

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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May 7, 2009

Volume 16, No. 48

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Broadcast Dialogue  
18 Turtle Path  
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**T**V/FILM: CTV has accepted Jim Shaw's offer on behalf of Shaw Communications to purchase CKX-TV Brandon, A Windsor (CHWI) and A Wingham (CKNX), each for \$1. Shaw already owns an independent station – CJBN-TV Kenora that programs both Global and CTV shows, including CTV's late night national newscast. The offer was made after CTV CEO Ivan Fecan told the Standing Committee on Canadian Heritage that his company couldn't find buyers, not even for a dollar. Critics suggest that Shaw is making a strategic political manoeuvre designed to embarrass CTV in front of the CRTC. Shaw is

known for its lean operations and says its Kenora station turns a profit of \$200,000 a year. But CTV says Shaw makes the revenue from the free programming provided by both CTV and Canwest under a deal that swaps them for local news footage... Meantime, Fecan told the CRTC that it may be time to reinstitute cable bill regulation. He argues that the way it is right now, cablecos are holding consumers hostage. If the TV networks win the right to charge for their signals, he said, those 50-cent per subscriber fees don't need to be passed on. Cable companies, he argued, already collect billions of dollars... Canwest Global, in its one-year renewal request, wants relief from how much Cancon drama to run and standardized local programming requirements throughout its chain. Global stations face a patchwork of weekly requirements, from as little as nine hours a week to up to 36 hours a week.

## General Sales Manager Newcap Radio Moncton

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Application deadline:

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Newcap Radio Inc. values diversity in the workplace and is committed to employment equity.



Canwest wants a uniform situation, with five hours a week in markets of less than one million, increasing to 10 hours in larger markets... The **CRTC** has approved the purchase of Category 2 specialty **The Christian Channel** by **World Impact Ministries** of St. Catharines from **S-VOX**, which operates **Vision TV** and **One: the Body, Mind & Spirit channel**.

**RADIO:** **Nielsen Entertainment** has acquired **BDS Radio Canada** from **Pat Bohn and Associates**. BDS, the radio airplay monitoring service, was formed 10 years ago by Bohn and today, say both Nielsen and Bohn, "it is recognized as the standard for airplay and sales success." As a result, **Stephanie Friedman** has been appointed GM of **Nielsen BDS Radio Canada**. She had held the GM's job under Bohn's stewardship from 1998 until Nov/08... The listeners to 50 radio stations in 28 cities across Canada came to the aid of 20 children's hospitals and health care facilities during a one-day event called the **Astral Media National Day of Caring for Kids Radiothon**. The stations raised a combined total of \$7,175,952 - the largest amount ever from a one-day Canadian radiothon event. Radio hosts broadcast live from partner health facilities throughout the day on April 30. In many of the 28 cities, Astral stations worked closely with **Children's Miracle Network** - the international non-profit organization dedicated to saving and improving the lives of kids by raising funds for children's hospitals. John Hartman, the Chief International Officer for Children's Miracle Network, said "Canadians are known for their generosity, but I am absolutely astounded by their willingness to give during a time of economic uncertainty. It clearly shows that Canadians see value in helping others, in this case young children who are in need of the best medical treatment available"... The **CRTC** has granted **Rogers Broadcasting** approval to purchase **John Wright's K-Rock & KIX Country Kingston**. Rogers has had a minority interest in these stations since 2000.

**GENERAL:** Quebec's **TVA Group** reports first-quarter net income of \$6.5 million, up 18% from \$5.5 million a year ago. TVA, a subsidiary of **Quebecor Media**, said its operating revenue was \$109.8 million in the January-March period, an increase of 3% from \$106.5 million a year earlier. Net income per share rose to 27 cents from 20 cents... Over 550 IT employees at Rogers Communications have been told that their jobs will be outsourced (internal IT services and future data centres). The Rogers board of directors gave its approval to the outsourcing plan last week... The **National Broadcast Reading Services**, **The Accessible Channel** and three individuals are being sued by ex-President **Bob Trimbee** for wrongful termination, for compensation included in his consulting agreement, damages for loss of base salary, a retiring allowance, deferred income, interim, interlocutory injunctions requiring NBRS to pay into court the retiring allowance and deferred income funds pending a judicial determination of his action. Trimbee, who joined NBRS almost 20 years ago, led the struggling and debt-ridden non-profit broadcast operation to its recent successes... **Canwest Global's** subsidiary, **Canwest Media**, has received another two-week extension - to May 19 - from senior lenders and an ad hoc committee of senior note-holders. Canwest continues to suffer from strong economic headwinds, but is cutting costs and shopping some of its non-core assets. Measures also underway and implemented are expected to reduce annual operating expenses by up to \$100-million... Alberta wants to upgrade its **Emergency Public Warning System (EPWS)** from TV and radio to text messaging, satellite and social networking sites such as Facebook and Twitter. EPWS has been in place for 15 years, sending out severe weather and child abductions alerts. Municipal Affairs Minister **Ray Danyluk** says the current system isn't lacking but that the province believes it needs to broaden the delivery scope... Broadcast winners at the **28th Atlantic Journalism Awards** in Moncton on the weekend included:

Spot News - Radio - Gold -

Spot News - Television - Gold -

Enterprise Reporting - Radio - Gold -

Enterprise Reporting - Television -

Continuing Coverage - Radio -

Continuing Coverage - Television - Gold -

Feature Writing - Radio - Gold -

Feature Writing - Television - Gold -

Video Journalist - Television - Gold -

Photojournalism Spot News - Television - Gold -

Feature Photojournalism - Television - Gold -

The Jim MacNeill New Journalist Award - Gold -

**Rod Etheridge - CBC St. John's**

**Glenn Payette - CBC TV St. John's**

**Chris O'Neill-Yates - CBC St. John's**

**Chris O'Neill-Yates - CBC TV St. John's**

**CBC Fredericton**

**Paul Withers - CBC TV Halifax**

**Pauline Dakin - CBC Halifax**

**Pascal Poinlane, Paul Emile d'Entremont, Yves**

**Levesque, Keith Bradley - Radio-Canada Halifax**

**Dan MacIntosh - CTV Atlantic, New Glasgow**

**Steve Lawrence - CBC TV Halifax**

**Chris Kayaniotes - CBC TV Halifax**

**Zach Goudie - CBC TV St. John's.**

**REVOLVING DOOR:** According to sources within the **NAB** board, President **David Rehr** resigned from the American broadcast trade association yesterday (Wednesday) and will apparently leave next month. There's no word yet on who his interim or permanent successor will be... **Don Newman**, **CBC Newsworld's** veteran host of *Politics*, says it's time to retire. The 68-year-old says he's had a fulfilling run with the all-news channel which he helped launch in 1989. He will leave at the end of "politics season" in June. Last October he received the **Gordon Sinclair Award for Broadcast Journalism**... **Jennifer McGuire** has been appointed General Manager, Editor in Chief of **CBC News**. She had been in that position on an interim basis since November. The former executive director of **CBC Radio** is now responsible for **CBC Newsworld**, all local and network news and current affairs programming on **CBC Television**, CBC Radio and **CBCNews.ca**... **S-VOX** COO **Peter Miller** has left the Toronto-based company to pursue other opportunities. It was Miller who led the integration of the former **Rogers OMNI** OTA stations in Vancouver and Winnipeg (now known as **Joytv**). Chief Content Officer **Mark Prasuhn** will succeed Miller as COO while maintaining his existing duties. Also at S-VOX, CFO **Jane MacNaughton** adds operational and strategic planning responsibilities. And, **Terry E. Markus**, General Counsel and Board Secretary for S-VOX, will be promoted to the new role of Executive VP/General Counsel... **Peace Arch Entertainment** CEO **Gerry Noble** has resigned, less than a year after taking the job. Noble is remembered as President/CEO of **Canwest Global's** Canadian TV operations, CEO of **TV3 New Zealand**, CEO of **CanWest Radio**, director of **Network Ten** in Australia, director of **TV3** in Ireland and CEO of **Fireworks Entertainment**... **Glenn Ruskin**, the former Market Sales Manager at **Rogers Radio Ottawa**, has resigned in favour of becoming VP, Sales at **Rawlco Alberta**. He'll be based in Calgary and will take sales responsibility for two stations in Edmonton – **CHMC** and a new launch – and for **The New 97.7 (CIGY) Calgary**. Ruskin begins Aug. 1... **Chad Martin**, Operations Manager of **Astral Media Radio Calgary** takes on additional responsibilities as PD at **CJAY 92**. Interim PD **Ben Jeffery** is no longer with the station. **Ceara K** (Kavanagh) has been hired away from **KOOL-FM Victoria** where she had been PD to be PD at **VIBE 98-5**. **Russ Empey** is the new MD at **CJAY 92**... **CHUM-AM Toronto** PD **Brad Jones** is no longer with the **CTV**-owned station. He had programmed CHUM's Oldies format until the station was transitioned to being a re-broadcaster of Southern Ontario news specialty channel, **CP24**... **Mike Thurnell**, a faculty member at **Conestoga College's** School of Media and Design is taking over as Coordinator of campus station **CJIQ FM**. The move frees **Paul Scott** to spend more time in his role as Coordinator of the Radio Broadcast Program... **Greg Cooper**, Director of Marketing & Promotions, is no longer with **JOE -FM (CKNG) Edmonton**.

**LOOKING:** **Newcap Radio** in Moncton seeks a General Sales Manager. Complete details are on Page 1 inside the display ad. Other jobs we've heard about include: **KOOL-FM Victoria** – Program Director; **92.5 JOE FM Edmonton** – Promotions Manager; **Astral Media Radio Montreal** – Senior Technician; **Corus Radio Guelph** – News Announcer/Co-Host, Writer/Reporter; **The Weather Network Oakville** – Operations Manager; **CTV Brandon** – Noon Anchor; and, **CBC Montreal** – Maintenance Technician A.

**EDITOR'S NOTE:** If you have a peek at the masthead on Page One you'll see that this edition is Volume 16, No. 48. The volume number is years and the No. is the number of editions this year. Translation: 16 full years of the Broadcast Dialogue weekly. Next week, the beginning of our 17th year. For those who have been along for the ride the whole time, a special thanks. You've watched our brand evolve from what seemed at the time an odd idea to what Broadcast Dialogue has become. We've travelled a long road from fax – the only way to electronically distribute the original BD.



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**R**ADIO: Google's experiment, which wasn't planned that way, into selling radio spots has turned out to be a dud. Revolutionizing an old-fashioned people business sees the score at 1-0 against the challenger, online-advertising brain power. The power brag that "Google is going to conquer radio" (uttered in 2006) didn't work out. Instead, Google is shutting the whole deal down at month's end. Bottom line for the failure, says the *Wall Street Journal*, was that: "Radio stations refused to turn over airtime to a computer algorithm that set prices far lower than their own rates." Big advertisers also steered clear... **Evanov**

Radio has received CRTC approval by letter of authority to acquire control of **Rainbow Media**, which owns and operates **PROUD-FM Toronto**. The two-year old operation is the first commercial station – anywhere – with programming directed to the gay market... **Corus Entertainment** is offering direct **iTunes** accessibility on 11 of its radio station websites. The Corus stations and websites that have customized iTunes Store access are: **99.3 The FOX** (cfox.com)/**Classic Rock 101** (rock101.com) **Vancouver**; **Country 105** (country105.com)/**Q107** (q107fm.ca) **Calgary**; **JOE FM** (joefm.ca)/**CISN Country** (cisnfm.com) **Edmonton**; **Power 97** (power97.com) **Winnipeg**; **Y108** (y108.ca)/**The New Country 95.3** (country953.com) **Hamilton**; and, **The Edge** (edge.ca)/**Q107** (q107.com) **Toronto**... **Astral Media Radio Kelowna** has created four motorcycle safety PSAs for this, **Motorcycle Safety Month**. All four are posted and may be heard by clicking: [HERE](#). Group PD **Mark Burley** says any other

BC broadcasters are welcome to download and use them... The **Town of Newmarket** has partnered with **680News Toronto** as the town's official radio partner as part of its emergency communications plan. Newmarket will be directing residents to 680News in emergency situations... The **Saskatoon Media Group – CJWW, Magic 98.3 and 92-9 The Bull** – and, of course, the listeners to all three stations – raised \$295,000 in a three-day blitz to assist children of Saskatchewan through the **Children's Health and Hospital Foundation**. The funds will go toward the purchase a new pediatric ambulance along with other pediatric equipment.

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**R**EVOLVING DOOR: Menno Friesen, the VP Sales and Marketing at **Golden West Broadcasting**, and based in Altona, MB – after 28 years of service – has indicated that this will be his final year with the company. He's given notice for next May. During this period he'll guide the transition of his duties to **Richard Kroeker** and **Deborah Gauger**... **Scott**

**Moore**, who's held the job on an interim basis since February, has become GM, Media Sales and Marketing at **CBC-TV** as well as holding onto his job as Exec Director of Sports. He succeeds **David Scapilati**... **Brian Bolt** will be retiring from his broadcasting Professor's role at **Mohawk College** in Hamilton next month... **Mark Baese**, ex of **Evanov Group Radio**, is the new Creative Director at **Astral Media Radio Kelowna**... **Ron de Roo** is the new Supervising Producer, News and Information for **Rogers TV** at York and Durham Regions. The appointment is effective May 25. Most recently, de Roo was the Producer of the **CTV (CFTO) Toronto** weekend news... **Denis Dubois** became GM of **TVA Group's** specialty channels May 7, a promotion from his duties at the **Jeunesse** brand... **Adam Smachylo** has been promoted to Creative Director at Toronto-based **Evanov Radio Group**. The move comes after four years served as a Writer.

**SIGN-OFFS:** **Bill Hutton**, 83, in Halifax after a short illness. Hutton was the founder and first president of the **Radio and Television News Directors Association of Canada**. In 2008, RTNDA introduced the **Bill Hutton Award of Excellence**. He was a News Director at **CFRB Toronto** and at **CKWX Vancouver**, an Editor at **Broadcast News**, the Bureau Chief of **Selkirk News** in Ottawa, CEO of **London Broadcasting** and **Independent Radio News** in London, England, and GM of **CFNY Brampton**. Hutton retired from broadcasting in 1989... **"Happy Pappy" Al Jordan**, 82, in Vancouver. In the early 1950s, Jordan, described as *"one of the most popular commercial voices in the Vancouver radio market"*, had been a Newsman at **CKWX Vancouver** and made stops in Penticton and Hamilton before returning to the West Coast as a **CFUN Vancouver** Good Guy when the station moved to Top 40 in 1960. He did production work at **CJOR Vancouver** during the 1970s and was also the Production Director and Host of *Theme for Teens* on 'OR in the early 1950s. **Dan Russell's** announcement of Jordan's passing aired on **CKNW Vancouver** earlier this week. Listen by clicking [HERE](#).

**TV/FILM:** The **CTV** public relations campaign to have BDUs pay OTA stations in the same manner as they do specialty channels is in full swing. CTV has been using the popular **Bourque.org** website the past few days to make its position known, and – next Saturday, May 23 – there will be open house at CTV stations *"... to bring attention to the structural problems plaguing the over the air television industry"* and to *"get support for a change to our business model"*. A website has been set up where a petition can be signed. Meanwhile, **WarrensList** reports that a cross-Canada effort to enhance the CTV message will – some time in the next few days – involve supper hour newscasts being *"blacked out"*. It reports that colour bars will be shown to demonstrate what it would be like without local television... **Shaw Communications** says it will be the first out of the gate in offering 3D content. The TV service will see Shaw partner with **Corus Entertainment** for distribution of 3D on Shaw Video on Demand and Corus' **Movie Central** this summer or fall... The Upfronts – or, more properly, the Los Angeles Screenings - take place May 21-25, and Canadian broadcasters are expected to hit the ground running by doing their buying and then by getting home before the weekend's over. But it won't be that easy in that they've got to find programming that fits both schedules and budgets. **Global Media** says it's shopping only for the network, not for the up-for-sale **E!** stations. Possible wild cards are **Rogers'** five **Citytv** stations and **Shaw**, which may own three more TV stations by next fall (the one already owned is **CJBN-TV Kenora**)... The **CRTC** has given the public until June 8 to say what it thinks about **Al-Jazeera English** being broadcast here. Managing director **Tony Burman** wants the channel available in Canada by this fall... **Telus** will sell **Bell's** satellite TV service to customers in B.C. and Alberta under the Telus brand, with the two companies sharing the proceeds. The agreement between them will help fill a gap in Telus's product line while it builds out its own TV service over Internet lines (IPTV)... **JumpTV**, the Internet-based program provider, reports a first-quarter net loss of US\$5.8 million as revenue more than tripled from a year ago to \$6.6 million. The company streams sports, international and variety programming. The deficit compares with the year-ago loss of \$1.5 million on revenue of \$1.9 million...

**GENERAL:** **Steve Armitage** of **CBC Sports** will receive an Honorary Doctorate of Civil Law May 22 from his Alma Mater, **Saint Mary's University** in Halifax. In its news release, St. Mary's says, in part: *"For more than 40 years, his work has served as the standard for excellence in Canadian broadcasting, and audiences across this country have grown accustomed to his booming voice describing the play by play"*... At the annual convention of the **British Columbia Association of Broadcasters**, held at Sun Peaks (near Kamloops) last weekend, award winners were:

#### Radio

- \* Best Creative (Small/Medium Market) -
- \* Best Creative (Large Market) -
- \* Community Service (Small/Medium Market) -
- \* Community Services (Large Market) -

**Vista Radio**  
**Classic Rock 101 Vancouver**  
**Silk FM Kelowna**  
**Corus Radio Vancouver**

- \* Excellence in News Reporting (Small/Medium Market) - *Sun FM (CICF) Vernon*
- \* Excellence in News Reporting (Large Market) - *News1130 (CKWX) Vancouver*
- \* Best Station IDs (Small/Medium Market) - *Vista Radio*
- \* Best Station IDs (Large Market) - *CKZZ Vancouver*

**Television**

- \* Best Creative (Small/Medium Market) - *CFJC TV Kamloops*
- \* Best Creative (Large Market) - *Global BC*
- \* Community Service (Small/Medium Market) - *CKPG TV Prince George*
- \* Community Service (Large Market) - *CTV British Columbia*
- \* Excellence in News Reporting (Small/Medium Market) - *'A' Victoria*
- \* Excellence in News Reporting (Large Market) - *CTV British Columbia*
- \* Station IDs (Small/Medium Market) - *CFJC TV Kamloops*
- \* Station IDs (Large Market) - *CTV British Columbia*

**Joint Radio and TV**

- \* Friend of the Industry - *Richard Sienko, Target Broadcast Sales*
- \* Broadcaster of the Year - *Doug Collins, Jim Pattison Broadcast, Kamloops*
- \* Broadcast Performer of the Year - *Bro Jake Edwards, Classic Rock 101 Vancouver*
- \* Broadcaster Performer of Tomorrow - *Kevin Lim, Sun FM Kelowna*

The **CBC** has to find \$50 million in its budget to either cut or have redirected because, as CBC President **Hubert Lacroix** told employees, the Corporation won't be spared from a government-mandated spending review for next year's budget. He said a CBC steering committee would give the government the results of its internal review over the next few weeks. The public broadcaster is already facing a \$171-million shortfall this year, cutting 800 full-time jobs and reducing programming. This \$50 million is on top of that.

**LOOKING:** *CTV Newsnet Toronto* – Senior Producer; *CBC Toronto* – Senior Manager National Sales, a Graphic Design Supervisor and a Promotions Manager; *CBC Ottawa* – Promo Producer-Director, Communication at French Regional Television; *CBC Montreal* – Executive Director Commercial Services (Sales & Marketing) and a Producer; *Mohawk College's School of Arts, Science and Communications, Hamilton* - Professor for the Broadcasting Radio program; *Astral Télé Réseaux Montreal* - Coordonnateur(trice), communications; *Analyste financier principal*; *Astral Media Radio Montreal* - Conseiller(ère), créativité média; *Astral Media Radio Drummondville* - Animateur(trice) après-midi – *ENERGIE 92.1 Drummondville*; and, *Astral Media Radio Chicoutimi* - Technicien(ne) Énergie 94,5/RockDétente 96,9.

**SUPPLYLINES:** Two newly-constructed *CBC/Radio-Canada* stations at Sherbrooke and Trois Rivières have purchased *Ross Video's OverDrive Automated Production Control System* and *Vision Video Production Switcher*.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** *Heather Lusignan, National Broadcast Reading Service, Toronto*; *Stephanie Friedman, Nielsen BDS Radio, Vancouver* and *Jason Mann, The Juice Kelowna*. Welcome!

\* \* \* \*



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**TV/FILM:** The **CRTC** has issued an advance notice that it will issue short-term (one-year) licences to OTA TV broadcasters **CTV**, **Canwest**, **SUN-TV** and **Citytv** (**Rogers**-owned) effective Sept. 1. The Commission says it's giving notice of its decision now so as to "... provide a measure of guidance..." as the stations get set for the upcoming broadcast year. The **CRTC** will grant a two-year renewal for the **TVA** stations and its discretionary services so as to match up the review dates for **TQS** and **Radio-Canada**. Not in the cards for English TV broadcasters is a requirement for a one-to-

one ratio between Canadian and non-Canadian programming expenditures... The **CRTC** has tabled an alternative to TV networks charging cable and satellite carriers 50-cents per subscriber for their OTA signals. Chair **Konrad von Finckenstein** suggests the networks negotiate with the carriers for compensation rather than putting the

**CRTC** in the position of a) going along with what the nets want and, b) the Commission then having to approve a monthly fee. Instead, he suggests, the **CRTC** would look at changing federal regulations to allow the networks to enter arbitration if they can't reach a deal with the BDUs... The **Canadian Television Fund** (CTF) has renewed the Digital Media Program, increasing it from \$2 million to \$10 million dollars for 2009-2010... Members of the just elected **Women in Film & Television-Toronto** (WIFT-T) 2009 Board of Directors are: **Wanda Bradley**, **NBC Universal Television Distribution**; **Leesa Levinson**, **Lights, Camera, Access!**; **Gaye MacDonald**, Consultant; **Gabriella Martinelli**, **Capri Films**; **Susan Ross**, **Corus Entertainment**; **Kara Russell**, **Hall Webber LLP**; **Jane Tattersall**, **Tattersall Sound and Picture**; **Akhaji Zakiya**, **Nordicity Group**; and **Madeline Ziniak**, **OMNI Television**. New directors elected this year are: **Mary Bredin**, **Guru Studio**; **Bonnie Brownlee**, **CTVglobemedia**; **Prentiss Fraser**, **E1 Television International**; **Maureen Judge**, **Makin' Movies**; **Muriel Solomon**, **Canwest Broadcasting**; and, **Diane Williamson**, **marblemedia**. After serving their maximum terms, board departures are: **Marcia Martin**, **Margaret O'Brien** and **Cynthia Reyes**... The **Alliance for Children and Television** (ACT) celebrates its 35th anniversary this year, 35 years of recognizing the importance of quality television for Canadian kids... The proposal to extend French-language coverage of the **2010 Winter Olympics** is in trouble over a **CTV/CBC** argument about ad revenues. **CBC** wants some if it is forced to carry Francophone coverage for areas outside Quebec,



Watch for the June Edition of  
Broadcast Dialogue, featuring CP24 and  
NAB2009 . . . Plus Photos of Canadians at  
NAB in Las Vegas. Coming Soon.

and CTV doesn't want to share. CBC President **Hubert Lacroix** said **CBC/Radio-Canada** shouldn't incur any cost in providing a service CTV bought so that it can deliver a profit to shareholders while CBC is laying off employees. There are roughly 12,000 Francophones in the rest of Canada. CTV President of revenue, business planning and sports, **Rick Brace**, says a deal he proposed would see the Corporation compensated for any lost revenue but Lacroix is holding firm for a share of ad revenue. French-language coverage in Quebec will be provided by **RDS**, **RIS Info Sports**, **TQS** and **APTN**... At Tuesday afternoon's **ABC** upfront presentation in New York, comedian **Jimmy Kimmel** delivered a blistering monologue that took direct shots at ABC and potential advertisers. Here are just a few of his comments: "Everything you're going to hear this week is nonsense" and "Let's get real here. Let's get Dr. Phil-real here. These new fall shows? We're going to cancel about 90% of them. Maybe more" and "This show 'Shark Tank' has the word tank right in the title". To ABC advertisers, he said, "Every year we lie to you and every year you come back for more. You don't need an upfront. You need therapy. We completely lie to you, and then you pass those lies onto your clients."

**REVOLVING DOOR:** Former **CBC-TV Marketplace** Host **Jim Nunn** has announced his upcoming departure from the public broadcaster. Nunn is among those who took an early retirement package. He's now the host of the CBC supper hour news in Nova Scotia but says his last broadcast will be on provincial election night June 9... **Mike Finnerty** is leaving the **CBC Radio One Montreal** morning show, *Daybreak*, moving back to England to become the multi-media news editor at **The Guardian**. He'll oversee the news coverage on the London-based newspaper's website. Finnerty leaves at the end of June... **Pat Holiday**, VP Strategic Development at **Astral Media Radio** in Toronto, will retire at the end of this year's fiscal. Holiday leaves August 31 after years as a GM of **CFRB Toronto**, PD at **The MIX Toronto** and as an on-air host, including a period as one of the infamous jocks at **The Big 8 (CKLW) Windsor/Detroit**... At the **Evanov Radio Group** in Toronto, **Brian Master** and **Randy Brill** are now PD and MD respectively at the **Jewel** Network. Master is probably best remembered for his **CHFI Toronto** PM drive Host gig which he held for over a decade. Brill has an extensive music background in associations, print and radio. Most recently, he was with **Rogers Communications**... **Audrey Whelan** has been promoted to ND at **660News Calgary** effective June 1. Whelan, began her career at **VOCM St. John's** and worked her way up to Ass't. ND. She moved to 660News in 2008 as an Editor/Anchor before moving to afternoon drive C-Anchor... **Leslie Kaz** has moved to **1023 BOB-FM London** from **97.7 HTZ-FM St. Catharines**, joining **Ken Eastwood** in the morning for the *Ken & Kaz* show. Her background includes news, promotions and comedy... Also in London, former **680News (CFTR) Toronto** news Anchor **Lisa Brandt** moves to the DJ side next week when she joins **1031 (CFHK) London** as the mid-day Host. Brandt left the Toronto station last fall.

**RADIO:** In a note to staff this week, **CBC** President **Hubert Lacroix** wrote: "After months of strict spending controls and cost-cutting measures, it looks like our year-end results will be slightly better (by a few million dollars) than anticipated. We are still going through our year-end audit with our auditors so I don't have final numbers for you but I can confirm that we delivered on our promise to balance our 2008-2009 budget. We have thus created a bit of flexibility." The savings mean that the **CBC Radio** operations in Thompson and La Ronge will be saved... It's not something the **CRTC** is likely to do here, since neither it nor the American regulatory body have any jurisdiction over, respectively, **BBM** or **Arbitron**. Still, Arbitron is going along with an **FCC** inquiry into whether or not *Arbitron's Portable People Meter* (PPM) system accurately measures minority audiences. The move had been sought by the **National Association of Black Owned Broadcasters** (NABOB) and the **Spanish Radio Association** (SRA)... The **CRTC** has approved **My Broadcasting's** application for an FM'er at Brighton, ON. At 100.9 MHz with average power of 650 watts, the format will be AC/Gold... **Rogers Media** has launched the first Canadian all news radio **Blackberry™** application offering **680News Toronto** news headlines, weather forecasts and traffic updates. On-demand business and traffic audio reports are also featured. The Blackberry application is a free download... **98.5 The OCEAN Victoria** held its seventh annual Radiothon May 7- 8, raising \$166,014 for **BC Children's Hospital**. Since the OCEAN began the radiothon in 2003, the cumulative total is now \$1.2 million.

**SIGN-OFF:** **Gordon George Garrison**, 84, unexpectedly in Florida. He began working at **CKDO Oshawa** in 1948 and, ten years later, formed a company (**Lakeland Broadcasting**) that bought the station. He sold it in 1978.

**GENERAL:** **Canwest Global** has secured a \$175 million financing lifeline. Yesterday (Wednesday), the company said it found buyers for \$100 million of 12% senior secured notes and **CIT Business Credit Canada** has agreed to provide a \$75 million asset-based loan. Existing senior lenders have agreed to defer



payments of about C\$10 million until June 2 so the new notes and loan can be arranged. Canwest says it now has until June 15 to reach a deal with existing noteholders on a recapitalization transaction... Meanwhile, **Canwest Global** has sold its indirect interests in four Turkish radio stations in a deal expected to close June 2... The **Canadian Film Institute's AV Trust 2009 Masterworks Gala Ceremony** in Ottawa honoured broadcasters **CBC-TV**, **Michael Maclear**, the late **John Drainie** and **Brian Thomas**. The event celebrated 12 of the most significant achievements in Canada's audio-visual heritage. This year's Masterworks are: (Television): *Flight Into Danger*, the CBC's TV drama about a potential disaster aboard an airplane; Producer **Michael Maclear's Vietnam: The Ten Thousand Day War**, a 26-part documentary; and, *La Boîte à surprises*, one of the longest-running children's TV programs in Canadian broadcasting history. For Radio, **John Drainie**, one of Canada's most well-known personalities and actors, best known for his role as Jake Trumper in the CBC's *Jake and the Kid* series; **Brian Thomas**, former ND at CHUM-AM/FM Toronto and responsible for the first and only in-depth radio interview ever granted by **Steven Truscott**, on behalf of *The Steven Truscott Story*, the controversial interview with the man convicted and sentenced to life in his early teens for the murder of **Lynne Harper** some 50 years ago; and, the socially conscious Quebecois radio program *Souverains anonyms*, devoted to broadcasting the words, poetry, and music of the inmates of Quebec's Bordeaux detention centre... **The Nieman Foundation for Journalism at Harvard** has selected two Canadians to join the 72nd class of Nieman Fellows: Medical Reporter **Helen Branswell** of **The Canadian Press** and **CTV Newsnet** Director of News and Programming, **Jana Juginovic**. Branswell plans to study disease eradication efforts and the demands they place on developing countries while Juginovic will study the impact of 24-hour news on public policy... **RTNDA Canada** regional meetings begin this weekend. The first is May 23 in Moncton, then May 30 at Edmonton, June 6 in Vancouver and June 26-27 in Toronto. Register online at [www.rtdacanada.com](http://www.rtdacanada.com)... A new **The Canadian Press Harris-Decima** poll suggests that Canadians are shifting away from radio and newspaper print editions and instead gathering more of their news from the mainstream media websites. The survey asked more than 1,000 respondents: *For each of the following mediums, are you using them to gather news information more, less or about the same than you were five years ago?:*

Newspapers:	More, 18%; less, 30%; same, 50%.
Radio:	More, 18%; less, 26%; same: 53%.
Television:	More, 27%; less, 20%; same, 52%.
Websites of traditional news organizations:	More, 36%; less, 11%; same: 43%.
Websites of non-traditional news organizations:	More, 17%; less, 16%; same: 47%.

The telephone survey of slightly more than 1,000 Canadians was conducted May 7-10 and is considered accurate within 3.1 percentage points, 19 times out of 20. Despite media platform shifts, Canadians appear to still have a huge appetite for news. Fifty-six per cent of respondents said they consumed news several times a day and 89% said they get it at least once a day... In a related item, **CBS News** veteran **Morley Safer** says he trusts citizen journalism as much as he would trust citizen surgery. He warns that the business problems of newspapers threaten all of journalism, and the public's right to know. Safer said good journalism needs structure and responsibility and that the blogosphere is no alternative. It is crammed, he says, with the ravings and manipulations of every nut with a keyboard.

**LOOKING:** **Astral Media Radio Edmonton** (The Bear) – Drive Show Host; **Astral Media Radio Vernon** – Account Executive; **Astral Media Radio Brandon** – Account Executive; **Astral Media Radio Montreal** - Senior Radio Technician; **CBC Kelowna** - Announcer Operator and a Reporter/Editor; **CTV Toronto** – Video Editor; **Legislative Assembly of British Columbia** in Victoria - Broadcast Technologist/Broadcast Operations Tech; **CBC Montreal** - Senior Network Analyst; and, **CBC Ottawa** - Corporate Controller, Finance and Administration.

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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**SIGN-OFFS:** Charles Dalfen, 66, suddenly, of a heart attack in Toronto Tuesday afternoon. The former **CRTC** Chair (between 2002-2006) oversaw content and market rules facing numerous challenges from new media advances such as the Internet and the rise of controversial ethnic specialty TV programming. Up to his passing, Dalfen was with **Torys LLP**. He recently spoke on BNN about CTV and Global Television's fight to earn revenues from BDUs for



Charles Dalfen

carriage of their OTA signals. See it by clicking [HERE](#)... **Randy Steele**, 47, of throat cancer in Hamilton. The **CHCH-TV Hamilton** reporter, who joined the station in 1996, showed his love for his hometown through his regular feature, *Steele Town*.

**TV/FILM:** The **Canadian Broadcast Standards Council** says – in two separate decisions – that the airing by **CTV** and by **CTV Newsnet** (on *Mike Duffy Live*) of **Stéphane Dion's** false start interview violated broadcast codes. The interview, conducted by CTV Anchor **Steve Murphy** at **CJCH-TV Halifax**, saw Dion request three re-starts and Murphy grant them. The CBSC concluded that both broadcasts violated the **RTNDA Canada Code of (Journalistic) Ethics** and the **Canadian Association of Broadcasters' Code of Ethics**. CBSC

concluded an RTNDA breach because CTV had committed to not air the false starts and its decision to override that commitment was discourteous and inconsiderate in that restarts and retakes are common occurrences. CBSC also concluded that the rebroadcast of false starts on the Duffy program was unfair and contrary to Clause 6 of the CAB Code. The complete decision may be found at [www.cbsc.ca](http://www.cbsc.ca)... **CTV's** news coverage of its *Save Local TV* campaign violates the **Broadcasting Act**, according to the country's largest cable providers. **Rogers, Bell, Telus, Cogeco, EastLink** and the **Canadian Cable Systems Alliance** lodged a complaint with the **CRTC** last Friday, one day before the cross-Canada CTV open houses, accusing the broadcaster of "one-sided and unbalanced coverage" of its advocacy campaign. But CTV says its campaign to save local television – both CTV and 'A' stations – is in compliance with the **Broadcasting Act** and the **CAB's Code of Ethics**. Cable and satellite companies, says **CTVglobemedia** Exec VP, Corporate Affairs **Paul Sparkes** have

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attempted to paint a picture for the **CRTC** of CTV suppressing freedom of speech and misleading the public... Meanwhile, on Vancouver Island, last week's B.C. election night '**A**' (**CIVI-TV**) **Victoria** programming was devoid of wall-to-wall election coverage unlike in past years. Instead, regular programming prevailed. This flies in the face, wrote one editorialist, of **CTV's** position that "*Local news is the foundation of the Canadian broadcasting system. If we cut local roots, we lose something invaluable as a nation. At CTV and 'A', we want to see local television continue to strengthen our communities.*" 'A' Victoria reporters filed to **CTV British Columbia** in Vancouver... **CRTC** Chair **Konrad von Finckenstein** says the private TV networks will have to make meaningful commitments to local news and programs if they want financial relief. In a repeat visit to the Heritage Committee this week, he said there are several avenues to help networks bring in more revenue besides fee for carriage. A local programming fund and protecting Canadian signals from American competition might help but, he said, such aid would be contingent on the networks refocusing on local TV and Cancon... von Finckenstein also told the committee that he misspoke two months ago when he said that the Commission wasn't allowing broadcasters to charge BDUs a fee for carrying their signals because the broadcasters weren't going to direct the money they received to local programming. He says he chose the wrong words in his March testimony. Instead of using "*resounding silence*" from broadcasters on their commitment, he said he meant to say they were vague about their plans to direct the money to local programming... Industry observers are saying that the OTA TV industry's precarious financial position has become a tipping point and that private broadcasters shouldn't be forced to jump through further financial and regulatory hoops. **DBRS** Managing Director **Paul Holman** suggests that the **CRTC** should reduce the requirements for Canadian programming from private broadcasters, and instead use **CBC** as a key platform for domestically-produced TV shows. Another analyst says the Commission will have to loosen the restrictions on both **CTV** and **Global**: "*If they (the CRTC) want to have an industry to finance Canadian content, then they've got to grant them some concessions*"... TV antennas are making a tentative comeback although no one's quite sure how many people are scrapping their BDU in favour of the old technology. The irony is that the rage for antennas is fueled by the switch from analog to digital and high-def. OTA digital TV proponents say the signals are better than on cable and satellite. And, according to antenna promoter **Jon LeBlanc**, the magic word is "*free*"... **CTV Newsnet** has been re-branded as **CTV News Channel**. The change this past Tuesday includes a new graphics package... **Global Calgary** and **Global Edmonton** will launch in high definition next month, making Global the first in Edmonton to transmit in HD... **Nielsen Media Research** says an average of 4.4 million people were watching **NBC** during prime time last week – the second worst showing ever. A lower number was recorded for NBC in August '07. But never has any of the mainline U.S. networks had such a small audience in a week when the ratings sweeps were on.

**RADIO:** **Five Amigos Broadcasting** has been granted an FM licence in Wallaceburg, Ontario, to be at 99.1 with power of 570 watts and programming AC. Five Amigos is owned by **Greg Hetherington** (25% of the voting shares), **Gary Patterson** (25% of the voting shares), **Gregory Aarsen** (17% of the voting shares), **Mike Kilby** (16.5% of the voting shares) and **Max Fantuz** (16.5% of the voting shares). Hetherington by winning also lost. He was let go from his morning show duties at **CKSY-FM Chatham** for competitive reasons. He'd been with the station for over 21 years. Patterson is a former sportscaster while Aarsen, Kilby and Fantuz are from outside the broadcast business... **BBM Analytics** and **Coleman Insights** have partnered on a series of seminars designed to help stations prepare for the planned introduction of PPM-based audience measurement. The seminars are scheduled for June 15 in Vancouver, June 16 in Calgary, June 17 in Edmonton and June 18 in Toronto. The free seminars will be geared to GMs, PDs, marketing and promotions people but are limited to two representatives per station... There is now an online social network for radio advertising sales professionals to solve problems, share ideas and to improve sales. [www.RadioSalesCafe.com](http://www.RadioSalesCafe.com) is the brainchild of Pullman, WA-based **Grace Broadcast Sales** and it offers 24/7 interaction with other radio advertising salespeople in North America and around the world.

**REVOLVING DOOR:** **Gary Rathwell**, after 33 years with **CHAT-TV Medicine Hat**, has called it quits. Semi-retirement, he says, will involve the pursuit of other interests. Rathwell's last position with the **Jim Pattison Broadcast** organization was as Program Manager... **Adam Salvisburg** succeeds **Johnny Zwolak** as Commercial Producer at **CFAX/CHBE-FM Victoria**. He moves from his **SUN FM (CJSU-FM) Duncan** job where he was Production Manager/Imaging Director... And, from last week, an **OOPS:** **Lisa Brandt** joined **CKDK FM Woodstock** at the **Corus London** location as midday Host, not **CFHK London**.

**GENERAL:** Elements of **Société Radio-Canada (SRC)**'s nearly annual broadcast of the variety show **Bye Bye** on New Year's Eve 2008 violated codes, regulations and conditions of licence, says the **Canadian**

**Broadcast Standards Council.** While SRC is not a CBSC member, the **CRTC** nonetheless asked it to examine the program as a result of the Commission having received 210 complaints. CBSC's conclusions, said the CRTC, would form the basis of its own decision. Bye Bye took shots at Blacks, other identifiable groups, the **Roy** hockey family, **Nathalie Simard**, politicians and various public personalities. The complete decision may be found at [www.cbsc.ca](http://www.cbsc.ca)... **CBC's** English-language service has begun issuing up to 180 redundancy notices. Exec VP **Richard Stursberg** told employees on Friday that 180 is the maximum number of layoffs expected. Earlier, the Corporation had projected about 393 job cuts to make up a shortfall of \$85 million in the English-language services. But a number of employees across the country applied for voluntary retirement which, said Stursberg, led to a reduction in the number of layoffs CBC had to make... A new **Pollara** study commissioned by **Friends of Canadian Broadcasting** suggests that Canadians believe **CBC** is being starved of funds by a government with a vendetta against it. Sixty-three per cent agree that "*Prime Minister Harper and the Conservative government are hostile to the CBC and would like to diminish public broadcasting in Canada*"... **Roger Abbot** and **Don Ferguson** will be among seven honorary doctorates (Doctor of Laws) at Montreal's **Concordia University** during spring convocation ceremonies June 7-9. Both are co-founders of *Royal Canadian Air Farce* and of *Abbot Ferguson Productions*... **RTNDA Canada's** Atlantic Regional convention, held in Moncton last Saturday night, saw awards presented to:

## TELEVISION

Bert Cannings Award – Best Newscast – **CBC Newfoundland & Labrador**  
 Charlie Edwards Award – Spot News – **CBC TV Nova Scotia**  
 Dan McArthur Award – In-depth/Investigative – **CBC TV St. John's**  
 Dave Rogers Award – Short Feature – **CBC News: Nova Scotia**  
 Dave Rogers Award – Long Feature – **Radio-Canada Moncton**  
 Ron Laidlaw Award – Continuing Coverage – **CBC News New Brunswick**

## RADIO

Byron MacGregor Award – Best Newscast – **KHJ Fredericton** (Small Market)  
**VOCM St. John's** (Medium Market)

Adrienne Clarkson Award – Diversity – **CBC Cape Breton**  
 Best Use of Sound Award – **CBC Cape Breton**  
 Charlie Edwards Award – Spot News – **CBC Radio Fredericton**  
 Dan McArthur Award – In-depth/Investigative – **CBC Radio St. John's**  
 Dave Rogers Award – Short Feature – **News 88.9 Saint John** (Med Mrkt)  
 Dave Rogers Award – Long Feature – **CJLS Yarmouth** (Small Market)  
 – **Radio-Canada Acadie** (Medium Market)  
 Gord Sinclair Award – Live Special Events – **CBC Radio Moncton**  
 Peter Gzowski Award – News Information Program – **CBC Radio Halifax**  
 Ron Laidlaw Award – Cont. Cvrge – **CBC Radio Newfoundland & Labrador**  
 Sam Ross Award – Editorial/Commentary – **CBC Radio Maritimes**

**LOOKING:** **Astral Television Networks, Toronto** - Director, Original Programming; **Astral Media Mix Toronto** – Group Manager; **CTV Toronto** – Web Designer; **CBC Toronto** – Senior Manager, National Sales; a Brand Development Specialist; and, a Senior Remote Area Transmitter Technologist; **CBC Calgary** – Regional Manager of Production and Resources for Radio and Television; **CHFI Toronto** – Afternoon Announcer; and, **CJOK-FM/CKYX-FM Fort McMurray** – Promotions Director.

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