

BROADCAST Dialogue

The Voice of Broadcasting in Canada

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PUBLISHER'S NOTE

There were at least two **CRTC** decisions within the past couple of weeks that both startled and pleased many within the broadcast community. The first was the whopper—the denial in toto of **BCE Inc.**'s application to acquire **Astral Media** and to flip its English-language TSN Radio (CKGM) Montreal to a French-language sports station. The whole story begins on Page 3.

Immediately following the CRTC-BCE-Astral story is the intriguing tale of Western Canada-based **Vista Radio's** acquisition—followed by the approval of the CRTC—of **Haliburton Broadcasting's** Ontario chain of small and medium market stations. The Westerkirk financial connection to Vista has a bit of intrigue attached in that the story of who purchased who might well have gone the other way around.

Last month's column by **Wayne Ens** on broadcasting's inability to use its own media to properly sell itself is challenged this month by a veteran Western Canadian broadcaster. **Allan G. Lie** says that, unlike billboards which are entirely one-dimensional and can easily use unsold inventory for self promotion, radio and TV have far greater responsibilities to the public as a whole. His opinion may be found on Page 15.

BROADCAST Dialogue

The Voice of Broadcasting in Canada

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CRTC says **no**

by Howard Christensen

Given CRTC Chairman Jean-Pierre Blais' opening remarks at the September 10 Montreal hearing into the proposed \$3.4 billion purchase of Astral Media by BCE Inc., plus his Sept. 6 statement about the Commission's three pillars (Create, Connect, Protect), why would the two companies express surprise and outrage—be “shocked and appalled”, according to BCE President/CEO George Cope—about the negative decision?

The warning in Blais' remarks was clear: “... we at the CRTC need to make sure that the parties clearly outline why this is a good deal for Canada.”

He also said that such a large transaction “could have a significant impact on the Canadian broadcasting sector and the broader communication system”.

In noting that there were 1,600 comments and 8,000 form letters received from Canadians sharing their views, Blais said that the CRTC took seriously its mandate to review the transaction and ensure that it was in the public interest.

At the hearing, BCE competitors Rogers, Telus, Cogeco and Quebecor blasted the deal, saying it would lock up too much content in just one operator. Shaw Communications was the exception, supporting the transaction.

“A transaction of this size and scope,” Blais said, “raises a number of concerns . . . the concentration of ownership in the French- and English-language

television and radio sectors, the Commission’s various policies, including the diversity of voices, the common ownership policy for radio and television and vertical integration, the value of the transaction, and the proposed tangible benefits package as well as the intangible benefits.”

The Commission also worried about reduced consumer choice because BCE could favour its own distribution networks. On top of that was the impact on the competitive balance.

Part of the decision was that the merged mega-company would be impossible to police without imposing “extensive and intrusive safeguards” that would affect every broadcaster in the country.

As for the secondary matter of transitioning Bell Media-owned TSN Radio (CKGM) Montreal to a French-language sports-talk service, Blais said the CRTC would want assurances that such a move would be consistent with the Official Languages Act and the applicable regulatory policies. Apparently it wasn’t. That application, too, was denied.

Many industry analysts had expected the CRTC to, at the least, approve the takeover with a number of concessions attached. But even so, it still faced scrutiny by the Competition Bureau which had already sounded a warning of its concerns.

The Globe & Mail posited that the application was denied because it would have hiked TV rates for subscribers. It asserts that this is the latest example of how Prime Minister Stephen Harper has remade Ottawa to put the consumer first in policy making. That direction, the article said, is a political strategy to give Canadians a bigger voice now that corporate donations to political parties are banned.

The consumer-first strategy can be traced back to the mandate Harper gave CRTC chair Jean-Pierre Blais

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when he was appointed in June, said the Globe. Sources familiar with the government's thinking said Blais was instructed upon hiring to conduct his job as a champion of rank-and-file Canadian customers.

What Now?

BCE, on the day of the decision (Oct. 18/12) said it was planning an immediate appeal to the federal cabinet. But a Harper government spokesman said cabinet would not consider hearing it. At best for BCE, the Broadcast Act allows for the Conservatives to send it back to the Commission for review.

According to those who keep track of such statistics, appeals of CRTC decisions have had an 85 per cent failure rate since 1968.

In a statement, BCE said: "Bell is appalled that the CRTC would come to a decision that so negatively impacts Canadian consumers and the national broadcast industry, contravenes its own policy and is tainted by behind-the-scenes lobbying by Bell's cable rivals."

It further alleged that CRTC officials met privately with key competitors ahead of the public hearings, and denied Bell the same opportunity thus "calling into question the impartiality of the entire process."


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Blais left little doubt what the response would be to a modified but similar proposal. “This transaction would have resulted in an unprecedented level of concentration in the Canadian marketplace and we had grave concerns that BCE would be able to use its market power in an unfair manner and engage in uncompetitive behaviour,” he said. “Simply put,” he added, “this was not a good deal for Canadians.”

Blais went further: “At the end of the day, BCE demonstrated clearly that the proposed transaction would be good for BCE, but we were not persuaded that it was in the best interest of Canadians.”

The morning following the decision, Astral Media shares tumbled almost 17 per cent. The shares had been trading at about \$36.25 before the deal was announced March 16 but shot up after Bell was set to pay \$50 per share for Astral’s class A non-voting shares and \$54.83 for the company’s class B

subordinate voting shares. The stock stayed above \$49 for months but fell slightly after opposition to the deal intensified in August, and investors began to speculate that the CRTC and the Competition Bureau would mandate changes to soften concerns about concentration of media ownership and the impact on BCE’s rivals. Those hoping to cash in bailed out of Astral holdings, returning share prices to slightly more than when BCE’s offer to purchase was announced.

What does BCE have to do?

The CRTC decision takes BCE back to square one on its Quebec media strategy. Possession of Astral Media was to put a lock—be the central cohesive element—in BCE’s battle against rival Quebecor. Now, as it seeks an appeal, BCE has to ‘Plan B’ its Quebec aspirations to combat other industry players investing—and wagering—on the success of interactive content. The first step is convincing cabinet to issue a policy directive to the CRTC but even if Cabinet agrees with BCE’s position, no decision on whether or not the company can buy Astral would be forthcoming for months. After a notice of the directive is published, the government must hear representations from “interested persons.” Then, the order has to go to Parliament. It then faces committee hearings,

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should the House of Commons or Senate decide those are necessary. And nothing can happen before 40 sitting days have expired. There were less than 30 sitting days left, as of this writing, before the holiday break. Then, the policy direction would go to the CRTC. If a decision by the Commission goes BCE's way, it would then reapply to the CRTC for approval to buy Astral.

The speculation at this time was that BCE could claim that the Commission moved off the intent of the Broadcasting Act and, by doing so, it could argue that the consumer isn't the Act's main focus. Instead, BCE could argue, the legislation clearly targets the Canadian broadcasting system and Canadian content plus broadcasting's stakeholders; producers, artists, and so on.

In any case, BCE's George Cope hasn't been swayed from his initial reaction that "this is a decision that should not stand. Canadian consumers were told (today) by the CRTC that they don't deserve more—more choice, more competition, more Canadian content funding—all of which Bell and Astral committed to with this transaction."

Despite the early bellicosity from Bell executives, it could decide to drop any appeal. Should it do so, it would have to pay Astral a \$150 million break fee. Astral founder Ian Greenberg and his family were to be paid about \$50-million for their special class of shares.

One financial analyst was quoted as saying the denial might turn out to be best for the company: "While we assume that BCE is extremely disappointed, we actually believe that a deal break could be fundamentally positive for BCE. We never understood the strategic rationale behind the deal."

Another took a different view, saying that it's a confusing message about future policy from the CRTC. He asked if the regulator's main concern was that BCE had become too big or that vertical integration has gone too far.

Had the deal been approved in whole, BCE would have controlled 107 radio stations, the CTV and CTV2 stations, plus the TV network, as well as 49 pay and speciality television services. The CRTC contended that, combined, BCE and Astral would have almost 45% of the English TV audience while also controlling 35% of the French TV market.

But BCE holds a different opinion. In a news release citing the Commission's 2008 Diversity of Voices regulatory policy, Bell said: "... the CRTC confirmed that it would approve broadcasting transactions resulting in a company controlling less than 35% of total TV audience share. Bell and Astral combined would have an English-language TV market share of 33.5% and just 24.4% of the French-language TV market, both well within the rules."

The difference lies in which side is doing the counting



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Jean-Pierre Blais' first major CRTC decision as chairman, it is argued, demonstrated that he was unafraid of flexing some Commission muscle. His position in the decision was on the side of "robust" competition which would have been eliminated had it been given into the hands of an already-large BCE.

George Cope, BCE's president and CEO, was handed his first major defeat since he took the helm four years ago. Cope said BCE needed Astral to offer content that could compete with Netflix.

Ian Greenberg, for now, will maintain his ownership in Astral Media Inc. Had the deal been approved, he and his family would have earned \$50 million for their special shares in the company.

Pierre Karl Péladeau, the CEO of Quebecor who campaigned extensively to put a stop to BCE's acquisition of Astral, came out the big winner. Péladeau said that even if the Commission tried to impose restrictions, BCE would snake around them.

of total audience share and which channels available to Canadians are being counted. BCE argued that viewership of American networks by Canadians should be considered.

"If I had known they were going to withdraw U.S. viewership out of the definition before we started, Mr. (Astral CEO Ian) Greenberg and I couldn't have done the deal," he told the Globe & Mail. "People re-jigged the numbers yesterday. We had the rules changed in front of us.

"We met all the CRTC's rules, indeed our acquisition of Astral was based directly on the CRTC's currently in-place Diversity of Voices policy. The wide-ranging benefits to Canadians of the transaction are clear, but the CRTC has told consumers that they and the rules in place just don't matter," said Cope.

Another Bell release took dead aim at the Say No To Bell campaign and the impact it had on the Commission's choice of direction, "to serve cable companies focused on protecting their profit margins, already the highest in North America. These same corporations dedicated their vast TV, print and other media holdings to an aggressive and blatantly misleading campaign aimed at subverting due process and quashing enhanced competition. In combination with private meetings with the cablecos, the CRTC fell head over heels for their carefully orchestrated and well-funded propaganda effort that made a mockery of the entire process."

On the day of the decision, however, Blais was unequivocal: "BCE did not express a vision for radio. It made no firm commitments regarding local and spoken word programming, or the promotion of emerging Canadian artists. At the end of the day, BCE demonstrated clearly that the proposed transaction would be good for BCE, but we were not persuaded that it was in the best interest of Canadians."

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As an aside, the results of de-convergence in the U.S. have been stunning. Aside from the Comcast-NBC Universal deal last year, American media companies have been backing away from vertical integration and convergence. The number of pay and specialty TV channels controlled by U.S. cable companies fell from the 50-55% range in the early 1990s to 15% by 2006.

In 2005, Viacom-CBS Chairman Sumner Redstone said that the age of the conglomerate is over. The following year, Time Warner President Jeffrey Bewkes called claims of convergence and synergy “bullshit”.

While Astral Media remains a stable company and has the option of continuing business as usual, there remain a number of parties interested in buying its various pieces, including Rogers Communications which could be interested in Astral’s TV properties or Vista Radio which would take a hard look at many of Astral’s radio properties (see the Vista Radio feature in this edition), particularly the small market B.C. stations.

Telecom analyst Iain Grant, managing director of the technology firm Seaboard Group, was quoted as saying that this was a defining moment for the CRTC: “They have stared at Canada’s largest corporation and one of the largest deals in Canada and said ‘No.’”

Michael Geist, writing in the Toronto Star, says that this isn’t your mom and dad’s old CRTC, but one that has put the consumer back in the drivers’ seat.

Terrance Corcoran, writing in the National Post, didn’t like the turn-of-events. He saw the CRTC as playing the populist card and pushing its activist agenda behind the “shadowy concept” of the public interest.

Presumably, both Astral and BCE have had more to say since this writing, especially in light of Astral reporting to shareholders Oct. 31 and Bell Nov. 1.

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Vista Radio grows eastward

When Vista Radio purchased its first radio station (CJSU-FM Duncan, now known as 89.7 Sun FM) in 2005, the parent company's founding management group agreed that if they couldn't grow the business to at least five radio stations within 12 months that they would sell it. They did not believe there was a future for stand-alone radio stations.

Within less than a year, Vista had closed on an additional 19 originating radio stations not counting almost a dozen more repeaters.

In the years since, Vista expanded from its beginnings on Vancouver Island to include small and medium market radio stations in British Columbia, Alberta and the Northwest Territories.

But it was earlier this year, as rumours swirled on Internet radio boards and in radio station hallways and back rooms about Vista Radio's imminent demise and possible break-up that the proverbial rabbit wasn't

by Howard Christensen



Clockwise from top left:

- Margot Micallef*
- Paul Tivadar (Mann)*
- Bryan McInnes (Edwards)*
- Jason Tivadar (Mann)*
- Christopher Grossman*



simply pulled out of the hat: It jumped out, accompanied by a figurative brass band. And it did so to practically every radio insider's astonishment.

VISTA RADIO BUYS HALIBURTON BROADCASTING, screamed the headlines in late April, 2012.

Christopher Grossman, who started Haliburton Broadcasting Group in 1997, was selling his 24 Ontario stations to the western upstart which, just days earlier, was on a death watch.

How could this be?

First, the rumours of Vista's possible demise were wrong, but understandable. Vista was in the market raising capital and tied its fortune to Westerkirk Capital. Just days before the offer to buy Haliburton, Westerkirk agreed to buy all of the

shares not owned by management of Vista Radio. The management shares amount to 13.57 per cent and are owned by Vista President Margot Micallef, Senior Vice President of Business Development Bryan McInnes (Edwards), Co-founder/Executive Vice President Paul Tivadar (Mann), who also adds Senior VP of Sales and Training and Development to his duties, and Vice-President, Programming and Digital Media Jason Tivadar (Mann).

In an interview with *Broadcast Dialogue*, Vista Radio President Margot Micallef discussed how Westerkirk became involved. “We got to the point where we were constrained, we could no longer grow because we had outgrown our capital structure. So we went to the market to look for an institutional-type investor that had deeper pockets that could take out our existing shareholders and who would commit finances and resources to us to allow us to continue to grow the business in a significant way.”

Micallef said there were seven different companies but that they chose to work with Westerkirk because it believed in long-term and patient capital. Funded by a branch of the Thomson family, Westerkirk has an horizon of between 10 and 50 years which, said Micallef, “bodes well for the communities and the radio stations to have that kind of commitment and stability”.

This turn of events in Vista’s favour could just as easily have been the other way around.

Vista found Westerkirk before Haliburton did.

Westerkirk funded the \$32.34 million purchase of Haliburton, which owned and operated stations—many of them with The Moose brand—from Timmins in the north to Niagara Falls in the south.

The target date for closing was Oct. 31.

Vista proposed tangible benefits worth \$1.94 million for the stations over a seven-year period, representing six per cent of the value of the transaction, plus committed to assume the unfulfilled tangible benefits resulting from previous transactions.

Micallef confirmed that Vista will continue to grow the business through acquisitions and new licence applications and, she said, discussions are in motion with other broadcasters that aim for adding new stations to the Vista fold within the next 12- to 18-months.

Vista’s growth to date has been based primarily on acquisitions rather than in competition for competitive licences. Of eight applications for new

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stations, Vista was successful in winning two: The Juice (CJUI-FM) Kelowna in 2008 and FREE FM (CFRI-FM) Grande Prairie in 2007.

When the Haliburton deal closes, Vista will have 47 originating stations and 17 repeaters for a total of 64 licences. The combined Haliburton-Vista employee base will be roughly 260 people.

While there won't be an eastern hub, there will be a Toronto office housing CFO Chris LeComte and Director of National Sales Chris Nimigon. Head office will remain in Courtenay, B.C.

As for network programming, Micallef was unequivocal in standing by her company's "de-networking" strategy, originated at the outset of Vista's existence. The company's "greatest strength and greatest advantage is going to be in delivering the highest quality local product".

Micallef said Vista isn't interested in major market stations. "Our area of expertise is small and mid-size markets where our presence is felt in the community, where we are extremely relevant. We take our responsibility to those communities very seriously because we are often their only source of local information."

Micallef was clear, though, that should Astral wish to divest some of the smaller market stations Vista would most definitely be interested.

Haliburton Broadcasting Group

The company is named for the Haliburton region in Central Ontario, where majority owner and president Christopher Grossman, a longtime radio sales manager, trainer and executive, was also a hotelier before purchasing his first radio station, CFBG Bracebridge in 1997. Toronto-based Slight Communications owns 29.9 per cent in the group, which was not included in Slight's 2007 sale of broadcasting assets to Astral Media.

Haliburton began its acquisitions in Ontario's north and, in later years, began making station purchases in southern Ontario. It operates in Bancroft, Barry's Bay, Bolton, Bracebridge, Caledon, Cochrane, Elliot Lake, Espanola, Fort Erie, Haldimand, Haliburton, Huntsville, Iroquois Falls, Kapuskasing, Hearst, Kemptville, Niagara Falls, North Bay, Parry Sound, Prescott, Stratford, Sturgeon Falls and Timmins.



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Grossman says that his purchase of the Niagara Falls and Fort Erie stations was his financial undoing.

Playing the Monday morning quarterback, **BD** asked why, then, the move to the south end of the province?

Said Grossman: “We focused on stations that needed financial and technology resources, and the opportunities seemed to be more plentiful in the south. The north was good but limited so we decided to foray into southern Ontario.”

His emotions are clearly mixed on the sale. On the one hand, he said, he recognizes that the future of the radio business is about consolidation.

“For my business to go forward I either had to make a fundamental change in terms of the equity of the business—how we were going to finance the growth of it—or sell it. And I realized that there’s only a few great partners out there, and the people at Vista, Margot and her team, found the right partner in Westerkirk.

“It could have been very different. We looked at Vista and we looked at a lot of options with Vista before that. I really have mixed emotions. I can’t sit here in all honesty and say I’m thrilled about it but, at the same time, I recognize that for our staff, for the growth of our business, it’s the only option. You need strength in numbers, and Margot and her operating team and Westerkirk, as the financial backbone, are perfect. They’re committed to the business. They have a long view to it. And Margot and her group get it, they get small market radio. They’re a bright bunch.”

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Radio and TV are not one-dimensional

This is a response to Wayne Ens' thoughts on radio and television promoting their own effectiveness in last month's *Broadcast Dialogue* (October 2012).

While there is nothing inherently wrong with highlighting our advertising strengths, I also believe too much emphasis and reliance can be put on the concept of advertising what we're selling.

The comparison to outdoor advertising that states things such as "you just proved this sign works" is unfair.

Outdoor posters exist solely to advertise.

Radio and television exist to provide relevant content to their audiences and, to be effective, advertising has to be seen as part of that content.

It would be easy to have an announcer pop in between songs and say, "We just proved you're listening to the radio—Buy ads so our audience can listen to you."

It's more difficult to gauge whether the negative impact this can have on listeners is offset by the positive effect it may have on securing additional advertising dollars.

As well, audiences at large—whatever the medium—view advertising about advertising with suspicion. If your particular advertising vehicle is so effective, why do you have so many spot vacancies? Why aren't your happy clients spreading the word to other business people?

Then there's the all too common dichotomy presented by radio stations which inform potential customers that advertising is effective and necessary, but tell listeners that advertising is a nuisance and unwanted by highlighting commercial-free segments.

You can't have salespeople bragging about advertising on your station while your announcers are bragging about how little advertising listeners have to put up with.

In my opinion, the job of selling advertising opportunities belongs to the sales department. The radio and television stations' job is to build and retain the audience that is being sold to advertisers.

In my career, I've yet to see any significant proof, even anecdotal, that running ads about the effectiveness of ads has resulted in a measurable increase in advertising sales. On the other hand, it would be impossible to count the number of successful sales that have been made when a media salesperson takes the time to research his/her product, educate him/herself about the client's industry as a whole and specific local goals, and then uses that knowledge to create and present a logical plan of advertising action.



by Allan G. Lie

No amount of 30-second ads about ads could compare to that.

I don't want to downplay the responsibility other station employees have in the sales process, though. Anyone who's been employed in any medium for more than six months should be able to accurately and confidently answer questions such as, "Why is television better than newspaper advertising?" "Is the Internet killing radio?" "Do I really need to advertise?" and so on.

Employees need to be given the resources and reasons for obtaining and retaining this knowledge. We may not all be salespeople but we are all ambassadors of our industry.

I do believe that, like any other industry, there's an advantage—if not a responsibility—to educate the public about the benefits of partnering with us. The degree to which that information will be absorbed and used will be a reflection of the time and commitment we put into presenting it.

As individual stations or, even better, as an industry we should have programs in place that encourage and equip us to hold community business seminars, make regular presentations at Chambers of Commerce, teach classes at schools, and more. Ideally, by the time a radio or television salesperson walks through the door, the potential buyer should already know that we are effective.

Allan G. Lie is the Creative Director at Golden West Radio's CHSM/Mix 96.7 FM Steinbach. He can be reached at alie@goldenwestradio.com.



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ROSS

Staunchly Canadian

by Howard Christensen

You've heard their name, you've seen their ads and, every day, you're an unsuspecting beneficiary of Ross Video's technical excellence. Their products are prolific, their worldwide reach is almost unimaginable and their reputation is gold.

On top of that, the company remains staunchly Canadian. Much like that old radio story that opens with "It all began at a 500-watt station", Ross Video's story begins in 1974 in the basement of John Ross' home in Montreal. The seed money for this new business came from the \$3,500 sale of his Second



David Ross



World War Piper L4 scout plane and the \$500 he had in a savings account. The bank matched it and Ross began with eight-thousand dollars. With financing, however limited, out of the way John Ross developed the 16-4 analog switcher—ground-breaking technology—that became a commercial success.

Up until going out on his own, he'd worked for Central Dynamics in Montreal, the first engineer hired by that company back in the early '60s. Among other endeavours, it also made broadcast equipment; production switchers, terminal equipment, video editing systems and so on.

“One of the things my father noticed when working there was the difficulty in serving customers across the border,” said David Ross, John's son and now the President/CEO and Chairman of the Board at Ross Video. It was a long drive to the appropriate crossing into the U.S., particularly if an American customer had a crisis.

“So when my father decided to start the company, he wanted to have close proximity to the U.S. He considered a number of locations, including one near Brockville, one in Southern Ontario and one in the area of Iroquois, Ontario. My father and I drove and flew, scouting for places to move the company to.

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Iroquois had a 1,600-foot gravel strip and a little campsite there, beautiful because it was by the St. Lawrence River. It was a quaint little town and, at the same time, centrally located between Toronto, Montreal and just an hour or so from Ottawa. The other thing that was relevant was the 15-minute drive to the U.S. border.”

Getting product to the Ogdensburg, NY, airport—and consequently aboard Fedex planes—was (and remains) simplicity itself.

David Ross began working full-time at Ross Video in 1991, after graduating from the University of Waterloo in computer engineering earlier that year. He began managing switcher product development and working with the sales and marketing team.

He was promoted to Director, Product Development. Then to executive vice president, followed by promotion to president. In 2006, he became CEO. A year earlier he’d become Chairman of the Board because majority ownership moved from his father’s to David’s hands. He has a 90 per cent ownership position while employees hold the remaining 10 per cent.

In 2010, Ross Video acquired Norpak Corporation and Codan Broadcast. This led to the company establishing Ross Video Australia. Two years later, in 2012, Ross acquired California-based FX-Motion Robotic Camera Systems and Cambotics, launching the Ross Robotic Camera Systems division.



Click the button for more information.

As a result of those acquisitions, Ross Video now also has manufacturing in Australia, Belgium and California. And while it has dealers and distribution worldwide, it also has its own sales people. When there is a product that can be marketed worldwide, said Ross, the challenge is in developing more critical mass in far-flung regions for the Ross Video name, and not just the distributors’ names.

Developing relationships with the end-users is critical to Ross Video’s success.

“It’s a good thing to have a combined approach where you have a Ross person in the region who has a personal relationship with as many customers as they can, while going in simultaneously with the distributor,” he said. “At the same time, having a Ross person in a region makes it possible to develop relationships with key accounts who choose not to purchase through distribution at all.”

Asked where broadcasting is going, Ross was quick to respond: “I think it depends on the broadcaster and not necessarily the industry. Hyper local is where it’s at. (Broadcasters) must be concerned with second screens; value-



added with things happening on iPhones and iPads, apps and websites all at the same time.”

By doing so, he said, they’re getting their message out and becoming the voice of the community. Those are the guys who, he thinks, are going to do just fine.

Where is Ross Video Going?

Ross told *Broadcast Dialogue* that because Ross Video morphed from a company that started in production switchers, which are heavy metal with lots of buttons and circuitry, and now has CPU-based video servers and robotics, the question of where the company goes from here is moot.

“It stops being a question as to specifically the kinds of things that we do because we’ve given up trying to predict in some ways where we’re going to be in 10 years. It’s more about the sort of company we want to be, and we’ve talked a lot about that internally and in front of all the employees as well.

“Ultimately, our goal is to be just plain ‘a great Canadian company’. I’m proud to throw in the Canadian part of that. I think too many Canadian companies either get scared and sell or they can’t get financing in Canada so they go to the States or get public and bought out by Americans or other interests.

“Some Canadian companies like RIM, for example, did only one thing. They made handsets with a little bit of encrypted technology. They didn’t branch out. They didn’t get involved beyond the one idea that they came up with. When Apple came along, they had nothing else to fall back on.

“I’m trying to create a nice, profitable, growing but stable and hard-to-kill company that’s in Canada!”

What Stands out in Your Career?

Ross: “I’m really proud of two things. One is the growth of the company and the other is the happy people around me. I don’t think that I could come to work if I felt that my employees disliked the company or disliked me personally. I’m too social for that. When I go to a trade show and meet customers, they’re all—by and large—extremely positive about Ross Video and their experiences with us, kind of our fans. I know there are a lot of CEOs out there who really don’t care if their employees or their customers don’t like them just so long as

they make lots of money. If I'm going to spend my whole life going to work I want to enjoy it, and that means you're not fighting with the people you sell to or who you work with.

"Somehow there's a moral compass in there. My father still says things like 'a company is only people' and not just cogs. It's people who come to work every day and if they like what they're doing they're going to do a good job, they're going to go above and beyond. I don't think I'd like to do something that my mom wasn't proud of, that's the other way to think about it. Maybe it's because I'm a second generation owner. Because Ross Video pre-existed me and right through to childhood, it's not something to be messed with lightly ... from the point of view of putting it at great risk or turning into some instrument of greed. It's part of the family which puts employees and customers as extensions of family."

Ross said he was once asked what his exit strategy is. "Feet first," he responded.

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Two months in, do you feel CALMer?

Since Labour Day, the new loudness control legislation has been in effect. Have you noticed any difference in the comparative loudness of different program elements on your favourite TV channel?

I didn't think so.

Neither have I.

Now we know that the appropriate measures to get this job done are available on the marketplace—from many different manufacturers, and in a variety of flavours. So that must mean either that they haven't been deployed yet, they aren't working properly or that further adjustment is required.

Apparently we're not quite there yet.

And, On The Lighter Side

This month, I thought we'd play hooky and enjoy a little engineering humour. The source: the Internet, of course!

The Top Nine Things Engineering School didn't teach...

- There are at least 10 types of capacitors.
- Theory tells you how a circuit works, not why it does not work.
- Not everything works according to the specifications in the operation manual.
- Anything practical you learn will be obsolete before you use it, except the complex math, which you will never use.
- Always try to fix the hardware with software.
- Engineering is like having an 8 a.m. class and a late afternoon lab every day for the rest of your life.
- Overtime pay? What overtime pay?
- Managers, not engineers, rule the world.
- If you like junk food, caffeine and all-nighters, go into software.

While *The Nine Best Tools of All Time* are meant primarily for motorcycle mechanics; the parallels to broadcast engineering are astounding!...

- *Duct tape*: Not just a tool, a veritable Swiss Army knife in stickum and plastic. It's safety wire, body material, radiator hose, upholstery, insulation, tow rope, and more in one easy-to-carry package. Sure, there's a prejudice surrounding duct tape in concourse competitions, but in the real world everything from Le Mans-winning Porsches to Atlas rockets uses it by the yard. The only thing that can get you out of more scrapes is a quarter and a phone booth.



by Dan Roach



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for more information.

- *Vice-grips*: Equally adept as a wrench, hammer, pliers, baling wire twister, breaker-off of frozen bolts and wiggle-it-till-it-falls off tool. The heavy artillery of your toolbox, vice grips are the only tool designed expressly to fix things screwed up beyond repair.
- *Spray lubricants*: A considerably cheaper alternative to new doors, alternators, and other squeaky items. Slicker than pig phlegm. Repeated soakings of WD-40 will allow the main hull bolts of the Andrea Dora to be removed by hand. Strangely enough, an integral part of these sprays is the infamous little red tube that flies out of the nozzle if you look at it cross-eyed, one of the ten worst tools of all time.
- *Margarine tubs with clear lids*: If you spend all your time under the bike looking for a frendle pin that caromed off the peedle valve when you knocked both off the seat, it's because you eat butter. Real mechanics consume pounds of tasteless vegetable oil replicas, just so they can use the empty tubs for parts containers afterward. (Some, of course, chuck the butter-coloured goo altogether or use it to repack wheel bearings.) Unlike air cleaners and radiator lips, margarine tubs aren't connected by a time/space wormhole to the Parallel Universe of Lost Frendle Pins.
- *Big Rock At The Side Of The Road*: Block up a tire. Smack corroded battery terminals. Pound out a dent. Bop nosey know-it-all types on the noodle. Scientists have yet to develop a hammer that packs the raw banging power of granite or limestone. This is the only tool with which a "Made in India" emblem is not synonymous with the user's maiming.
- *Plastic zip ties*: After 20 years of lashing down stray hoses and wired with old bread ties, some genius brought a slightly slicked-up version to the auto parts market. Fifteen zip ties can transform a hulking mass of amateur-quality rewiring from a working model of the Brazilian rain forest into something remotely resembling a wiring harness. Of course, it works both ways. When buying used bikes, subtract \$100.00 for each zip tie under the tank.
- *Ridiculously large standard screwdriver with lifetime guarantee*: Let's admit it. There's nothing better for prying, chiseling, lifting, breaking, splitting or mutilating than a huge flat-bladed screwdriver, particularly when wielded with gusto and a big hammer. This is also the tool of choice for oil filters so insanely located they can only be removed by driving a stake in one side and out the other. If you break the screwdriver—and you will, just like Dad or your shop teacher said—who cares? It's guaranteed.
- *Baling wire*: Commonly known as BSA muffler brackets, baling wire holds anything that's too hot for tape or ties. Like duct tape, it's not recommended for concourse contenders since it works so well you'll never replace it with the right thing again. Baling wire is a sentimental favorite in some circles, particularly with BSA, Triumph, and other single and vertical twins set.
- *A quarter and a phone booth*:
See first entry.

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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RCS has released Zetta 2.5 with 10 new features and performance optimizations that integrate with GSelector4, RCSnews and traffic system Aquira. Among features is the capability of more sophisticated splits; airing different commercials and IDs on regional versions of the same station.

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Cogeco Diffusion Acquisitions has signed a long-term agreement with *Spectrum Expert* for the maintenance of ten Quebec transmitters and for studio technical maintenance at *CKOF-FM Gatineau* and *CIME-FM St-Jerôme*.



Tektronix products have been honored in Broadband Technology Report's Diamond Technology Reviews and by the Golden Bridge Awards. Its Sentry Edge II video quality monitor, Medius application manager and MTS4000 MPEG Analyzer each received 3.5 Diamonds in the Diamond Technology Reviews program. Sentry was also a winner at the 2012 Golden Bridge Awards where it earned the "Gold Winner" in the "Telecom, Cable, Broadband and Voice Innovations" category.



Robert Harvey has been appointed President of *JVC Canada* and also *JVC Professional Products Canada*, while keeping his current role as President of *Kenwood Electronics Canada*. He's held that latter position for the past two and a half years.



The new *Rohde & Schwarz* MLx UHF low-power transmitter, designed for the lowest power classes (up to 10 W), integrates up to six transmit channels in one system. It has configuration options that make it a good choice for use in areas without specific broadcasting infrastructure or for installation in the smallest of outdoor enclosures.

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“What the bloody hell are you laughing at?”

By Ingrid Christensen



Roughly 10 years ago a recent arrival from England was working at an Oakville, Ontario, pub when a guy walked in with a lanyard around his neck that read 102.1 The Edge.

Alex Hindmarch, the 23-year-old beer slinger, quickly learned that the guy actually worked at the station.

“Well, here’s what you are going to be doing,” he said to the fellow with the lanyard. “Get me out of this industry and back into radio where I belong.”

The 102.1 The Edge guy took a hard look at the brash young man, then gave him his business card.

Slightly more than three weeks later, Hindmarch got a call telling him to go to the Toronto Corus headquarters then located in the Eaton Centre on downtown Yonge Street.

Two guys were in the room—guys he’d never heard of—one being then-102.1 The Edge program director Alex Cross. The other one was then-Q107 Toronto PD Dave Farough.

The conversation began with Hindmarch’s experiences in England radio and what it was he wanted to do here. But Farough was blunt. He’d heard the tape, read his resume and said it was like a hundred others. If Hindmarch wanted to stand out, he was told, he’d have to demonstrate that he had the goodies to work in Toronto radio. And with that, he said, Farough gave him some homework.

He was to call different talk stations, get through the call screeners, get on the air, change the subject, record it and bring it back to Farough.

Hindmarch did all of those things.

Then, he said, Farough commented that to really create a solid impression he should get his voice on CNN’s *The Larry King Show*.

That was on a Friday. On Wednesday, Hindmarch got through to King’s screener.

“I was working at the pub and I had the phone right between my shoulder and my chin while I was pouring pints. I said ‘you work as a call screener on the Larry King show, somebody gave you a break. You can make my career.’”

“What’s the deal?” she asked.

Hindmarch told her what he'd been tasked with doing. After a bit of back and forth, the screener told him that King's guest that evening was Queen Noor. He composed a question, ran it by the screener, and she warned, "if you change one word we will hang up on you. If you breathe in the wrong spot we will hang up on you, and there's a seven-second delay so nobody's ever going to know."

The next day, Hindmarch contacted Farough.

When he went in with the tape, Corus Toronto general Manager JJ Johnston was also there. They both burst out laughing when they heard it.

"What the bloody hell are you laughing at?" thought Hindmarch. "I just pulled off the impossible, what's so funny?"

And Farough apparently said to him, "I must have given this test to dozens of people, and nobody ever came close. It was my way of telling you that I don't have a job."

As it turned out, Hindmarch was taken on as a part-time news department assistant and swing announcer, and handled both for about two years. At that point he was offered the evening show, and he stuck with it through August of 2011.

And that, he says, is how he got his start in Canadian radio.

Hindmarch, a Canadian, was living in England with his parents when the broadcasting bug struck. He studied it in school and, upon graduation, he began working on-air, even doing some radio sales there before moving back to Canada. The 33-year-old, who is now the afternoon announcer at JOE-FM (CKNG-FM) Edmonton, says he feels lucky to have grown up between England and Canada. That killed the need, he said, to go and discover himself in the mountains of Tibet.

On staying true to one's self, he said: "PDs are like new girlfriends. You are the most incredible man I ever met, I love everything about you, don't change a single thing. And then, three months down the line, they end up saying 'hey, do you think you could maybe just do it this way? You think maybe you could stop saying this?' So I've barreled ahead and I haven't changed for anybody, or what I've done to get here. It's hard work, sticking true to yourself."

Is that the advice you'd give recent broadcast graduates?

"I would say, drop the ego, talk to the microphone as if you were talking to your best friend's answering service, without the bad language. I think the best advice I can offer any student is to say yes to everything. Be that guy in the office who's positive and who people can always rely on."

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Stephanie MacKendrick, after more than 16 years as President of the *Canadian Women in Communications*, is stepping down. MacKendrick, who was also a long-time *Broadcast Dialogue* columnist, will leave CWC Dec. 1 to pursue new opportunities. She will remain as a Special Advisor to the Board. **Judith Campbell**, Vice President, Partnerships, will have interim responsibility for leading CWC... **Daryl “Fergie” Ferguson’s** last day on the air doing mornings—after 40 years in the business—was Oct. 31. What’s unusual is that his 40 years were all spent at one station: *Mountain Radio (CJPR/CJEV) Blairmore/Crowsnest Pass*. He began there in 1972, the same day the station began operations. Succeeding him in mornings at Mountain Radio is **Courtney Potts**, moving from afternoons... **Rick Gibbons**, who left radio 24 years ago for print journalism—and eventually became Publisher of the *Ottawa Sun*—is returning to *CFRA Ottawa* as a mid-day talk Host. Senior broadcasters will remember Gibbons from his days as a *BN* bureau Reporter on Parliament Hill and in London... **Jeffrey Orridge**, *CBC’s* Executive Director, Sports Properties, adds the Olympics portfolio to his responsibilities. He will oversee all aspects of Olympics-related business for *CBC/Radio-Canada*... Toronto-based *GameTV* sees **Nanci Stern** appointed as Managing Director Sales, **Ana Rodrigues** as Director Programming and **Gary Sappleton** as Senior Director of Marketing. Rodrigues had been head of International Programming at *Rogers* while Sappleton oversaw *Shaw Media’s* dramatic networks portfolio... **Ron Combden**, the ex Regional Engineering Manager for the Greater Toronto Area/Kitchener Clusters of *Rogers Radio*, is the new Technical Manager at Oshawa-based *Durham Radio*. He departed Rogers in February of last year... **Christina Doll**,



Stephanie MacKendrick



Judith Campbell



Daryl Ferguson



Courtney Potts



Rick Gibbons



Jeffrey Orridge



Nanci Stern



Ana Rodrigues



Gary Sappleton



Ron Combden



Christina Doll

ND at *Vista Radio Prince George* left Oct. 31 to join a PR company. Doll had been with Vista for five years, the last year and a-half as ND... *Vista Radio* has re-branded Christian station *Power 93.7 FM (CJLT-FM) Medicine Hat* as *93-7 Praise FM*. Changes also include a live morning show, upgraded production values, the elimination of older music succeeded by more contemporary Christian songs and new voice imaging. Doing mornings is **Jeff Michaels** who had been with *102.1 The Lounge (CJCY) Medicine Hat*... Along with *Praise Medicine Hat* as the most recent *Vista* acquisitions approved by the *CRTC* is *CKAY 91.7 Sechelt*. The seven-year-old station is now ID'ed as *91.7 Coast FM*. Former co-Owner **Bob Morris** is staying on as GM at the Classic Hits operation while **Pete Montana** steps into the PD/morning Host slots. **Matt Morris**, who had been doing mornings, moved to afternoons.

Hubert T. Lacroix has been reappointed for five more years as President/CEO of *CBC/Radio-Canada*. His first five-year term began in January 2008... The Senior *Global News* team has seen changes nationally, including: **Kenton Boston**, the Senior Director, National News and *Global Vancouver* Station Manager, has been promoted to VP, BC and National News; **Mike Omelus**, the Eastern Regional Director responsible for *Global Maritimes*, *Global Montreal* and *Global Winnipeg*, has been promoted to Senior Director, Southern Alberta; **Tim Spelliscy**, the Regional Director, News, Alberta and Station Manager at *Global Edmonton*, has been promoted to Senior Director, Edmonton and Prairie Region; and **Ward Smith** has been promoted from News Director/Station Manager at *Global Toronto* to Senior Director, Eastern Region. Boston continues responsibility for all national and foreign news operations, including the Ottawa Bureau and The West Block, as well as all B.C. news operations, including *CHBC/Global Okanagan*; Omelus moves to Calgary and will be responsible for all Global News operations in Calgary and Lethbridge, and he will work with *Shaw* on community engagement strategies and develop models for delivering Global News to new markets; Spelliscy continues to oversee operations at the Edmonton production centre with new responsibilities for *Global Saskatoon*, *Global Regina* and *Global Winnipeg*; and Smith stays in charge of *Global Toronto* as well as *Global Montreal* and *Global Maritimes*, as well as the Network Resource Centre based in Toronto. Moving to Vancouver and reporting to Boston is **Jeff Bollenbach**, the Station Manager/News Director at *Global Calgary*. He will work preparing the new BC regional 24/7 news channel (*BC-1*) for its anticipated launch March 1... **Jack Tomik** has moved from the *CBC Revenue Group* to become Chief Sales Officer at *Rogers Media* in Toronto. **Dale Hooper** becomes Sr VP, Marketing & Consumer Insights. Tomik began Nov. 1 and leads sales, strategy and consolidated ad revenue across television, radio, publishing and digital, aligning them in one central location. Hooper joined Rogers 20 months ago from his VP position at *PepsiCo*. His prime responsibility will be to continue strengthening the company's marketing... **Alan Dark** succeeds **Jack Tomik** as GM of the *CBC Revenue Group* in Toronto. Dark has been with CBC since January 2010... **Darren Robson** is the new PD at *Rawlco's 94.5 JACK-FM (CKCK-FM) Regina*. He'd been with *SparkNet Communications* in Vancouver for the last two and a-half years. Robson began with Rawlco Oct. 1. The bonus is that he's now located close to family... New PD at *Vista Radio's*



Jeff Michaels



Pete Montana



Hubert Lacroix



Kenton Boston



Mike Omelus



Tim Spelliscy



Ward Smith



Jeff Bollenbach



Jack Tomik



Dale Hooper



Alan Dark



Darren Robson

89.7 Sun FM (CJSU-FM) Duncan is **Troy Scott**. Earlier this year, he moved to Penticton to be co-Host of the morning show at **Country 100.7 (CIGV-FM)**. Before that, Scott was with **B-103 (now Q103) Kelowna** co-hosting mornings... **Andrea Gabourie**, who led live-action production at **Corus Entertainment**, and **Simon Watts**, who managed financial and business affairs, have moved to create a company of their own. **Pivotal Media** aims to create children's factual and scripted shows... At **CKPC-FM/IAM Brantford**, **Alan Duthie** has been promoted from Account Manager to Retail Sales Manager... **Sylvia Augaitis** has joined **TVB** in Toronto as Senior Communications Officer. She is from outside the broadcasting industry and has a background in corporate communications, advertising and client-side marketing... **Bernard Caron**, VP Broadcasting Technologies at the **Communications Research Centre** in Ottawa, has retired. He joined the CRC in 1979 and became a VP in 2004. Caron was involved in a joint Canada-USA-Brazil project which aimed to adapt and evaluate the Digital Television transmission technology proposed by Europe for the Americas... At **CKNX Wingham**, two promotions: Newscaster/Reporter **Steve Sabourin** has been appointed ND while **John Goodyear** adds PD to his announcer duties.



Troy Scott



Alan Duthie



Bernard Caron



Steve Sabourin



John Goodyear



Bill Roberts



Eric Morrison



Wanda Bradley

Bill Roberts has resigned as President/CEO of **ZoomerMediaTV** after 12 years leading **VisionTV**, **S-VOX** and, latterly **ZoomerMedia (TV)**. He says he hopes to continue within the broadcasting system. Before going to VisionTV, Roberts was Secretary-General of the **North American Broadcasters Association (NABA)**... **Eric Morrison**, the former President of **The Canadian Press** and, before that, an exec at **CTV**, has been appointed Sr. VP of Editorial at **Sun Media** in Toronto... **Maria Hale** has been appointed as a television VP and head of Digital and Content Distribution at **Corus Entertainment** in Toronto. She was promoted from leadership in Programming and Production. Also at Corus, **John MacDonald** has been appointed as a television VP and head of Programming and Production. Most recently, he was COO/Exec VP of Programming for the **Oprah Winfrey Network**... **Rob Lozinski** is the new GSM at **Wired (CFWD-FM) Saskatoon**, the **Harvard Broadcasting** station. He moved from **Rawlco Saskatoon** and began Oct. 9... **Wanda Bradley** has been promoted to VP, Sales

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at *NBCUniversal Television Canada* in Toronto. Since 2008, Bradley served as Director of Sales at the company and, before that, was Manager, Sales Operations in 2005 and Executive Administrator in 2002. Bradley joined Universal in 1998... **JD Hunter**, ex Announcer/Producer at



JD Hunter

Rock 95 Barrie, is now PD at *Sunshine 89.1 FM (CISO-FM) Orillia*. It's a return to *Bayshore Broadcasting* for Hunter.

Ten years ago, he worked at *Country 93 (CKYC-FM) Owen Sound* as an afternoon Announcer...

Louis Saint-Cyr is the new Regional Operations Manager at *CBC Windsor* and responsible for stations at London and Kitchener-Waterloo.



Louis Saint-Cyr

The 28-year CBC veteran transferred from Toronto where he was Supervisor for Post Production at *CBC Media Post Production Services*. He began Sept. 24...

Dennis Dillon, the Retail Sales Manager at *Steele Communications* in St. John's, has added Station Manager duties for



Dennis Dillon

103.9 FM KIXX Country Carbonear and Sales Manager responsibilities for *VOCM St. John's*. He succeeds **Darlene Myers** who transferred to *Newcap Radio Halifax* as an Account Manager...

Gregory Kane, Q.C., who had been with *Stikeman Elliott LLP* in Ottawa the past 31 years, and most recently as Senior Partner, has joined *Fraser Milner Casgrain LLP* as Counsel.



Gregory Kane

From 1978 to 1981, Kane was Associate General Counsel, Telecommunications at the *CRTC*.

Jim Blundell has succeeded **Kevin McKanna** and is the Acting GM of the 13 *Rogers Radio* stations in Alberta. Blundell had been the VP/GM at *CTV (CIVI-TV) Vancouver Island, C-FAX* and *Kool FM Victoria* and left *Bell Media* in September of last year.



Jim Blundell

His background includes being the Market Manager for the *CHUM* radio stations in Brockville, Kingston and Peterborough. In 2007, Blundell was promoted to VP/GM of (then) *Star-FM London* and, in 2009, was promoted again to take the lead at *CHUM's* (now *Bell Media's*) *Victoria* properties...

Kevin Britton has been promoted to PD at *Q92 Sudbury*. He had been APD/MD for *Rogers Ontario North*. He retains *Q92 MD* responsibilities... Two new appointments at *Stornoway*



Kevin Britton

London and, in 2009, was promoted again to take the lead at *CHUM's* (now *Bell Media's*) *Victoria* properties... **Kevin Britton** has been promoted to PD at *Q92 Sudbury*. He had been APD/MD for *Rogers Ontario North*. He retains *Q92 MD* responsibilities... Two new appointments at *Stornoway*



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Communications in Toronto. **Don Gaudet**, is VP of Programming for *ichannel*, *The Pet Network* and *bpm:tv* while **Cindy Boyd** has been promoted to VP of Operations. Gaudet's background includes *STV Regina*, *WIC Alberta Television*, *Canwest Global* and *SUN TV Men TV*. Boyd joined Stornoway in 2006 and has 25 years in the Canadian media industry, including *YTV*, *The New VI Victoria* and *Global Television*... **Colin Botten** has been appointed Director of Marketing at *Astral Radio London*. Botten has 24 years in the London market, including 10 years on-air in five formats, radio sales for nine years and five years as PD at *Corus London*. He succeeds **Elaine Sawyer** who is no longer with Astral London... **Wallis Snowdon** has been promoted to ND at *MIX 103.7 Fort McMurray*... **Janine Kraft**, Brand Director at *Astral Radio BC North*, worked her last day there Oct. 4. Kraft had been with the operation for 11 years, the last two as BD. She left left for opportunities outside broadcasting... **Wendy Jacinto**, Manager, Regions and Program Development at *Canadian Women In Communications* has left the organization after almost five years.

After 35 years with *CTV News Toronto*, news Anchor **Christine Bentley**, 60, has stepped down. Her last day on-air was Friday, Sept. 14. She said she's now looking forward to the pursuit of other opportunities and passions... Succeeding Bentley as co-Anchor for *CTV News at Noon* and *CTV News at Six* on *CTV Toronto* is **Michelle Dubé**. Until her promotion, she'd been a Reporter/Fill-in Anchor, and she will continue to file reports. Dubé joined CTV Toronto in 2009, moving from *CHCH News Hamilton*... **Tamara Stanners**, the APD at *100.5 The Peak Vancouver*, has been promoted to PD. She joined the *Jim Pattison* station in 2008 just before it flipped to FM and was still called *The Bridge*... **Phil Aubrey**, **Rena Jae** and **Dave Wheeler** (*Wheeler in the Morning with Philly and Rena*), who left the *Corus*-owned *Power 97 Winnipeg* Sept. 12, began at *92 CITI-FM Winnipeg (Rogers)* Sept. 17. They succeeded the *Tom & Joe* morning show with **Tom McGouran** and **Joe Aiello**. Aiello continues with *Rogers* as the co-Host of the *102.3 CLEAR FM* morning show, along with **Kerri Salki**. McGouran and Salki's previous co-Host, **Jay Oliver**, are no longer with *Rogers Winnipeg*... **Angie Baker**, the GSM at *Corus Entertainment Cornwall*, has stepped back from that managerial role. Baker remains with *Corus Cornwall* as an Account Executive... **Jon Arklay** has been appointed Senior VP, *Bell Media Agency* and Brand Strategy in Toronto. Most recently, he was VP, Creative and Brand, *Bell Media*... **John Nichols**, after 41 years at *95.1 The Peak FM (CKCB-FM) Collingwood*, will retire Dec. 21. Nichols, who's been behind the mic for all of those years, earned his "voice of the *Georgian Triangle*" reputation through his talent and community service. His last day will mark the completion of the 33rd annual *95.1 The Peak FM Christmas Draw*, a fundraising initiative he established in 1980 that has raised more than \$600,000 for the *Collingwood General and Marine Hospital*... **Joanna Witham**, Promotions Coordinator at *Rogers Radio Victoria*, has been promoted to Promotions Director...



Don Gaudet



Colin Botten



Wallis Snowdon



Janine Kraft



Christine Bentley



Michelle Dubé



Tamara Stanners



Rena Jae, Wheeler & Phil Aubrey



Joe Aiello



Kerri Salki



Jon Arklay



John Nichols



Joanna Witham

Lindsay May, who had been filling in as Midday and Community Events co-coordinator for a maternity leave at 98.9 The Drive in Kingston, left to do mornings at Moose FM Bancroft.



Lindsay May

SIGN-OFFS

Frank (Budd) Lynch, 95, following a brief illness at a Detroit-area rehabilitation centre. Lynch was a veteran radio hockey play-by-play broadcaster who spent more than 63 years working for the *Detroit Red Wings* and became the team's public voice. **Lyman Potts**, the great Canadian broadcast historian, tells *BD* that Lynch got his start at *CKOC Hamilton* following graduation from high school in 1936. Two years later, he joined *CKLW Windsor*. In 1941, he left for active service overseas as a Major in the *Essex Scottish Regiment*. He lost an arm at Normandy during the war and returned to CKLW in 1946 as Director of Special Events and Sports Announcer. Beginning in the 1949-50 *NHL* season, Lynch began calling Red Wings games for *WWJ-TV Detroit*. He later did play-by-play for the Red Wings on the radio and, later still, served as the team's director of publicity and the public address Announcer.

John Patrick George Lysaght, 73, unexpectedly in the B.C. lower mainland. Lysaght had a 30-year career with *CBC Vancouver*, retiring in 1995 from his position as Director of English Regional Communications.

Richard Charles Bocking, 81, in Victoria. The award-winning filmmaker was with *CBC* helping to produce farm-related programs for radio and television as well as performing arts, environmental and resource issues. At *CBC Vancouver*, Bocking again was a TV Producer and later, on his own, produced more than 60 films.

Douglas H. Macaulay, P.Eng., in Montreal. Macaulay was one of Canada's longest-serving broadcast engineering consultants who was active in organizations such as the *BTAC*, the *CABC* and the *CCBE*. In 2007, Macaulay was presented with the *CCBE* Lifetime Achievement Award. He also carried out radio and TV engineering projects for stations all across Canada as both a consultant and as an employee of the broadcast group at *RCA Ltd*.



Doug Macaulay

Henry Champ, 75, in Washington, D.C. He was living in Washington, having worked several years there with *CBC*. Before that, he was the Washington and London Bureau Chief of *CTV*, and he also worked for *NBC News*. While retired, Champ was serving his second term as chancellor of *Brandon University*, his alma mater in western Manitoba. (For more background on him, click [HERE](#) for *Henry Champ: A Journalist's Journalist*, published in the October 2009 edition of *Broadcast Dialogue*.)



Henry Champ

John Iacobucci, 70, of heart disease in Kimberly, B.C. Up until the time he took retirement, he was VP Sales at *CKNW Vancouver*. Before that, Iacobucci was GSM at *CKWX Vancouver* and also did a stint at *CKLG-AM/FM Vancouver*.

Sam Sniderman, 92, in Toronto. *Sam the Record Man* and his iconic record store in downtown Toronto, plus similar shops across Canada, played a significant role in broadcasting, though he was never a broadcaster. Sniderman was a fan of Canadian music and a strong advocate for Canadian content broadcast regulations and the creation of the *Juno Awards*.

Carol Siska, 59, during open heart surgery at Hamilton General Hospital. She had been with *CKDR Dryden* since 1973, the past 32 years as Traffic Manager.



Carol Siska

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2012

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EVENTS CALENDAR

November 6, 2012

OAB: Connection 2012

Toronto, ON
www.oab.ca

November 22, 2012

SMPIA Showcase 2012

Regina, SK
www.smpia.sk.ca

December 6, 2012

Broadcast Executives Society Christmas Luncheon

Toronto, ON
www.bes.ca

December 10, 2012

TV of Tomorrow Show

New York City, NY
http://www.thetvoftomorrowshow.com

January 8 - 11, 2013

Consumer Electronics Show

Las Vegas, NV
http://www.cesweb.org/

March 6 - 8, 2013

Prime Time in Ottawa

Ottawa, ON
http://www.cftpa.ca

March 19 - 24, 2013

Canadian Music Week

Toronto, ON
www.cmw.net

March 20, 2013

2013 Crystal Awards

Toronto, ON
www.crystalawards.ca