Deluxe Outstanding Technical Achievement Award** during the recent Banff World Media Festival. The award recognizes Digital Rapids' technical innovation in developing solutions and technology that further the ability of content creators and owners to effectively engage their audience.

www.digitalrapids.com



Seevibes, which does social TV audience measurement, says it is about to inaugurate *Seevibes TV Ratings*. It allows users to view the ratings of Canadian TV shows via the experience viewers share on social media. Seevibes offers broadcasters and media professionals data on the TV audience.

www.seevibes.com



Montreal-based *Miranda Technologies* has an agreement with *Belden* for it to offer to purchase all outstanding common shares of Miranda. Miranda and Belden say they will develop an integration plan that best leverages their combined capabilities.

The *National Screen Institute—Canada* says *William F. White International* is now the exclusive lighting and grip production equipment and technical services sponsor of the *NSI Drama Prize*.



Tektronix Sentry has won two industry awards: *Network Products Guide*, a technology research and advisory guide, named Sentry a winner in its *7th Annual 2012 Hot Companies and Best Products Awards* in the Monitoring and Testing category. Sentry was recognized for its Perceptual Visual Quality (PVQ) capability. In addition, Sentry Assure, based on its CALM monitoring capabilities, won a *Cable Spotlight 2011 Product of the Year Award*.

www.tektronix.com



Rogers Communications has signed an exclusive deal with *Cellint Traffic Solutions*, a provider of real-time road traffic information technology based on cellular data, to launch a country-wide traffic information service later this year. The service aims at being delivered to auto manufacturers, navigation vendors, mobile apps, mapping portals and government agencies, among others. It analyzes the anonymous signaling data of mobile phones operating on Rogers 2G and 3G networks and is based on generating a unique cell signature for each road. Active phones provide travel time samples by matching their signaling data with the road signature database.



Golden West Broadcasting has purchased *Harris* HPX tube transmitters for five of its FM radio stations; two new ones in Estevan and Weyburn, *CFEQ Winnipeg*, *CFIT Airdrie* and *CKUV Okotoks*. Three sites went live by the end of May with Airdrie and Weyburn to follow next spring.



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Make sure that *Broadcast Dialogue* has your people changes. E-mail station news to howard@broadcastdialogue.com



Jean-Pierre Blais, 51, has become Chairman of the *CRTC*, succeeding *Konrad von Finckenstein* in the five-year term. Blais is described as more of a conciliation-minded type who would seek compromise rather than strike out independently with initiatives. Sources say the Conservative government signaled to potential candidates that it wanted the *CRTC* to conduct itself differently from how it functioned under von Finckenstein. Most recently, Blais was at the *Treasury Board*. He has also served at *Canadian Heritage* as Assistant Deputy Minister of cultural affairs, responsible for files including copyright and cultural industries. Before that, Blais was Executive Director of Broadcasting at the *CRTC* as well as General Counsel, Broadcasting... **Jim Haskins** is the new *Global Maritimes* Station Manager/News Director, beginning this fall. He moves from Edmonton where he was responsible for Alberta sales and marketing of *CBC-TV* and *cbc.ca*. Before that, Haskins was VP/GM of *Craig Media's A-Channel Edmonton* and *A-Channel Calgary*. He began his career as a Reporter/Anchor at *CJIC-TV/CKCY Sault Ste. Marie...* **Malcolm Kirk** is the new President of *The Canadian Press*. Kirk was formerly the Exec VP of Digital Media at *Post-media Network*. His appointment follows more than a year of restructuring and recovery at the national news agency... **Gary Tredwell** is the new PD at *Evanov Radio Group's* Halifax cluster. Tredwell was most recently the PD at *Newcap's K-Rock (CIJK-FM) Kentville*. He oversees programming at *CHR Energy 103.5 (CKHZ-FM)* and *Live 105 (CKHY-FM)*... **Irene Weibel** has been appointed VP, Head of *Nelvana Studio*. Weibel, who is based in both Toronto and Los Angeles, had been VP, International Production and Development for the *Corus Entertainment*-owned company... **Kim Fjellner** became the new GSM at *Lite 95.7/Hot 107 Edmonton* July 1. She moved from her GSM position at sister *Harvard* station *100.7 fm The River Red Deer...* **Ron Polillo**, the PD at the *Jim Pattison Broadcast Group's Prince George* stations—and who also carried an on-air shift at *101.3 The River*, has moved across



Jean-Pierre Blais



Jim Haskins



Malcolm Kirk



Gary Tredwell



Irene Weibel



Kim Fjellner



Ron Polillo

the hall. After 13 years on The River, Polillo took over middays at **99.3 The Drive** while retaining his PD duties. Succeeding Polillo on The River is **Jennifer Lee**, who did afternoon drive at *The Bear Fort St. John...* **Chris Coghill**, ex of *Alliance Atlantis/Canwest*, is the new Manager, Technical Production Operations at *TVO* in Toronto. Also at *TVO*, **Laura Hughes** has started as Manager, Public Relations. Previously she'd been at *CTV/Bravo*. **Marie McCann** is *TVO's* new Executive In Charge of *Gisele's Big Backyard...* **Ben Mulrone**y has a part-time gig at *ABC's Good Morning America Weekend Edition*. He began in late June. Mulrone continues as co-Anchor of *CTV's ETALK...* Former *Kids in the Hall* star **Kevin McDonald** joined **99.9 Bob FM Winnipeg's** morning team as a fill-in for when either of Bob's breakfast hosts, **Kelly Parker** or **Dez**, is on summer holiday... Morning Host **Dave Reynolds** at **99.7 The River Campbell River**, at the station for three years, is no longer with the *Vista* operation... **Pat Baranowski** is retiring from *Corus Radio Cornwall* Aug. 31 after 23+ years as the stations' Receptionist. Her good works, as is often the case with such frontline radio people, was recognized by **JJ Johnston**, the GM of *Corus Radio Ontario East*, when he said: "*Pat, in her time here, has been an amazing ambassador of Corus Radio Cornwall. She has been a housemother, a best friend, and the world's greatest receptionist and all of us will miss her dearly*".

David Moretta, the husband of Alberta *Wildrose* leader **Danielle Smith**, has stepped down from his Calgary-based position as a senior editorial executive at *Sun TV*. While there are no known instances of conflicts of interest, it was apparently becoming increasingly difficult for Moretta to do his job under the optics of possible bias... New ND at *CTV Kitchener* is **Kristin Wever**. She moves from *CTV* in Toronto where she was Senior Assignment Producer at *Canada AM...* **Doug Elliott** is new PD at **94.9 The Rock (CKGE) Oshawa**. He had been Ops Mgr at *Rogers Radio Kingston...* **Rod Weymark** is the new PD/Morning Host at **97.7 The Beach Wasaga Beach**. He moved to the *Bayshore* station after almost 10 years at **94.9 The Rock Oshawa...** **Kelly Johnston**, Director of News and Public Affairs at *CTV Calgary*, is no longer with the station. Johnston had joined *CTV Calgary* from her ND role at *CKY-TV Winnipeg* in 2000. She later was promoted to Managing Editor and in 2008 assumed the role of Director of News & Public Affairs at Calgary... **Chris Coburn** began on mornings at **Country 107.1 Abbotsford** June 18 after almost 20 years at the *Pattison* stations in Vancouver, 15 at *JRfm 93.7* and, most recently, four years doing mornings at **100.5 The Peak**. He succeeded **Ian Slipp** who moved from *Country 107.1* to mornings at **103.1 JACK FM Victoria**. Slipp succeeded **Tarzan Dan...** While **Q107 Calgary** signed **Jeff Brown** and **Sarah Crosbie** to become the new morning show hosts earlier this year, contractual obligations they had with *K-Rock 105.7 Kingston* slowed the process. The pair began at *Q107* June 18. Meanwhile, the Toronto podcasters and former mainline morning show Hosts—**Humble and Fred**—are doing mornings at *K-Rock*. Their podcast continues from Toronto... **90.3 AMP Calgary's** new morning show Host will be **Ryan Lindsay**, now with sister *Newcap* station **Hot 89.9 Ottawa**. It's expected Lindsay will begin in Calgary this summer... **Ian March** who left *Bell Media Ottawa* Sept. 19/11 to become PD at **98.3 FLYFM/98.9 The DRIVE Kingston**, has returned to *Bell Media Ottawa* as Programming Coordinator of *Majic100/93.9 Bob FM...*



Jennifer Lee



Laura Hughes



Ben Mulrone



Kevin McDonald



Dave Reynolds



Pat Baranowski



Doug Elliott



Rod Weymark



Kelly Johnston



Chris Coburn



Sarah Crosbie & Jeff Brown



Humble

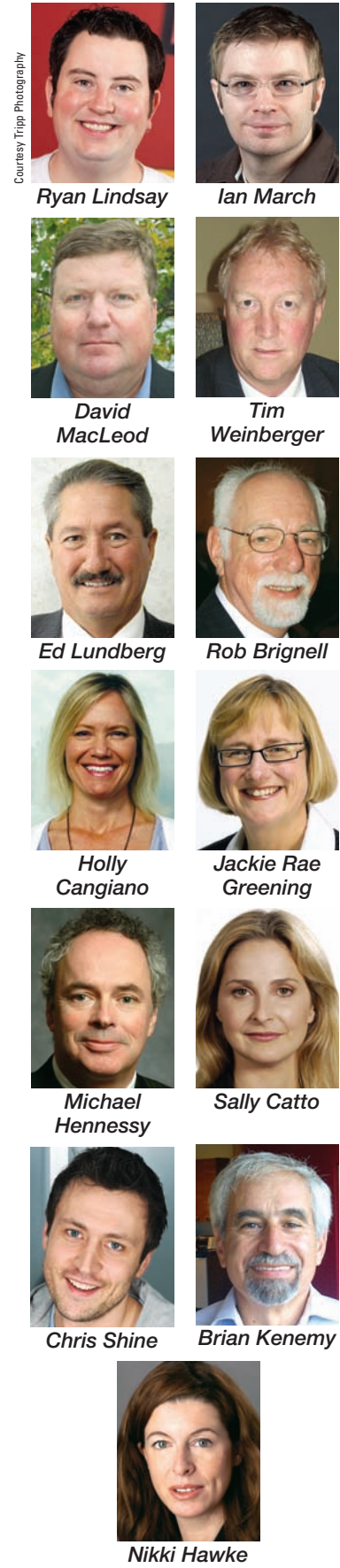


Fred

Rena Montgomerie has been elevated to the role of Assignment Editor at *Global Saskatoon*. She'd been a Reporter there the past 22 years... **David MacLeod**, Executive Producer of Nova Scotia's *Big Motion Pictures*, is the new Chair of the *Canadian Media Production Association* (CMPA). He succeeds **Tom Cox** (*SEVEN24 Films*) who held the position over the past two years.

Tim Weinberger will become the GSM at *The Jim Pattison Broadcast Group Medicine Hat* stations by mid-July: *CHAT/CFMY/CHAT-TV*. Weinberger, the GM/GSM at *Newcap's K-Rock 100.5 Fort McMurray*, will succeed current GSM **Ed Lundberg** who retires at September's end. Weinberger's background includes *CKRD Red Deer*, *CFRN TV Edmonton* and *ITV Edmonton*... **Rob Brignell** has retired from his GM position at *92.3 The Dock Owen Sound*. Brignell, who moved across the street in March, 2007, to the new *Larche Communications* station, was an 11- year veteran of *Bayshore Broadcasting*... **Holly Cangiano** is the new GM/GSM at *Rogers Radio North Bay: 102 FM The FOX/100.5 EZ ROCK/AM 600 CKAT*. Her radio career in North Bay spans 19 years, most of it with *Rogers*. Most recently, she was the Sales Supervisor for the three stations. Cangiano succeeded **Peter McKeown** who moved to Sudbury to become Rogers' VP, Ontario North... **Jackie Rae Greening**, who has had the multitasks of being PD at *CFCW Camrose*, Station Manager at *CAM-FM (CFCW-FM)* and Station Manager at *W 1440 (CKJR) Westaskawin*, has been promoted to the newly-created position of *Newcap's* Manager, Edmonton Operations... **Brian DePoe** is no longer PD at *Majic 100/93.9 BOB FM Ottawa*. He had joined *Bell Media Ottawa* in January, 2011, moving from PD at *Q92 Montreal*. Before that, DePoe was with *Virgin Radio Toronto*.

Michael Hennessy, ex Sr. VP at *Telus*, has become President/CEO of the *Canadian Media Production Association* (CMPA). Hennessy was a regular columnist in *Broadcast Dialogue* magazine when, prior to his move to Telus, he was President/CEO of the *Canadian Cable Telecommunications Association* (CCTA)... **Sally Catto** has been appointed Executive Director, Commissioned and Scripted Programming at *CBC*. Last year, she jumped from *CBC* to *Cineflix Media* to spearhead a move into Canadian TV dramas and comedies. Catto, based in Vancouver, was Executive Director, Arts & Entertainment at *CBC* before leaving last year... **Chris Shine**, Morning Show Host at *KOOL FM Calgary*, is no longer with the station... **Trevor Harvey**, the former GM/GSM at *Vista's SUN FM Duncan*, has moved to become the company's Senior Account Executive based in Nanaimo. Since Vista acquired a minority stake in *CKAY-FM Sechelt*, Harvey is focusing efforts in that direction... **Brian Kenemy**, the one-time GM of the former *940 AM/Q92 Montreal* and who joined *CJNT-TV (Metro 14) Montreal* in sales just over a year ago, has been hired by *Rogers (Citytv/OMNI)*, also in sales. Rogers expects CRTC approval shortly for the purchase of *CJNT*... **Carl Karp**, the *CBC* Area Executive Producer, New Programming Initiatives Prairie Region, has retired. Karp, located in Winnipeg, had been with the public broadcaster for 27 years... **Nikki Hawke**, Marketing Director at *Corus Entertainment's Nelvana Enterprises* is no longer with the company. She joined *Nelvana* two and a-half years ago from *Global Television* where she had been Senior Brand Manager... **David Meikle**, Retail Sales Supervisor/Manager of



Interactive Sales at **Corus Hamilton**, is no longer with the cluster. He moved to **CUE Digital Media** in Toronto as the National Digital Account Manager... **Citytv Winnipeg** has named News Anchor **Courtney Ketchen** as co-Host of its **Breakfast Television**. She pairs with current Host **Jeremy John** who continues to anchor the morning newscasts. Ketchen's career path includes **CTV News Saskatoon**, **CHCA News Red Deer** and **TBT News Thunder Bay**... **Nancy Slater** is the new Afternoon Drive co-Host at **FREE FM Grande Prairie**, joining **J.C. Coutts**. Previous stops for Slater include **FM96 Kingston** and **The Moose Bracebridge**... **Wayne Harvey's** position as Supervisor, Transmission Services, at **CBC Sudbury** has been eliminated... **Travis Kuschminder** succeeded **Nicki Sampson** as **100.7FM—The River Red Deer's** Marketing & Promotions Manager. Previously, Kuschminder was Afternoon Drive Host/MD at **Newcap Radio Lloydminster**.

Adam McLaren has been named PD at **XL96 (CJXL) Moncton**. It's a promotion for the former Imaging Producer/APD at **C103/XL96 Moncton** and **Newcap's** other property, **FredFM Fredericton**... **Robin Neinstein** has moved from Production Head at **CBC** to **Shaw Media** as a Production Executive for Original Drama Content. His position won't be filled at **CBC**... **Michelle Kosoy** is the new Head of Development at indie producer **Castlewood Productions** in Toronto. She had been Acting Director, Programming and Scheduling at **Shaw Media**. **Lisa Godfrey**, promoted from Director of Original Factual Content, succeeds Kosoy ... **Cousin Vinny** has begun doing afternoon drive at **92.5 The Beat Montreal**. The 10-year Montreal radio veteran left the local **Virgin** station back in February ... As of June 25, **Meghan "Kya" Kyer**, Interactive Account Manager at **Corus Radio Cornwall**, added that responsibility at **CHEX-TV**, **100.5 Kruz-FM** and **The Wolf 101.5 FM Peterborough**. She relocated to Peterborough.

Kiah Tucker, originally from Australia, has been signed as the new morning show Host at **100.5 The Peak Vancouver**, moving from **Virgin Radio Vancouver**. It was at the **British Columbia Association of Broadcasters' President's Dinner** in May that he and **Tara Jean Stevens** won **Performer of the Year** accolades for their **Virgin** drive home show... **CKNW Vancouver** GSM **John Saboe**, who joined the station in early 2008 from his GM position at **Spence Diamonds** in Vancouver, is no longer with the **Corus** station. He is also a former on-air personality who worked at **CKLG Vancouver** and **CKNW**... **Rob Seguin**, PD/MD at **Variety 104.5 Cornwall** and Promotions and Marketing Manager at **CJSS 101.9 Cornwall**, left the **Corus** station cluster after 15 years, moving to sister stations **100.5 KRUZ FM/The Wolf Peterborough** as PD. He began June 4... **Ryder** has joined **Harvard Broadcasting**-owned **HOT 107 Edmonton** as that station's first morning show Host. Most recently, he was with **SONiC 107.5 Chilliwack (92.5 Abbotsford/104.9 Vancouver)**. Before that, a bit more than a year ago, he was morning Host at Harvard's **WIRED 96.3 Saskatoon**... **Chris Wilson**, who was promoted from his Account Exec role to Local Sales Manager at **Country 103 Kamloops** in June of last year, has left the station. The sales team is now reporting to GSM **Gerry Pigeon**... **Jason Ropell**, a former legal counsel for **Corus Entertainment**, a VP, Business Development at **NBC Universal** is now VP of Content Acquisition at **Netflix**, overseeing television content licensing for the U.S. market. He joined Beverly Hills-based **Netflix** in March, 2011... **Matthew**



Courtney Ketchen



Nancy Slater



Travis Kuschminder



Adam McLaren



Robin Neinstein



Cousin Vinny



Meghan "Kya" Kyer



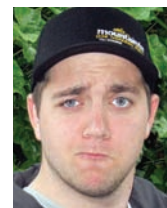
John Saboe



Rob Seguin



Ryder



Matthew Soper

Soper has started as Morning Show Host/MD at *Mountain FM Squamish*. His previous stops included *94X Prince George* and *The Bridge Nelson*.

SIGN-OFFS

Glenn Cochrane, 84, in a Toronto hospital. Cochrane spent 22 years at *CFTO-TV Toronto* as a Reporter, usually profiling the lighter side of the news and focusing on human interest stories.

Angie Nemeth, 43, after drowning at the entrance to Sechelt Inlet. *The Coast (CKAY) Sechelt* Office Manager, a member of the Coast Guard auxiliary, died during a routine search and rescue training exercise. Investigators with the *Transportation Safety Board* are trying to determine what caused the *Royal Canadian Marine Search and Rescue* auxiliary boat to flip.

Hugh Palmer, 97, in Vancouver. Palmer was the Director of *CBC Television* in British Columbia from 1955 to 1975. When the *British Columbia Institute of Technology* was created in the early 1960s, Palmer, **Hal Davis** from *CKNW* and **John Ansell** from *CKWX* joined to form one of the earliest BCIT advisory committees, designing the department and training programs that continue in today's teaching agenda.

Bob Aylward, 78, in Victoria. The former *CJVI* and *CHEK-TV Victoria* veteran was the first broadcaster inducted into the *Victoria Music Hall of Fame*.

Harold Steele, 65, of lung cancer. Steele, no relation to the station's owners, worked for *VOCM St. John's* for more than 30 years, 10 of which he was Chief Engineer. He's credited with having superior technological skills, particularly in circuit boards and transmitters.



Harold Steele

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