

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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Christensen Communications Ltd. \* 18 Turtle Path \* Lagoon City ON \* L0K 1B0  
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Thursday, November 4, 2010

Volume 18, Number 25

Page One of Three

**REVOLVING DOOR:** Chris Pandoff will become Exec VP and President of **Corus Radio** effective Dec. 1, responsible for the radio stations and the division's interactive arm. He succeeds **Hal Blackadar**, the interim President of Corus Radio, who announced his retirement earlier this year after four decades in broadcasting. Pandoff was most recently VP/GM of Corus Radio Toronto and Hamilton... **Dave Hanni** is the new RSM at **102.1 CJCY Medicine Hat**. He had been a Sr Account Manager with **Newcap Red Deer**... **Bob Bratina**, after 45 years at **AM900 CHML**, is now the Mayor-elect of Hamilton. Bratina had resigned from the **Corus** station in September when he announced his candidacy. He'd had council experience as an alderman... **Belle Puri**, most recently a Sr. Reporter with **CBC News Vancouver**, has been appointed Press Secretary to B.C. Premier **Gordon Campbell**. She began her career at **CKNW New Westminster** and worked with **BCTV** (Vancouver). In 2006 she was named CBC's legislative Bureau Chief in Victoria... **CBC/Radio-Canada** Foreign Correspondent **Michel Cormier** will become the new head of **Radio-Canada Acadie**, based in Moncton, next June. Acadie is the French-language public broadcaster's Atlantic Canadian operation. He will succeed **Louise Imbeault** when she retires. Right now, Cormier is in Beijing for CBC and Radio-Canada... **Dave Newbury**, **CBC** Senior Manager, Transmission Operations, Western Canada has announced that he'll retire at the end of this month. He joined CBC 43 years ago as a Transmitter Technician. **Larry Wartman**, Senior Manager Transmission Operations, Atlantic, based in Halifax, will add Western Canada to his portfolio... Additions to last week's listing of departed **Canwest Media** execs after Shaw Media took over: Calgary-based **Chris McGinley**, the Sr. VP, Operations and **David McCauley**, the Sr. VP, Human Resources. **Global Calgary**



Chris Pandoff



Broadcast Executives Society Christmas Luncheon

Hosted By: Billie Colleen Rusholme



Sheraton Centre Hotel 123 Queen Street West, Toronto  
Grand Ballroom, Lower Level  
Thursday December 2, 2010

VP/GM **Ron Bell** retired. McGinley's career path began to flourish in early 2005 when she was appointed VP, Western Stations, overseeing all Global stations in B.C., Alberta, and Saskatchewan. In Aug., 2007 she was promoted to Sr. VP of Station Operations at CanWest MediaWorks, overseeing the operations of all company TV and radio stations. Bell became Station Manager for the Calgary, Lethbridge and Red Deer stations in 2005. In 2008, he was appointed VP/GM of the Calgary and Lethbridge stations. Filling Bell's role at Calgary in the interim is **Tim Spelliscy**, the Edmonton-based VP/GM Edmonton/Prairie Region... **Robin Prebble** is the new ND at **The Goat Lloydminster**. Prebble had been with **Corus Guelph**. He begins at The Goat next Monday, Dec. 8.

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**T**V: Winners of the **2010 Gemini Awards** presented in the Documentary, Lifestyle, News and Sports categories are in the What's Happening section of the **Broadcast Dialogue** website. Click [www.broadcastdialogue.com](http://www.broadcastdialogue.com)... **Bell Fibe TV** subs now have on-demand access to **CTV** primetime programming at no extra charge. Fibe TV service is now available only in Toronto and Montréal... **E!**, the celebrity-obsessed specialty channel, makes a return to Canada Nov. 29, succeeding the current **Star!** Channel. In its first incarnation, E! was owned in Canada by **Canwest Global**. It sold the channel to present owner **CTV**... A promo on **The Comedy Network** has been sanctioned by the **Canadian Broadcast Standards Council** for glamorizing violence against elderly women. In the spot for *The Roast of Joan Rivers* young men were seen to be attacking the women, a violation of the **Canadian Association of Broadcasters' Violence Code**. The tag line was "No one wants to see an old lady get taken down. Until now." Details may be found by clicking [www.cbsc.ca](http://www.cbsc.ca)... Newly branded specialty channel **Twist TV**, which succeeded **Discovery Health Channel Canada**, was launched Monday by **Shaw Media**. The concept involves the experiences of "everyday people facing extraordinary situations"... Montreal-based specialty channel **Vanessa** has launched its French channel, with an English counterpart to follow next year. The homegrown adult-oriented channel says its focus is not hardcore, but rather the softer and more erotic side of sex.

**R**ADIO: **Newcap** reports net profits fell to \$2.6 million or eight cents a share in the quarter ended Sept. 30 compared to the same period last year; \$6.2 million or 19 cents. Revenues rose to \$28.7 million from \$25.4 million. Newcap says the lower profits reflect a \$5.6 million gain on the disposal of an AM radio licence in the third quarter of 2009... **Astral Radio** has deployed a new interactive platform at its 83 stations that allows creation of interactive content for listeners and provision to local and national advertisers of value-added multi-platform tools. Recent successful examples include a cutest baby contest on **Vibe 98.5**

**Calgary** where roughly 5,500 participants uploaded photos. Over 570,000 users – 400% more than last year – visited the site and voted for their favourite baby. At Astral's **K-Lite Hamilton**, a home builder who advertises on-air also used the website's cyber-reporting to promote his product. Listeners could go to K-Lite's site for a virtual and interactive tour and take advantage of the builder's exclusive offer. The migration of all Astral Radio websites follows the signing of an agreement with **Emmis Interactive** to provide a unique and evolving interactive platform, as well as tools to increase participation and create two-way communication possibilities between radio stations and audiences... The **Rawlco Centre for Mother Baby Care** officially opened at **Regina General Hospital** this week. Described as one of the most advanced and family-friendly facilities in Canada, the \$28 million facility features major renovations and new equipment, including operating rooms, upgrades for the neonatal unit, larger delivery rooms, new beds, monitors and infant warmers. **Gordon** and **Doug Rawlinson** made the lead donation for the creation of this new centre. **89.5 The Hawk Chilliwack's** first annual *Show You Care "On the Air"* **Radiothon** in support of **Chilliwack Community Services** has raised over \$21,000. Funds from the five-hour effort

will go to support literacy programs... **Virgin Radio 96 Montreal**, after 10 years of shaving heads in its annual *Shave To Save* campaign, has raised \$3.7 million for the **Quebec Breast Cancer Foundation**. The funds raised go toward research projects, awareness and education programs, and more support programs. This year's event raised \$366 thousand.

**G**ENERAL: **Rogers Communications** is line-extending, using its Internet/cable connections to create what's described as a "phased rollout" of a new home-monitoring system. Rogers Smart Home Monitoring will be introduced in targeted markets early next year in markets where its existing cable and wireline networks are located. Rogers CEO **Nadir Mohamed**, speaking to the **Economic Club of Toronto** yesterday (Wednesday), said: "*Leveraging the strength of our networks in an all-IP environment, this new service will start as a real-time home-monitoring system system with energy management and home automation tools*"... Montreal-based **Yellow Media** says more than a quarter of its revenues now come from online activities. They represented 27% of its \$428.6 million in revenues in its third quarter and a profit of \$74.7 million. Revenues in the same quarter last year were \$408.3 million; no profit and a loss \$168.5 million. Yellow Media also owns and operates **Yellow Pages** directories and websites such as **YellowPages.ca**, **Canada411.ca**, **AutoTrader.ca** and **HomeTrader.ca**, among other properties... Earlier this week, private broadcasters pleased with the tabling of the Copyright Bill in the House of Commons for second reading, sent congratulations to Parliament. Bill C-32, said the **CAB**, "*is an important and necessary piece of legislation that has been long anticipated by a broad range of stakeholders...*" **CBC/Radio-Canada** is counting down to its 75th anniversary next year. On Nov. 2, 1936, the *Canadian Broadcasting Act* replaced the **Canadian Radio Broadcasting Commission** and, through the Act's creation came the birth of a new crown Corporation: the **Canadian Broadcasting Corporation**. A commemorative logo and slogan -- *Yours to celebrate* -- will be showcased throughout the next year... The 2010 **Annual Broadcast Executives Society Christmas Luncheon** is set for Thursday Dec. 2 at the Toronto Sheraton Centre Grand Ballroom downtown. For tickets, click [HERE](#).



**L**OOKING: **Global Calgary** - Maintenance Technician; **SUN News Toronto** - Senior News Producer and a Senior Technical Operator News Production; **APTN Winnipeg** - Host/Reporter; **APTN Edmonton** - Video Journalist; **CTV Southwestern Ontario Kitchener** - Videographer; **NEWSTALK 1010 Toronto** – Queen's Park Bureau Chief; **99.7 EZ Rock Ottawa** - Breakfast Show Producer; **CBC Winnipeg** - Unit Manager, CBC News-English Services; **CBC Toronto** – Executive Producer, CBC News Specials, a Broadcast/Lighting Technician, an Information Architect, an Associate Producer **Sirius Radio**; and a Communications Officer, In-House Publicity; **CBC Vancouver** - Manager, Digital Programming; **CBC Ottawa** - Senior Remote Area Transmitter Technologist; and **Newcap Radio Halifax** – Account Manager.

**S**UPPLYLINES: **Dan Mance** has joined Waterloo-based **Dejero** as CEO. Mance had been VP Digital Media/CTO at **Harris Broadcast**, CTO at **Leitch Technology** and CEO/Founder of **Inscriber Technology**.

**N**EW SUBSCRIBERS THIS WEEK INCLUDE: **Brenda Burt**, **Power Gold Music Scheduling**, Little Rock, Arkansas. Welcome!

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**R**EVOLVING DOOR: Scott Moore, the Executive Director of **CBC Sports** and GM of the **CBC Revenue Group**, has resigned to become President, Broadcasting at **Rogers Media**. Leslie Sole has been promoted to the newly created position of Chief Content Officer. Moore will oversee both the TV and the radio properties. Paul Ski remains CEO of **Rogers Radio** and will report to Moore... At **CBC**, veteran David Masse will take over **CBC Sports** on an interim basis while Jack Tomik, well-known to Canada's private broadcasters and who has consulted CBC the past 19 months, will lead the **CBC Revenue Group**. Tomik held many senior positions at **CanWest Global**, including President of **CanWest Media Sales** and GM at **Global BC**. Effective this past Tuesday, Tomik became a member of CBC staff... At Rogers Sportsnet, longtime Exec Doug Beeforth has tendered his resignation, effective at year's end. In June of 2000, Beeforth, who had been with **CTV** for 10 years and who played a major role in the original Sportsnet application, became VP/GM of **CTV Sportsnet**. In April, 2002, after the sale of the channel to Rogers, he was appointed President of **Rogers Sportsnet**... Lynda Steele, **Global Edmonton's** longtime supper hour co-Anchor, will leave the station in mid-2011. Steele's husband,

Edmonton's Deputy Police Chief, will move to Vancouver in the new year to become the **RCMP's** Assistant Commissioner responsible for British Columbia's lower mainland. At mid-summer, after Steele's contract with **Global Edmonton** is up, she will also make the move... Al Smith, the Ops Mgr at **CHUM Ottawa**, has left that position. He's bound for **Astral Radio London** though in which position isn't clear... Duncan McKie will become President of the **Foundation Assisting Canadian Talent on Recordings (FACTOR)** Dec. 13. He succeeds Heather Ostertag who left in June... Trent Allen, MD/Afternoon Drive at **Lite 92 FM Regina**, has been promoted to PD at **Harvard Broadcasting** sister station **Mix 103.7 Fort McMurray**... Steve Kennedy will become afternoon drive Announcer at **The NEW 105 3 KISS FM Ottawa** Dec. 13. His background includes being "K-man the Hitman" on **Energy 1200 Ottawa** from 1991 to 1996. He was also on-air at **The Bear Ottawa**; **Q94 Winnipeg**, **KISS Calgary**, **JACK FM Calgary**, **JACK FM Toronto** and, most recently, at **EZRock**



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As part of the Jim Pattison Broadcast Group's employment equity policy we welcome applications from people with disabilities and people of all cultural and ethnic backgrounds.



Sheraton Centre Hotel 123 Queen Street West, Toronto  
Grand Ballroom, Lower Level  
Thursday December 2, 2010

**Ottawa...** New ND at **CD 98.9 (CHCD)** **Simcoe** is **Dave Kirby**, ex of **Bob FM London...** Last week, BD told you about award-winning Journalist **Belle Puri's** move from **CBC Vancouver** to become B.C Premier **Gordon Campbell's** Press Secretary. Just days after she'd made the decision, Campbell announced his resignation. Puri now says she will remain with CBC. She said she hadn't been looking to leave the CBC but couldn't pass up the opportunity to be Gordon Campbell's press secretary.

**RADIO:** **David Marsden** will receive the *Alan Waters Broadcast Lifetime Achievement Award* during his induction to the

**Canadian Music and Broadcast Industry Hall of Fame** March 11 in Toronto. Marsden was the architect and creator of Canada's first alternative music station, **CFNY Toronto**. Early on in his broadcast career, he was known as a controversial motormouth on Toronto radio under his nom de plume, **Dave Mickie...** **Target Broadcast Sales** began a new business development division Nov. 1 called **Direct Media Sales**. Headed by industry veteran **Nancy Brown-Dacko**, the goal of the new firm is to help clients understand the "continuing power of radio, and help them navigate their advertising needs in the new digital world." DMS is located uptown and separate from Target Broadcast Sales... Still with **Target Broadcast Sales**, it will add representation of the **Haliburton Broadcasting Group** beginning Monday, Nov. 15... **The Crystal Awards** program, once the purview of the **Radio Marketing Bureau**, is now being run jointly by **Astral RadioPlus**, **Canadian Broadcast Sales**, **CHUM Radio Sales** and **Target Broadcast Sales**. Together, they will present the **46th annual Crystal Awards** in March to honour outstanding achievement in agency and radio creative from across Canada. New this year is a reduced fee for entries from small market stations (100,000 CMA or less) of \$100. The regular entry fee is \$150 and there is a tiered fee structure for multiple entries. The call for nominations closes Nov. 19. Details on categories, fees and guidelines are at [www.crystalawards.com](http://www.crystalawards.com)... **Harvard Broadcasting's** three Regina stations – **620 CKRM**, **Lite92fm** and **104.9 the WOLF** – raised just short of \$328,000 during its **8th Annual Children's Hospital Radiothon**. This year's donations brings the total to in excess of \$2-million... About 1,200 Belleville-area children have received warm clothing thanks to the **Adopt-a-Child** program, a charitable partnership between **Quinte Broadcasting** and area police. Clothing distribution included a snowsuit and boots but, because there wasn't enough money raised, hats and mittens were omitted. Volunteers buy clothes when they're cheap... **Westman Communications Group**, owner of **CKLQ/Star 94.7 Brandon**, has been awarded the **Outstanding Medium Business Award** from the **Manitoba Chamber of Commerce** at the **2010 Manitoba Business Awards**. The selection committee considered the customer-owned cooperative's record in customer service, employee relationships, contributions to the communities it serves and how it enhances each of those areas.

**GENERAL:** For a second time, the **CRTC** has given **Shaw Communications** a short-term renewal for its cable licence. The Commission cited Shaw's late payments to the Canada Media Fund for the five-year renewal rather than the usual seven... The **CRTC** is asking the federal government for the right to fine companies that don't follow regulations. Too many broadcasters and BDUs, it says, are breaking the rules. **Rita Cugini**, the Commission's Acting Vice-Chair of Broadcasting and Regional Commissioner for Ontario says that with fining abilities, issues could be tackled faster and more efficiently... Civil proceedings began in Montreal yesterday (Wednesday) in a \$700,000 defamation case brought by **Quebecor** against the **CBC** and its French-language VP, **Sylvain Lafrance**. In a 2007 newspaper interview, Lafrance had called Quebecor CEO **Pierre-Karl Peladeau** a "punk" after Quebecor's cable subsidiary stopped paying into the **Canadian Television Fund**. Quebecor had objected to the fact that more than a third of the CTF's funding went to the CBC, which already received more than \$1 billion a year from taxpayers... With the **Canadian Association of Broadcasters** now reduced in much of the work it once did, a new way had to be found in which to carry on the technical liaison work that the CAB had been conducting. The solution was the recent founding of the industry-wide Technical Coordinating Committee (TCC), chaired by **Jack Hoepfner**, National Director, Engineering, **Corus Radio**. TCC's

founding members are: **Astral Media Inc.**; **Shaw Media Inc.**; **Cogeco Inc.**; **Corus Entertainment Inc.**; **CTV/gm**; **Golden West Broadcasting**; **Harvard Broadcasting Inc.**; **Jim Pattison Broadcast Group**; **Newcap Inc.**; **Pelmorex Communications Inc.**; **Rawlco Radio Ltd.**; **Rogers Media Inc.**; **Shaw Media Inc.**; and **Thunder Bay Television Inc.** A Chair on the TV side is expected to be announced shortly... **Roger Abbott** and **Don Ferguson**, two of the **Royal Canadian Air Farce** founders, have written a memoir that includes contributions from **Luba Goy** and **Dave Broadfoot**, and some other long-time friends and collaborators. Abbott and Ferguson promise to tell, "How we did it, what we didn't do, and who we did it with" in the book to be published by **John Wiley & Sons Canada**... **RTNDA Canada** is seeking nominations for its Lifetime Achievement Award which celebrates "individuals who have distinguished themselves through outstanding service and continued excellence during the course of their career in broadcast journalism. The award is for lifetime achievement rather than for a single contribution. Nominees should have a minimum of 30 years of distinguished service to broadcast journalism." To nominate, download the [Lifetime Achievement Award Nomination Form](#).

**T****V:** **Citytv Toronto** Videographer **Bill Atanasoff** is in hospital with life-threatening injuries after being hit by a car while working on the scene of a police investigation. A 68-year-old man was arrested. Atanasoff, 58, has been with Citytv Toronto since its inception... **BCE** says it is aiming to close its acquisition of **CTV** as early as April. BCE CEO **George Cope**, after giving a speech in Montreal, qualified the remark by cautioning that the timing rests with the **CRTC**... The **CRTC** says BDUs may provide a service at no charge if they provide a local package both in and outside mandatory markets for digital transition that excludes the full basic service. The Commission acknowledged that some analog transmitters operated outside mandatory markets may not be converted to digital (e.g. the Bobcaygeon re-transmitter of **CTV Toronto**), and that other broadcasters may stop the operation of their transmitters entirely. To maintain Canadians' access, the Commission says it recognized the merits of allowing BDUs to provide a package of local and regional conventional TV signals at no charge... **Associated Press Television News** says it will invest millions to upgrade its newsgathering infrastructure to provide high-def images to its broadcast clients. AP also says it will increase the depth and breadth of video content available. The upgrade is the biggest investment in the AP's London-based video business since 1998, when the AP bought its competitor, **Worldwide Television News**... The **Broadcast Research Council** (BRC) will present *Impact of the Recovering Economy on our Media Business: an Analyst's View* next Tuesday, Nov. 6, in downtown Toronto. **Scott Cuthbertson**, VP/Director, **TD Newcrest**, will speak from his perspective as a media analyst. For tickets and information, e-mail [tkormann@tvb.ca](mailto:tkormann@tvb.ca)... **OWN: Oprah Winfrey Network** will launch in Canada March 1, 2011. OWN will be available here based on a licence agreement **Corus Entertainment** has with OWN.

**S****IGN-OFFS:** **Al Johnson**, 87, in Ottawa after a lengthy illness. The former **CBC** President and longtime civil servant served at CBC from 1975 to 1982... **Bob Colling**, 84, in Edmonton of liver cancer. The veteran radio Newsman began at **CHWK Chilliwack** in 1948. His career included stops at **CHLO St. Thomas**, **CKNW New Westminster**, **CKMO Vancouver**, **CKWX Vancouver** and then 25 years with **Broadcast News** in Edmonton. He retired in 1991.

**L****OOKING:** **Corus Entertainment** - GM for the Toronto/Hamilton market; **Astral Radio Calgary** - Digital Account Manager; **Rogers Radio Kingston** - Morning Show Announcer; **Rogers Radio Sudbury** - Promotions Manager; **Newcap Radio Edson** - Afternoon News Reporter/Anchor; **Newcap Radio St. John's** - Announcer/Producer; **Corus TV Toronto** - Sales Manager, Digital Media; **Dougall Media Thunder Bay** - Videojournalist/News Anchor; **Sparknetworks** - National Affiliate Sales Manager; **CTV Toronto** - Reporter, CTV News Channel; **CTV Southwestern Ontario Kitchener** - Account Executive; **CBC Moncton** - Chief Editor Delegate; **CBC Toronto** - Brand Development Specialist, a Business to Business Marketing Specialist, a Mobile Application Programmer and a Production Manager, Factual Entertainment.

**S****UPPLYLINES:** **Peter Bartlett** and **Rick Stechly** have sold their ownership stake in Toronto-based **BSE Inc. - Broadcast Systems & Equipment**. The new owners are **Jim Eady** (who was a partner under the previous ownership), **Joe Scrivo** (President), **Gavin Romanis**, International Services, Delhi, India and **Stephen Aitchison**, Richmond BC.

**N****EW SUBSCRIBERS THIS WEEK INCLUDE:** **Jon Crossland**, **WideOrbit Inc.**, San Francisco; **Joe Scrivo**, **BSE Equipment**, Toronto. Welcome!

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**T**V: Executives from **Bell TV** and **Shaw Direct** have told the **CRTC** that they don't have the room for more local TV signals, that raising their requirements to transmit local stations in every market would take up too much capacity. Were they to do it, they said, more lucrative specialty channels and hi-def feeds would be squeezed out. When the two satellite services were licensed in the mid-'90s, the CRTC, to help them get off the ground, gave them more lenient conditions than cablecos for carrying local signals. But now that their subscriber numbers are above the two-million mark, the networks have argued for higher requirements. **CTVglobemedia** VP of Regulatory Affairs, **Kevin Goldstein**, wrote in a submission to the CRTC in September: "The ultimate goal should be carriage of all local stations in their local markets"... Vertical integration of content assets under Canada's big telecom carriers may be pushing the market toward a situation where the choice of what you watch may soon depend on which company provides your Internet service. For conventional TV, carriers that own content (**Bell, Quebecor, Rogers, Shaw**) cannot, under **CRTC** rules, give "undue preference" to their own channels or programs. But there are no regulations governing Internet or new media-based programming. The Commission has warned BDUs that its position on new media is still being worked on. There may be a similar

check on undue preference set up for the IP and mobile arenas by mid-2011 after hearings into vertical integration are completed in May... Newmarket, ON-based **Asian Television Network International** is planning to soon launch three channels of the **Times Television Network**: **TIMES NOW** - an India English news channel, **ET NOW** - an English business news channel, and **ZoOm**, the 100% Bollywood channel... **Global Regina** took delivery of a new HD transmitter this week. It will use less power (down to 1,500 watts from 20,000) yet will service the same area. As part of **Shaw's** purchase of **Canwest Global**, the Fort Qu'Appelle transmitter will also be converted... The **Canadian Broadcast Standards Council** says an episode of **Trauma** shown on **Citytv Toronto** was not so violent nor gory as to qualify it as an "adults only" program or to require viewer advisories when broadcast in a post-9:00 p.m. time slot. A viewer who wanted to be forewarned about grievous bodily harm complained about the lack of viewer advisories. The decision may be found by clicking [www.cbsc.ca](http://www.cbsc.ca) ... **Air Canada** flights will begin on-demand



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access to daily news programming produced by **CBC** and by **Radio-Canada** in French. The service will be rolled out in stages across the airline's fleet. Content will be presented in 30-minute packages and updated twice daily.

**RADIO:** The hotel blast near Cancun that saw five Canadians killed and eight injured was also playing host to about 60 people from the Kitchener-Waterloo region who were there on an annual client appreciation trip put on by **Rogers Radio Kitchener**. No travellers in this group were injured. **570 News PD Pete Travers** was in his room when he heard what he described as "a tremendous bang." He went down to the scene and assisted others in carrying chairs to those in need... **AM 770 CHQR Calgary, Rock 95 (CFJB-FM) Barrie and Easy 101 (CKOT-FM) Tillsonburg** all received short-term licence renewals this week, to August 2014. CHQR was cited for possible failure to comply with the Canadian content development (CCD) contribution requirement while CFJB and CKOT may have failed to comply with a regulation that relates to the provision of annual returns... **Harjit Atwal** of Surrey, B.C. – allegedly shot by Punjabi radio personality **Maninder Gill** – has won a default judgment on defamation charges against Gill's **Radio India** and some of its staff after the station failed to respond within a time limit. Tensions flared in May after reports on Radio India that Atwal considered to be defamatory. Some weeks later, Atwal was shot in the leg outside a Surrey temple. Gill was charged with unauthorized possession of a firearm, pointing a firearm, two counts of discharging a firearm with intent and possession of a weapon for dangerous purpose. Radio India broadcasts from a transmitter in Blaine, Wash. but its studios are in Surrey... Three New Brunswick stations – **News 88.9 Saint John, CBC Radio One and CBC Radio Two** – were knocked off the air last week when high winds interrupted power at the CBC transmission tower. Service for listeners was down for about three hours. **Rogers' Atlantic ND Mark Campbell** said CBC technicians were doing electrical upgrades to the transmitter and had disconnected the back-up generator... **Mark Ramsey**, who spoke at the recent **Ontario Association of Broadcasters'** (OAB) conference in Toronto, has just released results of a U.S. radio survey conducted with **VIP Research**. He asked a national sample of more than 1,000 radio listeners (10-54) this multiple choice question: "If your local radio stations went off the air tomorrow and you had to get your news, information, and music from other sources, how would you feel about this?"

A) I would be very unhappy and miss my radio stations a lot – 37%

B) It would be too bad, but I would find other ways to inform and entertain myself – 39%

C) It wouldn't matter much to me; I can get what radio provides elsewhere – 24%.

Responses to A and B are about even with respondents saying "I can get over radio" and "I miss my stations." Respondents to C don't care. Men were more likely to dismiss radio than women, and results varied by format preference. News/Talk listeners would miss their format the most. Ramsay says that while attracting usage may be relatively easy, evoking passion is more difficult. The key in this process, he says, is investing in unique and quality content that listeners care about. In the long run, the best way to avoid obsolescence is to be worth missing... **CFAO 97.4 Alliston**, off the air since early July because of financial problems, will, says owner **Frank Rogers**, be back on the air sometime this month. But the **CRTC** says no specific date was given and that it doesn't know where the new station will be set up. CFAO's former landlord says it won't be at his facility because of back rent payments... **Gary James**, the Morning Show Host at **92.5 JOE FM Edmonton**, is spending nine days in



### Account Executive - Vancouver

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Your hard work will be rewarded with a generous commission structure complimented by a comprehensive benefit plan. Previous experience in broadcast sales a definite asset, however if you are having sales success in another line of endeavour we want to hear from you, too.

Please forward your resume to: [talent@jrfm.com](mailto:talent@jrfm.com)

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No phone calls please. Only those considered for interviews will be contacted. CJJR-FM/CKPK-FM are a Division of the Jim Pattison Broadcast Group.

As part of the Jim Pattison Broadcast Group's employment equity policy we welcome applications from people with disabilities and people of all cultural and ethnic backgrounds.



Haiti helping to build an orphanage in the town of Petionville. At night, volunteers are hanging out with some of the kids who will make the orphanage home. James is in Haiti with members of the **God's Littlest Angels Organization**.

**REVOLVING DOOR:** Barry Smith, the Brand Director at the four **Astral Radio London** stations – **1290 CJBK, 1410 CKSL, 97.5 EZ Rock** and **BX-93** – is no longer with the stations. Nor is longtime Chief Engineer **Bill Tofflemire**. As reported in the **Broadcast Dialogue Briefing** last week, **Al Smith**, ex Ops Mgr of **CHUM Ottawa**, has moved to London. He succeeds Barry Smith who has been offered another position within Astral Radio though no word yet on what it is nor if he has accepted... **Jay Thomson** has become VP, Broadcasting Policy and Regulatory Affairs, and **Katie Jeffs** is now Director Member Development and Outreach at the **Canadian Media Production Association (CMPA)**. Thomson is a former Sr. Exec with the **Canadian Association of Broadcasters, TELUS Communications** and the **Canadian Association of Internet Providers**. He succeeds **Mario Mota**. Katie Jeffs was most recently the Director of Development and Sales for **PTV Productions** in Toronto. Thomson will be based in Ottawa effective Dec. 6. Jeffs joins the Toronto office Nov. 30... **Michael Poelman** became Sales Manager at **Sun TV Toronto** Nov. 15. The station, dependent upon **CRTC** approval, will move to an all news format early in the new year. Poelman was promoted from Account Manager... PD **Andrew Long**, midday Host **Pamela Roz** and evening Host **Adam Taylor** are no longer with **CHUM Winnipeg's Curve 94.3**. The morning and drive shows retain their live on-air talent... Executive Director **Sadia Zaman** of **Women in Film & Television – Toronto** is leaving that position to join **CBC** as Director, CBC Centres. She begins Jan. 4. In the interim, Zaman will work with the Board to help in the transition and will oversee the upcoming **Crystal Awards**... **René Guimond** has been promoted to VP, Public Affairs and Communications, at **Cogeco Inc.** He had been VP, Development, New Media with **Cogeco Cable**... **Lisa Fuoco, CJAD Montreal's** Promotions and Community Relations Director, will leave that position March 1. Her husband, who had been a CJAD news Anchor, moved to **Newstalk 1010** Toronto.

**GENERAL:** **CBC News** has adopted an updated *Journalistic Standards and Practices* document. The new standards and practices are effective immediately and is available at: <http://cbc.radio-canada.ca/jsp...> A group of **Canadian Alliance of Canadian Cinema, Television and Radio Artists (ACTRA)** TV

performers lobbied MPs Tuesday to make changes to Bill C-32 (copyright) that they claim would cost artists millions of dollars in lost revenue. The actors say the bill as it now stands weakens copyright that protects their work by introducing broad exemptions and by failing to extend the private copying regime or build on collective licensing. It "... legalizes new ways for people to move and copy content without compensating creators. And that's a big problem for me," said actor **Peter Keleghan**. The actors propose six amendments to the bill: to extend the private copying levy to digital audio recorders and clarify the definition of "private purposes" for reproduction; to strengthen and narrow the "mash-up" provision of the bill; to remove education from a blanket exemption; to retain the collective licence for radio copies; to avoid exempting file-sharing "enablers" from statutory damages; and to create greater responsibilities for Internet service providers to apply stringent measures on copyright infringement. The bill to modernize the copyright law passed second reading two weeks ago...

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**Paul Mann, Executive Vice President,**

Vista Radio Ltd

[pmann.vista@shaw.ca](mailto:pmann.vista@shaw.ca)

Emailed resumes only. Only shortlisted applicants will be contacted for interviews.

**VISTA**Radio  
 101.1

A **Harris Interactive** survey of 3,084 American adults shows that about 22% of them either reduced their cable TV packages or eliminated cable altogether within the past six months. Harris says the respondents did it to cut household expenses. Another 21% considered doing the same... The **IEEE** has presented **CBC Vancouver** with its **IEEE Global History Network Milestone Award**. A plaque presented at the CBC transmitter site on



Sheraton Centre Hotel 123 Queen Street West, Toronto  
Grand Ballroom, Lower Level  
Thursday December 2, 2010

Mount Seymour last week acknowledges **CBUT Vancouver** as originating Western Canada's first televised broadcast on Dec. 16, 1953. IEE said: "The engineering experience gained here was instrumental in the subsequent establishment of the more than one thousand public and private television broadcasting sites that serve Western Canada today." (IEEE used to mean the Institute for Electrical and Electronic Engineers but now goes by the acronym alone.)... The **U.S. Commerce Department's National Telecommunications and Information Administration** is recommending that the government reallocate a sizable chunk of radio spectrum currently used for naval radar systems and weather satellites to keep up with the ballooning use of iPhones, laptops and other mobile devices that connect to the Internet over wireless networks. The wireless industry now holds roughly 500 megahertz of licensed spectrum. In June, the **Obama** administration committed the government to releasing an additional 500 megahertz of spectrum now being used by government agencies and the private sector for wireless broadband services. **FCC** Chairman **Julius Genachowski** has warned of a "looming spectrum crisis" -- particularly in dense, urban areas -- as more and more Americans go online using wireless networks. He feels that it's now time for broadcasters to cede 125 MHz of spectrum to help build a countrywide mobile wireless network. He's calling on the U.S. Congress to approve an incentive auction scheme to compensate participating broadcasters.

**SIGN-OFF:** **Don Bousquet**, 62, in Winnipeg of pancreatic cancer. For 36 years, Bousquet was known as the voice of **Farm Market News**, heard twice-daily on radio stations across western Canada. He also authored regular columns in farm publications and was a frequent speaker at farm events. Bousquet got his start at **CFAM Altona**.

**LOOKING:** **Vista Radio** in Duncan seeks a Sales Manager. See the ad on Pg. 3... The **Jim Pattison** radio stations in Vancouver are looking for an Account Executive. See the ad on Pg. 2... Other jobs we've heard about include: **Canadian Independent Music Association Toronto** - President; **Rogers Radio Timmins** - Ass't ND; **NL Broadcasting Kamloops** - Account Manager; **Astral Radio London** - Director of Engineering; **Rawlco Radio Regina** - Technician; **CJAD Montreal** - Promotions/Community Relations Director; **Variety 104.5** - Promotions Director; **Rogers Radio North Bay** - Promotions Director; **Shaw Media Toronto** - VP Human Resources; **Pelmorex/The Weather Network Oakville** - Manager, Broadcast Technical Services; **CHAT-TV Medicine Hat** - Writer/Producer; **CTV Scarborough** - Manager, TV and Radio Affiliate Marketing; **CBC Regina** - Technologist; and **CBC Toronto** - Account Manager, Radio One.

**SUPPLYLINES:** Montreal-based **Sensio Technologies** has signed a deal with **Videotron** to provide its 3D technology for content beginning in December. The content will include on-demand movies, sports events and concerts. Terms of the deal weren't released... **SparkNetworks** has reached agreement with **Westwood One** and **Broadcaster Marketing Services** to launch a new sports prep service for Canadian radio stations. The service will be regularly updated with sports news and will be available for stations 24/7... **EMC Corporation** has signed an agreement under which it will acquire **Isilon Systems, Inc.**, a network attached storage systems company based in Seattle for an aggregate purchase price of approximately \$2.25 billion.

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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**G**ENERAL: **CRTC** Chair **Konrad von Finckenstein** says he has no idea if vertical integration in the media is a good thing but he's concerned enough to have scheduled public hearings on the issue for May 9. He also told a Commons committee late last week that with the broadcasting landscape changing at lightning speed – the advent of digital and the Internet – the rules and regulations may need to adapt. He rejects the notion that integration – owning both content distribution and production – necessarily narrows Canadians' choices. One of the areas that might change is radio, specifically AM. von Finckenstein said it's been a long time since there was an application for a new AM licence. The question: "Should we still be regulating the AM market? Is there a case to be made for letting it go by way of exemption?" He also thinks the digital world is driven by the consumer and that the old top-down models are increasingly outdated, including regulation. To regulate by controlling access to the airwaves is yesterday's concept, he said... At the Heritage committee hearing Thursday, Ontario regional **CRTC** Commissioner **Rita Cugini** asked that the law be amended to allow the Commission to fine broadcasters who break the terms of their licences. Right now, she said, the only CRTC power is to shorten or to deny a licence renewal. Cugini says that's inadequate and ineffective... The **Harper** government has delayed deciding on whether or not to loosen foreign investment restrictions in the telecom sector until sometime in 2011 or 2012. It appears to be a political move in that the delay could mean that there would be no resolution on the matter before the next federal election. The Tory government demonstrated how worried it is about a pre-election backlash over foreign ownership when it rejected an Australian mining giant's unwelcome bid for Saskatchewan's **PotashCorp**. The **Communications, Energy and Paperworkers Union of Canada**, which represents media workers, is lobbying MPs to stop foreign buyers from being allowed to bid on Canada's next batch of wireless spectrum. The CEP is critical of Clement's decision to delay changes to foreign ownership rules... Anyone who's ever worked on the air will understand Industry Minister **Tony Clement's** flub this week at an Ottawa telecommunications gathering. During his speech, he said "we need more Canadian sex stories". Whether



## Broadcast Executives Society Christmas Luncheon

Hosted By: Billie Colleen Rusholme



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Grand Ballroom, Lower Level  
Thursday December 2, 2010

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he's right or wrong isn't the point. Fact is, he meant to say success stories. Quipping a moment later, Clement told his audience that the male brain is "very strange"... A recent **Harris Interactive** survey reveals that 37% of Americans cut down on visits to barbers or hair stylists and have also switched to refillable water bottles instead of buying bottles of water. In the paid circulation category, 27% of adults have cancelled one or more magazine subscriptions while 17% have cancelled a newspaper subscription... There's an **RTNDA** membership drive underway where first-time members get a 50% discount up until Dec. 31. Information can be found at <http://bit.ly/aKhytm>.

**RADIO:** **XM Canada** and **Sirius Canada** will merge just as soon as the **CRTC** approves it. **Canadian Satellite Radio Holdings**, parent of XM Canada, and Sirius Canada have an all-stock deal of equals with a combined value of about \$520 million, including long-term debt of approximately \$130 million. XM's **John Bitove** will be Chairman of the combined company. Between the two of them, the total subscriber base is slightly more than 1.7 million... U.S. local and national revenues realized a combined 5% gain during 2010's third quarter. The **Radio Advertising Board** says that matches the gain year-to-date... Three short-term renewals from the **CRTC**: **CKPC-FM** and **CKPC Brantford** saw licences renewed through Aug. 31/14 because there may have been a failure to comply with conditions related to Canadian talent development (CTD) contributions for the 2007-2008 broadcast year, with regulations relating to contributions to Canadian content development (CCD) for the 2008-2009 broadcast year and possible failure to provide annual returns for the 2008-2009 broadcast year. **CICX-FM Orillia's** short-term renewal was also based on a possible failure relating to Canadian content development (CCD) contributions for the 2007-2008 broadcast year... **CHOR Summerland** flipped to FM yesterday (Wednesday) morning at 6:00. The station is now ID'ed as **98.5 EZ Rock** although the format is unchanged. 98.5 EZ Rock and CHOR-AM will simulcast through to the end of December. The new morning Host is **David Cannon**... The **Canadian Broadcast Standards Council** (CBSC) says negative stereotypes based on ethnicity violate the equitable portrayal code. The assertion follows a CBSC decision concerning comments made on **Q107 Toronto's Derringer in the Morning** show. During a segment of the show, there was talk about **Madonna** and a troupe of Romani Gypsies accompanying her on tour. During one of her concerts, she had spoken out against the discrimination experienced by Gypsies. The *Derringer in the Morning* hosts then joked that Madonna "didn't say anything about the tramps and the thieves". The decision may be found by clicking [www.cbsc.ca](http://www.cbsc.ca).

**TV:** The **Alliance for Children and Television** has changed its name to **Youth Media Alliance**. The new name is meant to reflect the shift that the organization began about a dozen years ago when its annual conference – *Média-Jeunes* – incorporated a new-media component. Since then, says YMA, the media revolution has transformed the way content is produced and delivered... U.S. TV viewing, compared to numbers a year ago, is "essentially flat", says a recent **Nielsen** study. American viewers are watching an average of about 143 hours of TV each month. Nielsen examined TV habits during this year's second quarter and found that the average breaks down to almost 4.8 hours per day. DVR viewing is on the rise; the average DVR owner in the 25-34 demo watching 29.5 hours a month of recorded shows... **Jill Hennessy**, best known for her roles on *Law & Order* and *Crossing Jordan*, is this year's recipient of the **Women in Film & Television - Toronto International Achievement Award**. The award is presented to a Canadian woman working in screen-based media for her significant and well recognized body of work in Canada and abroad. She will receive her award at the **Crystal Awards Gala Luncheon** Dec. 6 at the Royal York hotel in Toronto. For tickets, click [www.wift.com](http://www.wift.com)... The history of the **Television Bureau of Canada**, written by former TVB President **Jim Patterson**, has been posted at the **Canadian Communications Foundation** website. It can be accessed by clicking <http://www.broadcasting-history.ca/index3.html>... Canadian winners at the inaugural **PromaxDBA Sports Media Marketing Awards** in New York include: **CONSUMER MARKETING - RADIO** – Sporting Event Promo or Spot – SILVER for **CBC's Hockey Night in Canada**; **AFFILIATE & TRADE MARKETING – PRINT** – GOLD for **CTV Creative Agency**; **AFFILIATE & TRADE MARKETING - POINT OF PURCHASE**, *Out of Home* – GOLD for **CTV Creative Agency**; **TEAM PROMOTION (COLLEGIATE & LEAGUE SPORTS)** - Print, Poster, Outdoor & Out of Home – GOLD for **Maple Leaf Sports & Entertainment** (MLSE Design Group); **TEAM PROMOTION (COLLEGIATE & LEAGUE SPORTS)** - Interactive Promotion - GOLD for **Maple Leaf Sports & Entertainment**... **Astral Media** will rebrand **Playhouse Disney** as **Disney Junior** in May. This follows on the same move south of the border. The English- and French-language commercial-free channels specialize in programming for younger viewers... **Canon's Other Side of the Lens** online photo exhibit and charity fundraiser saw **Peter Coade** of **CBC Halifax** win the top prize: A \$5,000 donation in Coade's name to **The Ecology Action Centre in Halifax**. Canon challenged 12 broadcast Weather Reporters and Meteorologists to capture the theme, *Climate: The View from Here* using one of the company's digital cameras. Other participants were: **Claire Martin**, **CBC National**,

*Vancouver*; Paul Dunphy, *Global Calgary*; Frank Ferragine, *Citytv Toronto*; Anthony Farnell, *Global Toronto*; Warren Dean, *Global Saskatoon*; Chris St.Clair, *The Weather Network, Oakville*; Jeff Hutcheson, *CTV's Canada AM*; Sylvia Kuzyk, *CTV Winnipeg*; Duane English, *Global Edmonton*; Tamara Taggart, *CTV Vancouver*; and Caroline Tétreault, *Le Show du Matin*.

**REVOLVING DOOR:** Brad Shaw is now CEO at *Shaw Communications*. His brother, Jim, decided to step down a couple of months earlier than planned but will continue as non-executive Vice-Chairman and as a member of the board. Company founder J.R. Shaw continues as Executive Chairman... Chris Edelman has been promoted to GSM at **Z103.5 (CIDC-FM)/The Jewel 88.5 (CKDX) Toronto**. Edelman began his broadcasting career with the **Evanov Radio Group** as an Account Exec at CIDC-FM... **Y108/Vinyl 95.3 Hamilton** PD Derm Carnduff is no longer with the city's **Corus** station cluster... Jeff Brown, who had been PD and afternoon drive Announcer at **CITI-FM Winnipeg**, is the new host of the **K-Rock Kingston Morning Krew**. Brown has also been in Toronto at **Jack FM** and **Q107**, and was with **CHEZ 106 Ottawa**. He begins Monday, Dec. 6, and joins co-Hosts Sarah Crosbie and Tony Orr... Danelle Boivin, ex Anchor at **Global Saskatoon**, will begin as the Co-Anchor of **CTV Regina's News at Six** Dec. 13, joining Manfred Joehnck... Paul McDonald has been promoted to ND at **CHUM Radio Windsor**, succeeding Jason Moore who moved to join the **City of Windsor**. McDonald had been a Reporter... Bob Smith is the new Station Manager at **Rogers TV, Cable 13** at London, Elgin County, Oxford County and Strathroy-Caradoc. A London broadcaster for over 30 years, and formerly an Anchor at **/A1 London**, Smith is the recipient of three **RTNDA** awards and is a part-time broadcast journalism Professor at **Fanshawe College**... Michelle Moy, ex of **CTV Toronto**, has been appointed Manager, Engineering at **Rogers Sportsnet Toronto**... Tim Tryon joins **WIRED 96.3FM Saskatoon** Dec. 1 as a Broadcast Technician. Tryon is the son of **Astral Radio Hamilton's** Chief Engineer, Charles Tryon... Nicki Sampson is the new Marketing & Promotions Manager at **Harvard Broadcasting's 100.7FM The River Red Deer**. She arrived from outside the industry... New Communications Manager at **Teletoon Toronto** is Sarah Etherden. She had been corporate director of PR at **Metropolitan Hotels** and, before that, she worked at **Planet3 Communications Toronto**.

**IGN-OFFS:** Bob (Robert Charles) Wood, 72, in Hamilton General Hospital. Wood had been an announcer at **CKCK Regina** before moving into sales. Later, in a move from the then **Armada**-owned station to another in the company, **CKOC Hamilton**, he became the GSM. He retired from that position... Charles Christopher Johnston LLB, QC, 75, in Ottawa. He had been General Counsel of the **CRTC** beginning in 1974. In 1980, along with Bob Buchan and Charles Dalfen, he founded **Johnston & Buchan** which became the premier telecommunications law firm in the country. Charles Dalfen later became CRTC Chair... Marj Heinrichs, 54, in Southern Manitoba after an automobile accident. She had been a stringer for **Golden West Radio** since 1999 and was a frequent contributor to **CBC Radio**.

**LOOKING:** *Women in Film and Television - Toronto* (WIFT-T) - Executive Director; *Global Maritimes* – Anchor/Producer; *APTN Winnipeg* – Programming Coordinator and a Host/Reporter; *CHUM Radio Ottawa* – PD; *Y108/Vinyl 95.3 Hamilton/Toronto* - PD; *104.9 funFM Vancouver* – afternoon drive Announcer; *CTV Toronto* - Publicist, CTV Digital; *CTV Ottawa* - Director; *CBC Toronto* – a Research Officer, a Mobile Application Programmer and a National Account Manager for French TV Sales; *CBC Ottawa* – Corporate Manager, CRTC Reporting and Analysis; *CBC Vancouver* – Operations Manager, TV News; and *Newcap Television Lloydminster* – Weather Anchor.

**SUPPLYLINES:** Montreal-based **SENSIO Technologies** will provide **Videotron** with its SENSIO 3D technology. Videotron will launch a 3D content offering next month... **CJFO-FM Ottawa**, a French-language station, launched Nov. 15. Pierrefonds-based **Spectrum Expert** had a hand in the **CRTC** paperwork and in installing the new station's transmitter.