

# Dialogue BROADCAST

The Best Broadcast Briefing in Canada

February 5, 2009

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Page One of Three

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**R**EVOLVING DOOR: On Ground Hog Day, **CTV Toronto's** legendary meteorologist, **Dave Devall**, saw his shadow and predicted 60 more days until his retirement. Devall has been with the Toronto station for 48 years and nationally on **CTV Newsnet** for 10. His official retirement date is set for April 3, yet he will remain on call for special events and as an occasional fill-in. CTV Toronto will count down Devall's final days on air with tributes, stories and special events. Meantime, his successor will be **Tom Brown**, the Weather Specialist for CTV Toronto's **News at Noon...** Succeeding **Melanie Kurzuk** at **CNW Group** in Toronto when she leaves at month's end will be **Nicole Guillot**, the VP, Product Management & Operations. Kurzuk's position as Sr. VP News and IT Division will not be filled but instead will be integrated into Ms. Guillot's responsibilities... **Jeff Lumby**, the morning show Co-Host at **DAVE-FM Cambridge**, is no longer with the station. A successor is being sought... **Newton Choy**, a 10-year veteran with **Shaw Communications**, has been promoted from Sales Manager to Regional Manager of the Prince George office. He succeeds **Terry Shepherd** who returned to **Astral Media Radio** at Fort St. John/Dawson Creek... **Sarah Weaver** has been promoted to Program Manager at **Corus**-owned specialty channel **VIVA**. She had been the Project Manager for Women's Specialty in the television division and has been with **Corus Entertainment** for three years... **Ranjan Thakre**, the former Marketing and Communications Director, has been appointed to the new position of Executive Director of Content at **Saskatchewan Communications Network (SCN)** in Saskatoon. Also at SCN, Executive Director of Programming **Richard Gustin** will retire April 17... **Gail Rivett** has become **Astral Television Networks'** VP, Consumer Marketing at the company's Toronto office. She had been Senior VP Marketing & Publicity with **Alliance Atlantis** in Toronto... **Astral Radio's EZ Rock Edmonton** saw **Rob Vavrek** promoted to PD a few weeks back. He had been handling the creative services and production/imaging department.

**O**PS: **Sylvie Bissonnette** was not one of the 14 let go from the **Canadian Association of Broadcasters** as reported here last week. Bissonnette, who is the CFO;

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VP Policy and Public Affairs **Elizabeth Roscoe**; General Counsel **Margot Patterson**; and, Chief Regulatory Officer **Pierre Louis-Smith** will – as the search continues for a new President/CEO – form a management committee to oversee the association.

**SIGN-OFFS:** **Russ Germain**, 62, of cancer in Toronto. The veteran CBC broadcaster, who used to anchor radio's *The World at Six*, was with the Corp for 29 years, and was host of *Ideas* through the late '70s and early '80s. He was also a TV newscaster on the local CBC Toronto station... **Keith Gordon MacKenzie**, 79, in Nanaimo. MacKenzie, the former long-time Victoria radio and TV personality, first as a sportscaster on **CHEK TV** and **CKDA/CFMS**, went on to become Executive VP of CKDA/CFMS.

**GENERAL:** **Canwest Global Communications** said Monday that it was looking at divesting non-core assets as it reviews its "strategic alternatives", a term which usually suggests a range of options that could include its sale.

Canwest's bankers have limited borrowing under the Canwest Media division's \$300-million senior credit facility. The revisions will limit borrowing under the credit line to \$20 million until Feb. 27, in addition to \$92 million already drawn on the facility. Monday's announcement followed Canwest's mid-January disclosure that Canwest Media was in danger of violating debt covenants... **Canwest Global** won a \$50.7-million arbitration award from **Sun-Times Media Group**, formerly **Hollinger International**, in a dispute over the purchase in 2000 of Hollinger's Canadian newspaper group. Canwest originally claimed it was owed \$84 million in adjustments arising from the \$3.2-billion deal for the former **Southam** newspaper chain of big-city dailies and half of the National Post. Hollinger contended that Canwest owed it \$116 million. The decision, with allocation of interest and legal costs still to be determined, is subject to appeal in Ontario Superior Court... **Moody's Investors Service** says it worries about American broadcasters. The already weak fundamentals, it says, are getting worse. Loan covenant non-compliance is likely and there's the prospect that the ratings agency (Moody's) will cut credit ratings for even more broadcasters. But television companies, it says, are in worse shape than radio... **CBC/Radio-Canada** and members of the **Canadian Media Guild** have reached agreement in a new five-year collective agreement. Guild members voted 93% in favour of the deal, reached four months ahead of the expiry of the existing agreement. For many CMG members, it's the first time in a decade that a contract has been reached without a strike or a lockout.

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**TV/FILM:** The **CRTC** says it is reviewing the process to potentially narrow the focus to the way it issues TV licences for the private networks. The results, it says, should be





announced Feb. 16. Meanwhile, **CTV** and **Global**, as well as smaller nets, are to appear at licence renewal hearings in April when they will likely tell Commissioners that their small market stations are hurting at a time when they're supposed to be building digital transmitters. The networks, it's speculated, may seek shorter licence terms for some stations. A two- or three-year term is better than seven years, they argue, because the industry is in such flux... Beneficiaries of the tough economic times and the arrival of the **Barack Obama** administration are the three major U.S. networks' evening news programs. **ABC**, **CBS** and **NBC** are getting far more viewers, hitting milestones this week. **CBS Evening News** had its biggest weekly average in two years and **ABC's World News** its largest in one year. The 11.5 million people who watched **NBC's Nightly News** last Monday was its biggest one-day audience in three years... **The Walt Disney Co.'s** television division is cutting 400 jobs, or about 6% of its work force. The cuts include 200 layoffs, while another 200 vacant positions will not be filled in a staff of between 6,500 and 7,000 people. The eliminated positions were at all levels and made across the **Disney/ABC Television Group**, which includes the **ABC** network, **ABC Studios**, and cable channels including **Disney Channel**, **SOAPnet** and **ABC Family**... The **Banff World Television Festival** has extended the Program Competition submission final deadline for its awards, **The Rockies**, to Friday, Feb. 20. The festival will take place June 7-10 at the **Fairmont Banff**

**Springs** hotel... With the tallies in from all U.S. markets, **Nielsen** shows **Super Bowl XLIII** pushed ahead to be the most-watched ever and second only to the final episode of "M\*A\*S\*H" for the all-time TV average viewership title.



**RADIO:** Two new FM'ers for London, one to **Blackburn Radio Inc.**, the other to **Sound of Faith Broadcasting** (Faith). Blackburn's proposal to offer a Triple A format at 98.1 with 4,000 watts targeting 34-64s, said the Commission, will add to the musical diversity of the London market while addressing an underserved demographic. In Faith's case, the **CRTC** considered its proposal best to respond to the economic capacity of the London radio market. The Commission gave low-power **CHJX-FM**, owned by Faith, a short-term licence for its 234-watt station at 99.9... **CKRZ-FM Ohsweken**, the native community **Six Nations** radio station near Brantford, went off the air Feb. 1 at 6 p.m. The board that governs the low-power station voted to pull the plug because of a \$100,000 debt. A source said that over the last year staff was laid off and corners cut but bingo revenues and advertising tanked. CKRZ's six remaining employees have been released. CKRZ went on the air 22 years ago with a 10-watt transmitter and donated equipment.. **Corus Entertainment** has partnered with **StreamTheWorld** to deliver its 52 radio stations on a **Corus iPhone** application. The company says it's the first Canadian broadcaster to feature a native iPhone streaming application... **Corus Quebec** wants to cut about half its staff at French-language **INFO 690 (CINF) Montreal**, an all-news station that's had financial losses for several years. Discussions are underway between the company and the union representing about 30 station employees... Meanwhile, **Corus Radio Quebec** and the **Federation of Chambers of Commerce** will join forces to air financial "good news" stories. The move is meant to counter consumers' frustrations caused by the economic conditions. Beginning March 2, Corus will disseminate three daily 60-second items to its 14 French and English Quebec stations... Nashville Mayor **Karl Dean** has dubbed the week of March 2 as **Country Radio Week**, in honor of the **Country Radio Broadcasters' CRS 40** meeting to be held there. Country radio specialists **Jaye Albright** and **Michael O'Malley** have lined up a five-hour slate of presentations, speakers and special events for their clients attending CRS.

**LOOKING:** **Rogers** seeks a VP/GM for its Vancouver cluster of radio stations. See the ad on Page 1... Other jobs we've heard about include: **Astral Media Radio Toronto** – Business Manager and a Commercial Producer; **Astral Media Radio Prince Rupert** – Morning Show Announcer; **CTV Toronto** – Camera Operator; **CBC News Toronto** Director, Digital Media; **Corus Radio Cornwall** – Creative Writer; **Q107 Toronto** – Promotions Coordinator; **DAVE-FM Cambridge** - Morning Show Co-Host; **CFAX Victoria** - News Announcer; **CKFX-FM North Bay** – Morning Announcer; **Astral Media Radio Penticton** - Account Executive and, **Astral Télé Réseaux Montreal** - Directeur(trice), services créatifs.

**SUPPLYLINES:** **Laura O'Hare** has joined Peterborough-based **Capella Telecommunications**, a distributor of voice, video and data systems, as Director of Product Management. She had been with **White Radio** as National Product Development Manager, and was at **Rogers Cable Engineering**.

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**TV/FILM:** Private television broadcasters saw profits plummet by almost 93% for the year ended Aug. 31, just a month or so before we learned of the economic fallout that would affect markets worldwide. Even so, the **CRTC's** annual report on the health of over-the-air private TV blamed rising competition and a sluggish ad market for revenues that fell 1.5% to \$2.1 billion. But just \$8 million of that was the profit before interest and taxes compared with \$112.9 million in 2007. The revenue drop came after **CTV** and **Global** warned the regulator last year that the financial model for network TV was

breaking down. In Quebec, **Pierre Dion**, the President/CEO of **TVA Group**, is quoted in a **Quebecor** news release saying "... the legislation governing broadcasting dates from an era when the television market was dominated by three over-the-air networks..." "The industry has changed considerably but the regulatory framework has not" and "... specialty channels are piling up spectacular profits while merely meeting their regulatory obligations and generating few benefits for producers of Canadian content." Dion says Quebecor, TVA's parent company, wants carriage fees: "The fact that they cannot collect both carriage fees and advertising revenues, as the specialty channels can, has pushed private general-interest broadcasters to the edge of the abyss." But at the hearings last year, the cable industry argued that if a fee were allowed then they would pass it onto consumers who, they argued, wouldn't stand for it. Since then, **Rogers Communications** has announced price increases on channel packages. That move leaves the networks bitter as they prepare for April's licence renewal hearings. At **Canwest Global**, spokesman **John Douglas** says the company will continue to push for a carriage fee: "The industry is challenged and the model has to be reconfigured, and clearly there needs to be change on the regulatory side to reflect the economic realities of the industry right now"... Meantime, **Canwest** has put its **E!** stations – **CJNT-TV Montreal**, **CHCH-TV Hamilton**, **CHCA-TV Red Deer**, **CHBC-TV Kelowna** and **CHEK-TV Victoria** – up for sale, or re-branding, or re-programming or possibly even closing one or all of them. They could be sold as a group or go individually but, says the company, if a buyer or buyers can't be found within two months the stations may be shut down. Canwest has hired **RBC Capital Markets** to help with the process. CEO **Leonard Asper** says the company wants to concentrate efforts on **Global Television** and its more profitable specialty channels, divesting non-core assets. Both Canwest and **CTV**, in these months just ahead of April renewal hearings, say their small-market stations are in trouble and that shutdowns are a possibility. Canwest's \$3.6 billion debt from acquisitions of newspapers and specialty stations dragged down the company's finances. In a memo to staff, **Canwest Broadcasting** Interim President **Peter Viner** said that "operating a second conventional network in Canada is no longer key to the long-term success of our broadcasting business". Further, he wrote, that while the five E! stations have contributed to Canwest and their local communities, the company believes it must "leverage our collective assets — conventional, specialty and online — and focus our resources on the areas of greatest return. This means concentrating on one powerful and profitable conventional brand — Global"... Online TV is getting a greater percentage of viewing numbers. In its latest **Fast Forward Quarterly** research, Toronto-based **Solutions Research Group** reports that 41% of online Canadians report having watched a TV show via the Internet. Short video viewing, says SRG is becoming nearly universal, with over 70% watching short clips or streaming content on a regular basis. That's double the rate of Q4 2006 viewing levels. Three in five online Canadians agree with the statement, "Soon all TV shows will be available for viewing on the Internet". Other findings include: 32% of Canadian households (4 million homes) now have an HD-capable set although HD-box adoption is much slower, at only about 1.5 million; PVRs show only gradual growth in Canada, about half the levels observed in the U.S. (13% in Canada, 25% in the U.S.); and, among digital cable subscribers, 12% use VOD weekly, flat during several quarters of tracking. The **Fast Forward Quarterly** study tracks the digital lifestyles of Canadians... About two million Canadians who use rabbit ears or rooftop antennas will be affected when U.S. broadcasters switch to digital June 12. They'll need set-top converter boxes – at about \$100 each – to receive over-the-air U.S. broadcast signals or all they'll get is a blank screen...



A few self-described “old-timers” from **CKCO-TV Kitchener** are putting together a website showing the early days of the **CTV** station. Former staff are asked to send photos or videos of their days at the station. A few samples can be seen at: <http://ckco-history.com> and submissions can be sent to [info@ckco-history.com](mailto:info@ckco-history.com).

**RADIO:** Heritage Minister **James Moore**, speaking to the **Heritage Subcommittee** earlier this week, said he'd consider allowing advertising on **CBC Radio**. Further, Moore – during questioning – said he isn't ruling out any option that could help the CBC or any other broadcasters, all of which are facing economic challenges. He was clear, however, that the idea of ads on CBC Radio hasn't been discussed with the Corporation but that “... *I would certainly work with them on any option that they think would work to best serve their mandate in serving Canadians*”. The extra revenue which the CBC could gain from ads across all of its English and French radio services is estimated to be roughly \$95-million... On another matter, Heritage Minister **Moore** told the Heritage Committee that the timing of the **Copyright Reform** bill (C-61) is still being worked out but that it likely won't come before Parliament until next fall... Radio reaches 90% of adults 18+ every week, according to the annual **Foundation Research** study of 1,012 Canadians. The more active you are, it says, the more radio you listen to. Working Canadians, parents and the affluent account for a weekly reach of 94% or better. Highlights include: 81% of adults listen daily, second only to TV in reach; and, radio use in 2008 increased or stayed the same as the previous year for 83% of adults... **CFRA Ottawa** talker **Lowell Green** has fallen afoul of the **Canadian Broadcast Standards Council** for breaching the **CAB's Code of Ethics** over his comments about the Islamic religion. The question of the day was “*Is there something inherent in the Muslim faith that promotes violence and oppression of women?*” The majority of callers answered in the affirmative, a few disagreed and Green adamantly expressed his own view that “*almost every act of terrorism around the world today . . . is carried out in the name of Islam. [...] Don't tell me this is the work of a few fanatics.*” In another talk show decision, this one about **Andrew Krystal's** show on **News 88.9 (CHNI-FM) Saint John**, the **CBSC** determined that a caller's hostile comments toward guest **Paul Watson**, the head of the **Sea Shepherd Conservation Society**, did not promote violence. The caller suggested that Watson should suffer the same fate as seal pups. Complete decisions on both decisions may be found by clicking [www.cbsc.ca](http://www.cbsc.ca)... **89.5 The Hawk (CHWK-FM) Chilliwack** launches Feb. 20 under the leadership of GM/SM **Kevin Gemmell**. PD/Morning Host is **Glen Slingerland**. The new station is owned by **Radio CJVR Ltd.**, based in Melfort, Saskatchewan, and was licenced last year... **CHED Edmonton** will remain the *Voice of the Edmonton Eskimos* for four more years. The **CFL** club and **Corus Entertainment's** contract extension makes CHED the exclusive rights holder of all Eskimos' home and away games through to the end of the 2012 season... Both the U.S. House and Senate have re-introduced measures that would charge a performance fee to local radio stations. Opposing it, the **National Association of Broadcasters** says the performance fees would do little to help artists. Instead, says NAB, it would mainly improve the bottom line of the top music labels... The staff at **CFOB Fort Frances** have unanimously ratified a new collective agreement with **Northwoods Broadcasting**, owner of the Northwestern Ontario station... The **Community Radio Fund of Canada** has launched its first call for proposals for Canadian community-oriented broadcasters and associations. Contributions are available under two programs: *Radio Talent Development* and the *Youth Internship Program*. The deadline for each is March 27. Applications are available at

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of the *Edmonton Eskimos* for four more years. The **CFL** club and **Corus Entertainment's** contract extension makes CHED the exclusive rights holder of all Eskimos' home and away games through to the end of the 2012 season... Both the U.S. House and Senate have re-introduced measures that would charge a performance fee to local radio stations. Opposing it, the **National Association of Broadcasters** says the performance fees would do little to help artists. Instead, says NAB, it would mainly improve the bottom line of the top music labels... The staff at **CFOB Fort Frances** have unanimously ratified a new collective agreement with **Northwoods Broadcasting**, owner of the Northwestern Ontario station... The **Community Radio Fund of Canada** has launched its first call for proposals for Canadian community-oriented broadcasters and associations. Contributions are available under two programs: *Radio Talent Development* and the *Youth Internship Program*. The deadline for each is March 27. Applications are available at

[www.communityradiofund.org](http://www.communityradiofund.org). The CRFC is certified as an eligible recipient of Canadian content development (CCD) contributions... **Sirius XM Radio Inc.** has been working with its advisers to prepare for a possible bankruptcy filing, according to the **New York Times**. The newspaper cites people close to the company. Neither Sirius nor **EchoStar Corp.**, which holds a large amount of Sirius XM debt, would comment. Yesterday (Wednesday), Sirius XM stock went into freefall on the NY Times report. Shareholders stand to get nothing if it files Chapter 11 to thwart a takeover by EchoStar... **KDKA Pittsburgh** has been fined \$6,000 by the FCC because of a talk show prank promising \$1 million to a caller. The money was promised to the 13th caller on U.S. Thanksgiving 2007. That listener stayed on hold for 45 minutes thinking he had won the money. CBS argued the offer was clearly a joke. But the FCC said the host misled listeners by calling the contest "the real deal".

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**JULIE ADAM**  
GM/PO, CHFI

**DENISE DONLON**  
Executive Director, CBC Radio

**VALERIE GELLER**  
President, Geller Media Int'l

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**JOHN ROBERTS**  
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**GENERAL:** In a piece by **Bea Vongdouangchanh** in **The Hill Times** referring to the 14-person cut at the **Canadian Association of Broadcasters**, government and communications consultant **Gord McIntosh** is quoted as saying that he thinks what happened at the CAB resembles the demise of the **Canadian Cable Television Association** three years ago. There were so few CCTA members left, says McIntosh, that they essentially said: "Why don't we just do this ourselves?" On Jan. 28, the CAB announced that "the renewed organization will operate with reduced resources and a more focused approach to advocacy relating to broadcasting sector policies and copyright matters." McIntosh is quoted as saying that the downsizing or eventual elimination of an industry association could be detrimental in the long run to public policy because industries should be able to speak with one voice. But he believes the CAB will survive. "I just don't think it will be quite the same as it was pre-recession . . . it's got no communication shop, so what are you going to do once it's time to talk to your stakeholders? You need an impartial voice on behalf of the industry that can speak to everybody and that's institutional memory, and institutional expertise"... Canada's Auditor-General says the **CRTC** is among federal agencies that are drowning in paperwork. **Sheila Fraser** says the problem persists despite first being identified five years ago. It's the administrative stuff related to human resources and finance that the regulator has to file to other, larger departments. Some agencies now write more than 100 such reports each year with many likely only collecting dust. The CRTC, said one insider, is doing "more and more" paperwork that has no relation to the Commission's core responsibilities... **The Canadian Press** wants investment from those who are interested in taking an ownership stake in Canada's news cooperative. While any decision to move in that direction must first be approved by the board, CP management says it has to now consider a restructuring. CP wants to expand further into online video and mobile news feeds for cellphones and BlackBerrys. But in a memo to staff, the likelihood of buyouts and possible layoffs because of tough economic times for news organizations was also raised... Network TV, newspapers, general interest magazines and even the big Internet sites like **Facebook** are failing to thrive, says **Kelly Toughill**, an associate professor in the **School of Journalism** at the **University of King's College** in Halifax. In a **Toronto Star** opinion piece last weekend, Toughill asserted that the Internet grabs attention not because of speed but by being niche targeted thus delivering targeted advertising without wasting time and money delivered by shotgunning ads. The fragmentation of the whole marketplace (e.g. 34 different brands of toothpaste on the same shelf) is hurting mainline media the most. Why advertise on a network when you can place your ad for less money on a specialty channel catering to your specific market, asks the professor.



Loughill bemoans the deterioration of mass media's community-building function, i.e. the spending of time watching or listening or reading items while on your way to what you really want to see or hear. Coughill's point? Having 34 different kinds of toothpaste in one store encourages the fragmentation of society itself... Among the **Canadian Women in Communications** 2009 award winners are: **Woman of the Year** – **Susanne Boyce** – President, Creative, Content and Channels, **CTV Inc.**; and, **Excellence in Leadership Awards** - **Nyla Ahmad** - VP, New Venture Operations & Strategic Partnerships, **Rogers Communications**, **Robin McIntyre** - Regional President – Ottawa, **Rogers Communications**, **Margot M. Micallef** QC - Chair & CEO, **Vista Radio** and **Susan Wood** - Manager, Partnerships and Sponsorships, **CBC British Columbia**. Presentations will be made at the **CWC Annual Awards Gala** March 31 at the **Fairmont Château Laurier** in Ottawa... Beginning in September, **Loyalist College** in Belleville will begin offering a blend of journalism training: a three-year advanced diploma, Journalism - On-line, Print and Broadcast. The offering, says Loyalist, will meet the industry's need for professionals with diversified skills and abilities to work within the converging media environment.

**REVOLVING DOOR:** After 25 years, **Jeff Forgeron**, Supervisor at **Global Ontario's** transmission department, has moved to **CTV Toronto** as Manager, Transmission Engineering... Returning to **K-97 Edmonton** in mornings is **"The Terry, Bill and Steve Show"**, beginning Feb. 23. The trio has been apart for three years (after six years as an on-air team at K-97)... At **NCI Winnipeg**, three new hires though, arguably, the most notable is **Bryan Stone** as Ops. Mgr. Stone was the former long-time VP/GM at **CHUM Winnipeg**. Most recently, he'd been with the non-profit **Winnipeg Harvest**. Stone starts next Tuesday. **Maureen Spence**, ex of the **Winnipeg Sun**, became Sales and Marketing Manager and **Miles Morrisseau** becomes the PD Feb. 17... **Kath Thompson**, MD and Host of **Virgin Radio 1069 "Gods of Rock" Ottawa** show will move west to join the new **97.7 Calgary** as Asst PD. The move is expected at about mid-March... **Mitch Drew** joined the **JOYTV 10 Vancouver** Sales Department as an Account Executive after two years working at an advertising agency. He was Sales Manager of the station – 2001-2005 – when it was known as **NOWTV**... **Ian Scott** has joined **Telesat** in Ottawa as Executive Director of Government and Regulatory Affairs. Most recently, he was VP, Federal Government Relations for **Telus**... **Jamie Mason**, the morning show Host at **Astral Media Radio Prince Rupert**, has followed PD **Craig Ellis'** call to join him at **CFNR Terrace** as the afternoon drive Host. Ellis had also hired him at Prince Rupert two and a-half years ago when he was Radio Operations Manager BC Northwest for then-**Standard Broadcasting**.

**IGN-OFF:** **Charlie MacMillan**, 60, in a skiing accident while on vacation in B.C. MacMillan taught hundreds in his radio and television broadcasting course at Sydney Mines, N.S., many of whom are now spread across Canada.

**LOOKING:** **The New Wired (CFWD-FM) Saskatoon** – Creative Writer and an Account Executive; **Astral Television Networks Toronto** – Consumer Marketing Manager, Movie Services and an Interstitial Programmer; **CTV Toronto** - Post Production Supervisor; **Canwest Broadcasting Toronto** - HR Specialist; **CBC Sudbury** – Sr Researcher French Services; **CKPG TV Prince George** – Writer/Producer; **Astral Media Radio Terrace** – Creative Writer for Radio/TV; **Virgin Radio Toronto** – Account Executive; **Astral Media Radio Penticton** - Morning Show Co-Host; **FLY FM/ 98.9 The Drive Kingston** – Traffic Director; **CHUM Toronto** - Sales Account Executive, Digital Media; **CFCY/CHLQ/CJRW Charlottetown** - GSM; and, **Rogers Radio Ottawa** – Music Director.

**SUPPLYLINES:** **Curtis Pippin** of **WesTower Communications** in Saskatoon leaves the organization this week. The contact at WesTower is now **Brent Hrywkiw**, VP, Midwest Operations.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** **Kevin Gemmell**, GM/Sales Manager of **89.5 The Hawk (CHWK-FM) Chilliwack**. Welcome!

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**TV/FILM:** A (CKNX-TV) *Wingham* and A (CHWI-TV) *Windsor* will be closed when their licences expire at the end of August. CTV says the economic model for television in Canada is broken. **CTVglobemedia** Exec VP of corporate affairs **Paul Sparkes** warns that the company may need to consider similar action in other markets. Windsor and London viewers who wish A News will, after August, need to tune to A (CFPL-TV) *London*. A stations are also licenced in Ottawa, Victoria and Barrie. Last week, CTV said it would shut down **CKX-TV Brandon** when its licence expires at the end of August unless a buyer can be

found. **CBC Television** has been buying the CKX airtime but told CTV that it no longer wants to do so. The public network says it can't afford to buy the station outright. About 40 people work at the western Manitoba broadcaster which was founded in 1955... But on the same day of the **CTV-CKX** announcement, **CRTC** Chair **Konrad von Finckenstein** – in a speech to the **Canadian Film and Television Production Association's** (CFTP) conference in Ottawa – made note of declining ad revenues, slumping profitability, loss of audience and even the need to re-examine the switchover from analog to digital transmission. He also referred to a decision last year which turned down the request by TV networks to charge BDUs for their signals. "While we turned down this request . . . we are not blind to the plight of conventional TV," he said. Conventional broadcasters understood the need to give new specialty channels a free ride at the beginning of the 500-channel universe but now, they say, that "invitation only" party is over... Debt rating agency **Dominion Bond Rating Services** (DBRS) downgraded two divisions of **Canwest Global** on Monday; **Canwest Media Inc.** and **Canwest LP**. The company has a deadline of this Friday for a \$100-million debt facility. Canwest Media's rating was downgraded to CCC from B-high, while Canwest LP was shifted to CCC-high from BB-low – both considered below investment grade. It was last Friday that the **Globe and Mail** reported Canwest to be searching for last-minute financing to avoid filing for bankruptcy or having to divide and sell assets. The company's largest shareholder, apart from the Asper family, is **Fairfax Financial Holdings**. It has been gradually increasing its stake in Canwest over the past year to its present 22.41%. In a memo to staff before the weekend, CEO **Leonard Asper** said that what is often overlooked is that "Canwest's businesses are highly profitable and generate well over \$500 million a year in operating profits. Our issue is that in this recession, those profits have been reduced by a serious downturn in revenue so our 'mortgage' is too high for our lenders liking." In an effort to reassure employees, he said: "Regardless of the paths that we follow, these businesses are strong. They will continue to operate and need talented people to keep them

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strong. We still have to produce newspapers, web pages and television programs and these all need to be supported with advertising. From what I can see, we are doing this as well, if not better than anyone out there right now." The company raised a little cash this week by selling part of its stake in **The Score** – about 16.6 million shares -- for \$6.62 million. Canwest also retained **Genuity Capital Markets** to steer the sale of its remaining nine million shares, which could bring in another \$3.6-million... **CTV's The Bridge** has been picked up by **CBS**, the second such CTV production to go on that Amnet. CTV now partners with CBS for **Flashpoint**. As well, **The Listener** – another upcoming CTV show – will air on **NBC**... And two more Canadian series are on their way to U.S. TV screens. **ION Television** says it will acquire **The Border (Fireworks International)** and **The Guard (Lionsgate)**, both one-hour original dramatic series. They'll each make their American debuts later this year. The **Border** follows members of Canada's Immigration and Customs Security Unit working with the U.S. Department of Homeland Security while **The Guard** focuses on members of a Coast Guard Search and Rescue. The **Guard** is produced by **Halifax Film** and **Brightlight Pictures**, and is shot in B.C... **TVO**, Ontario's public educational media organization, is bringing its **TVOKids** songs and music videos to **iTunes**. The TVO-iTunes partnership covers four international contracts: North America, Japan, Europe and Australia-New Zealand. TVO engages a wider audience across multiple platforms including **Yahoo! Canada**, **Joost.com** and **YouTube**.

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**RADIO:** Erin Davis, the co-Host of **CHFI Toronto's** morning show, is the winner of **The Rosalie Award 2009**. It will be presented during the **7th Annual Trailblazers' Breakfast** Friday, March 13, during **Canada Music Week** at Toronto's Royal York Hotel. The award, inspired by legendary **CKLW Windsor/Detroit** Music Director **Rosalie Trombley**, honours outstanding Canadian women in broadcasting. Between 1967 and 1984, Trombley was the most powerful MD in North America – possessive of an uncanny ability to pick hit songs... Of adults surveyed, 83% say their time with radio and the Internet increased or remained the same in 2008; compared to TV at 76% and print at 79%. The **2009 Foundation Research** study shows radio continuing to perform well. Of those adults, 36% listened to radio while surfing and radio/Internet multitasking is above average for adults 18-34 (39%), working adults (39%), women with children (43%), working women (44%) and business executives (41%)... **Corus Radio** has kicked off a **Shop Local** campaign at its 52 stations across the country in an effort to support communities and local businesses. Initiatives include 30- to 60-second spots featuring local business leaders discussing encouraging economic news within **Positive Local Business Profiles** and **It's a Great Day to Buy a Car** spots that encourage listeners to take advantage of low interest rates and pricing... **Silk-FM Kelowna**, during its one-day fifth annual **Radiathon for Kids**, raised almost \$45,000 for the **BC Children's Hospital**. The money is aimed specifically at urgently needed research, equipment and education programs... U.S. radio revenue fell by 9% in 2008 to \$19.5 billion. Further, the **Radio Advertising Bureau** reports, local revenue was down by 10% to \$13.6 billion. National fell 12% to \$2.9 billion. Local and national combined for a 10% drop. Off-air revenue was up 7% to \$1.8 billion. In the fourth quarter, revenue fell by 11% compared to Q4 2007, to \$4.6 billion. Local dropped by 13% to \$3.2 billion. National fell 14% to \$735 million. Local/national combined fell by 13%. Off-air revenue at \$444 million was up 1% for the quarter. The American growth categories in the 4th quarter included home improvement and discount/department stores. Automotive chopped local and national spending in Q4 by 40% over

the same period the year before but despite the drop-off, it was still U.S. radio's top spending category in 2008 (\$2.8 billion) at about 15% of total radio revenue. But for the quarter, communications/cellular/public utilities became the top local and national category, outbidding the automotive category. It's still in second place for the whole year... The *Local Radio Freedom Act*, designed to prevent a move by the recording industry (RIAA) to levy performance fees on U.S. radio stations, added 16 new sponsors in the House of Representatives, bringing the total to 126 members. The NAB is supporting the measure, saying that forcing radio stations to pay to play music would jeopardize station-employee jobs. *"NAB welcomes an honest debate over whether radio stations or the record labels have historically been a 'better friend' to musicians,"* said NAB spokesman **Dennis Wharton**. *"Since the days of Count Basie, there have been two constants in music: free radio airplay has propelled the financial success of countless performers, and those same artists have been systematically abused by the labels. For RIAA to now use artists as a shield in their quest for a performance tax is utterly cynical and hypocritical"...* After 30 years at the same address, **Mountain FM Squamish** moved yesterday (Wednesday) from its "off downtown" location to what's described as a more central studio on the highway. The **Rogers** operation, one of Canada's official Olympic stations, wants get greater visibility for next year's Winter Games.

**REVOLVING DOOR:** **Darlene Palmer** is no longer GM at **Magic 99.9 (CJUK-FM)/Giant FM (CKTG-FM) Thunder Bay**. Effective this week, Ottawa-based **Newcap** VP of Industry Affairs **Mike Keller** took over as acting GM/GSM while a determination is made on a permanent successor... **Susan Wood**, the Promotions Manager at **CBC British Columbia** and based in Vancouver, has been promoted to Manager, Partnership and Sponsorships. The job move takes effect April 1... **Michael Moman** is doing afternoon drive at **Magic 98.3 (CJMK) Saskatoon**, having moved to the job from mornings at **Newcap's Kool 101.3 FM Bonnyville**. **Dean Lee**, with the Bonnyville station since September, moves from afternoons to mornings... Some changes at **Corus Radio Cornwall:** **Jamie Carr** has left his morning co-host gig at **Rock 101.9**; **Lorne "Andy" Glazer**, the afternoon show host at Rock 101.9 is no longer with the station; morning show host/PD **Wayne Thompson** of **Variety 104** has left the station; and, **Mike Kaye**, the creative director for the Corus Cornwall cluster, has also departed. **Nick Seguin** has been appointed Production Manager... Gone from **KISS FM Ottawa** is afternoon drive host **Renee Manning**... **John Harada**, MD at **KFUN (CKKW-FM) Waterloo**, has left the station... And, clarification on an item here last week: **Charlee Morgan** joins **K-97 Calgary** at mid-April doing weekends, community ambassador work and substitution for morning show co-Host **Sue Deyell** during her maternity leave.

**SIGN-OFF:** **Ann Wilson**, 80, of cancer in Saint John, N.B. Wilson, a TV star in the Maritimes in the 1960s and '70s, is remembered as **Miss Ann** who appeared every morning on **CHSJ-TV Saint John** to entertain children with stories and songs.

**GENERAL:** While the **CBC** expects to break even this year despite the economic downturn, the public broadcaster says it expects serious funding shortfalls in the upcoming fiscal year and that it is looking to the federal government for financial help. CBC wants Parliament Hill to provide immediate relief for a budgetary shortfall expected in 2009-2010 that, says CBC, will plunge the corporation into a deep deficit. Corporation president **Hubert Lacroix** says "decisive action in the coming months" is required that could involve cuts to programs and staff. But Finance Minister **Jim Flaherty** says the CBC already gets substantial federal financing... The **North American Broadcasters Association's** (NABA) 2009 Conference and Annual General Meeting is set for Washington, June 3-5, at the Willard InterContinental Hotel. For registration and information, click [www.nabanet.com](http://www.nabanet.com)... **RTNDA Canada - The Association of Electronic Journalists** has released the names of its 2009 *Lifetime Achievement Award* winners. They are: (Atlantic Region) **Wayne Clark**, an award-winning cameraman, whose introduction to journalism came in the mid 1960s when he was hired to work in the photo lab at the **Chronicle-Herald** newspaper in Halifax. By August 1966, Clark was shooting news for **ATV** in Halifax. Colleagues say he brought his "A-game" to work every day regardless of whether he was working with a veteran or a rookie reporter; (Central Region) **Dave Devall**, who has been with **CTV Toronto (CFTO)** since the station's 1961 inception. While studying Radio and Television Arts at Ryerson, he also served in the Royal Canadian Air Force where part of his training centred on meteorology. After nearly 48 plus years on the job, he announced his retirement to take effect April 3; **Peter Silverman**, who led the 'Silverman Helps' investigative/consumer news unit at Citytv Toronto for over 20 years. Silverman is the winner of several journalism awards, including the **New York Festival's** 'Grand' and 'Gold' awards, and an RTNDA Award for investigative reporting; (Prairie Region) **Hal Gardiner**, who's served as an on-air newsmen for over 40 years in markets such as Weyburn and Estevan as well as Edmonton and Calgary; and, **Carl Worth**, who began his career in radio in 1965 at **CKDM Dauphin**. In 1999, he accepted the job of News Director for CTV Regina, a position he holds today... The **RTNDA President's**



**Fellowship** – up to \$3,000 to cover the cost of registration, travel, meals and accommodation – is up for grabs. But the deadline is Feb. 28 and, frankly, if you're interested your chances of winning are good. A working journalist will be offered the chance to attend the seminar of choice at the **Poynter Institute** in St. Petersburg, Florida; *Leadership and Management*, to *Reporting Writing and Editing*, to *Ethics and Diversity*, and there are others. Details at [www.poynter.org](http://www.poynter.org). Your application can be downloaded from: [www.rtdacanada.com](http://www.rtdacanada.com)... **Lawrence M. Tanenbaum**, the Chairman of **Maple Leaf Sports & Entertainment**, has completed the purchase of an additional 7.7% of MLSE from **CTVglobemedia**, increasing his ownership to 20.5%. The **Ontario Teachers Pension Plan** holds 58.4% and CTVgm has 7.7%. The privately-held MLSE owns and operates such properties as the **Air Canada Centre** in Toronto, the **Toronto Maple Leafs**, **Toronto Raptors**, **Toronto FC**, **Leafs TV** and **Raptors NBA TV**... The 4th annual **Career Development Day**, presented by the **Ontario Association of Broadcasters**, takes place in Toronto (333 Bloor St. E.) Monday, March 9 from 1 p.m. to 4:00 p.m. Career Development Day includes Radio Promotions, Radio News, Radio Production, Radio Sales, Radio Programming, TV News, TV Commercial Production, TV Sales/Marketing, TV Programming, Copy Writing and New Technologies. The **Michael Monty Award** will be presented to the student who most exemplifies Monty's character traits while still maintaining a high grade point average. Faculty members across Ontario are invited to nominate their students for this cash award. Submissions must be received by tomorrow (Friday), Feb. 27, at [memberservices@oab.ca](mailto:memberservices@oab.ca). **Broadcast Dialogue** is proud to be the sponsor of this year's event... The **Vatican** will soon have a channel on **YouTube**. The initiative will involve **Google**, the **Vatican Television Centre** and **Vatican Radio**.

**SUPPLYLINES:** **680News Toronto** is using new technology from **Intellione** and **Rogers Wireless** to generate live traffic reports based on GPS information from mobile phones. Rogers produces the raw data from moving cell phones through the network, while Intellione picks up the data to produce actual traffic information. Reporters can click on a section of the map to see the speed and number of handsets monitoring that particular road segment.

**LOOKING:** **Loyalist College, Belleville** - Professor, Broadcast Engineering Technology; **Newcap Radio Lloydminster** - Radio Creative Writer; **CTV Vancouver** - Sr. Producer, CTV Creative Agency; **CTV British Columbia** – Assignment Editor; **CTV Toronto** – Closed Captioning Supervisor; **Global Television Ottawa** – Reporter, Global National; **CBC News Toronto** - Associate Producer; **CBC Washington Bureau** - Technical Supervisor; **CBC Regina** – Sales Manager and an Account Manager; **Corus Television Toronto** – Director and On Air Promotion; **QX104 Winnipeg** – Morning Show Announcer; **Astral Media Radio Toronto** – Traffic Manager; **Newcap Radio Calgary** – Junior Creative Writer; and, **Corus Cornwall** – a Morning Show Announcer and an Announcer

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** Bryan Stone, **NCI-FM Winnipeg**. Welcome!