

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, December 2, 2010

Volume 18, Number 29

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The Broadcast Dialogue SupplyGuide

Watch for the
December - January
Edition...

It's in the Mail!

Rogers, already the owner of the Toronto Blue Jays, into one of the most powerful sports enterprises in North America... Gone, or going, from **Shaw Media's Global Television** are **Brett Manlove**, VP of Global TV's British Columbia stations and GM of **Global BC Vancouver**, **Karen Gelbart**, Sr. VP lifestyle specialty channels and **Patrick O'Hara**, VP of Global's eastern stations and GM of **Global Toronto**... There is a new Senior Management Team at **Global News** which includes station management. People with new responsibilities include: **Kenton Boston** – Senior Director, National News and Station Manager, **Global BC**; **Ian Haysom** – Regional Director,

PUBLISHER'S NOTE: **Christensen Communications** will be introducing a new digital product next month called the **Broadcast Dialogue Technology Insider**. This digital publication will be delivered 20-times annually and will succeed the 10-time a year Broadcast Dialogue magazine. Why the change? Because technology is a dominant driver in the broadcast industry, we will be redirecting financial resources from paper, print and postage to increased content of original Canadian articles. By delivering the **Broadcast Dialogue Technology Insider** electronically we will be taking advantage of multi-media opportunities and making the publication interactive.

REVOLVING DOOR: **CTV News** President **Robert Hurst** is stepping down after steadily moving upwards since his 1973 CTV beginnings as a Writer for **Canada AM**. Between then and now, Hurst was ND at **CFTO-TV Toronto**, a Correspondent at CTV bureaus in Ottawa, Washington, Moscow and Beijing, CTV Chief News Editor and VP, and a Sr VP of CTV News. He will stay on the job until a successor is determined. He told staffers that it's the right time: "When you have an opportunity to go out on top of your game you kind of really seriously examine that"... **Richard Peddie** will retire as President/CEO of **Maple Leaf Sports & Entertainment** Dec. 31. He will also retire from his position on MLSE's Board. Peddie was named MLSE's inaugural President/CEO early in 1998 after the purchase of the **Toronto Raptors** and **Air Canada Centre** by **Maple Leaf Gardens Ltd.** Coincidentally, the **Toronto Star** reported yesterday (Wednesday) that **Rogers** is in talks to buy the **Toronto Maple Leafs** in a deal worth more than \$1 billion. The newspaper says the sale would include the **NBA's Toronto Raptors**, **Toronto FC** of **Major League Soccer** and the **Toronto Marlboroughs**, the Maple Leafs' AHL minor hockey team. Buying a majority stake in Maple Leaf Sports and Entertainment would transform



News, BC and Saskatchewan and based in Vancouver where he has been ND for the last nine years; **Tim Spelliscy** – Regional Director, News, Alberta, and Station Manager, **Global Edmonton**; **Ron Waksman** – Senior Director, Editorial Policy and Development and based in Toronto. **Ward Smith** – ND and Station Manager, **Global Toronto**; and **Gerry Belec** – Director, News Design and Technology based in Vancouver (See **TV** for more details on these changes)... **Steve Parsons** will become National Content Manager for **Astral Radio** beginning Dec. 20. Most recently, he was with **Rock 101 Vancouver** as PD,

then did some consulting with **SHORE FM Vancouver**. Parsons will work in Vancouver until February before moving to Astral Toronto... **Patrick Nicol**, the VP/GM of **KISS FM (CKIZ-FM) Vernon** (formerly **CJIB-AM**), is no longer with the Lite AC station. Nicol, a 35-year broadcast veteran, began at the station in 1987... On-air veteran **John Donabie** is the new morning show Host at **JAZZ.FM91 Toronto**. For the past number of years he'd been doing weekend mornings at **CFRB Toronto**. He succeeds **Ralph Benmergui** who has moved to become Director of Communications for Ontario Minister for Research and Innovation **Glen Murray**... **Rogers Sportsnet** VP of Content, **David Akande**, is no longer with the operation... **Chad Tabish** is making an in-house lateral move from his GSM position at **Newcap's** Alberta North East Hub to become GSM at **Newcap Radio Red Deer** and the Alberta South Radio Group (Stettler, Drumheller, Brooks and Blairmore). He had also been Station Manager at **Lloyd FM Lloydminster**. He begins Dec. 15... **Mookie Wilson** and **Billie Jo Ross** will form the new **Lite 96 Calgary** morning show beginning March 1. Wilson moves from **QX104 Winnipeg** and Billie Jo from **Clear FM Winnipeg**.

SIGN-OFFS: **A.G. "Gil" Seabrook**, 97, in Vernon, B.C. Seabrook was the GM at **CJIB Vernon** for the 26 years between 1952 and 1977. He also had been President of the **British Columbia Association of Broadcasters** through two terms, a Director of the **Canadian Association of Broadcasters** and the B.C. **Broadcaster of the Year** in 1976. He began his career as an announcer at **CFRN Edmonton** in 1931 and later sold for **CJCA Edmonton**. Seabrook was also GSM at **CKCK Regina** from 1947 to 1952... **Dave Wheeler**, 63, at **St. Clare's Mercy Hospital** in St. John's. He worked on-air at radio and television in Newfoundland and Labrador from the '60s through the '90s and also served as mayor of Torbay... **Jim Kelley**, 61, in Buffalo, NY, of cancer. Kelley was a long-time sports writer and member of the **Hockey Hall of Fame** as well as being a broadcaster on all-sports **The Fan 590 Toronto**. Kelley spent much of his 30-year career covering the NHL for a newspaper before taking jobs with **FoxSports.com** and **ESPN.com**.

TV: The **CRTC** has approved a five-year Category Two licence for **Sun TV**. To be carried by BDUs, the new service will need to negotiate with the cable and satellite distributors for a spot on their line-ups. Sun TV President **Luc Lavoie** expects the channel will begin service sometime in March. He said the news format will air between 6 a.m. and 5 p.m. every day. After that, content will shift to opinion and commentary. Lavoie takes exception to the channel being described as "**Fox News North**". He points out that Sun TV has an agreement for international news with **CNN**, not **Fox**... Changes at **Global Television**, including new responsibilities for key management roles across the country, are geared toward strengthening the **Shaw Media** News organization, says **Troy Reeb**, Sr. VP of News and Current Affairs. In a memo to staff, Reeb wrote: "**A key first step in realigning our organization is to streamline decision-making and ensure that resources are focussed on front-line newsgathering and production quality.**" (see **REVOLVING DOOR**)... **BCE** and **CTV** say their coupling is the best way to keep Canadian content thriving; that their union is crucial. Both companies told a House of Commons committee said that without working together, neither can compete against the growth of online video content from the likes of **Netflix** and **Apple TV**, both of which are unregulated... The **CRTC** has denied **MuchMusic's** application to air fewer music videos – from 50% of its content to 24% – in favour of more lifestyle programming. Intervenor against the application included **Rogers**, the **Canadian Recording Industry Association** (CRIA) and the **Society of Composers**,





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Authors and Music Publishers of Canada (SOCAN). Much's bid to decrease music content from 100% to 75% was also denied as was a request to bump up animated content. The Commission did approve a reduction from a 24-hour broadcast day to 18 hours and for Much to air more movies.

RADIO: **Haliburton Broadcasting Group (HBG)** has purchased **Niagara Radio Group's CFLZ-FM** and **CKEY-FM Niagara Falls**. The deal is another move in HBG's expansion into the Southern Ontario

tourism market. It also owns **CKJN Caledonia/Haldimand County** and is awaiting **CRTC** approval of its **CJCS-AM/CHGK-FM Stratford** buy. Up north, HBG also awaits Commission approval on the purchase of **CFSF-FM Sturgeon Falls**. Haliburton owns and operates 14 Ontario stations... **Astral Media** has a three-year deal with **UBC Media Group** for its 83 radio stations to be carried on mobile devices across the country. The pact includes creation of software apps for smartphones that allow listeners to enter contests, use social networking, stream live music events, buy music and interact directly with on-air personalities and with each other. The mobile applications, scheduled to go live in early 2011, will be compatible with iPhones, BlackBerrys and Google-powered Android smartphones... **Bayshore Broadcasting's** new Orillia station, **Sunshine 89.1 (CISO)**, has begun testing. Recent appointments include **Rick Ringer** as Ops Mgr and **Jim Birchard** as ND/Talk Host... The **Canadian Broadcast Standards Council** has dealt with three complaints related to multiple episodes of a **CHOI-FM Quebec City** talk show, *Dupont le midi*. The complaints dealt with inaccurate information about social assistance, unduly negative representations of Haitians and inappropriate coarse language for daytime broadcasts. It also concluded that a discussion of suicide, including the broadcast of two suicide victims' names, did not violate any broadcast Codes, although two adjudicators dissented from that decision. Details may be found by clicking www.cbpsc.ca... A one-day radiothon at **RED FM Surrey** raised \$200,000 for the **Peace Arch Hospital and Community Health Foundation** in support of a new maternity ward. The station is targeted to the lower mainland's South Asian community.

GENERAL: **Torstar, CTVglobemedia Publishing** and **Square Victoria Communications Group** have jointly invested in **Canadian Press Enterprises**, a new entity that will take over the 93-year-old news agency's transformation from newspaper co-operative to a for-profit corporation. Financial details weren't disclosed. Members of the news co-op that didn't take an ownership stake will become commercial clients. **The Canadian Press** – with more than 300 employees – was created by newspaper publishers in 1917 during the First World War. The agency serves Canada's radio and TV broadcasters, and newspapers... **Brian Williams** of **CTV** was inducted into the **Canadian Football Hall of Fame Football Reporters** wing on Sunday in Edmonton. Williams has covered the CFL throughout his career, including more than 30 championship games.

LOOKING: **Newcap Broadcasting Lloydminster - GSM; Corus Radio Alberta (JOE FM Edmonton/Q107 Calgary) - PD; The Fan 590 Toronto** – Morning Show Producer; **Rogers Radio Timmins** – Assistant ND; **/A1 Windsor** – Managing Editor; **CTV Toronto News** – Reporter; **CBC Ottawa** – Communications Officer and a Senior Producer, Politics; **CBC Moncton** – Assistant Producer, a Supervising Technician and a Technical Director; **CBC Toronto** – Senior Producer, Daily News Desk, a Senior Producer, Multimedia and an Executive Producer, cbcnews.ca; and **CBC Halifax** – Producer.

SUPPLYLINES: **Voicetrack Express**, launched last week by **Chris Byrnes**, is a web-based voice tracking service that provides major market talent to local radio stations.

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SIGN-OFF: Mark Dailey, 57, of cancer at Toronto's Sunnybrook Hospital. Best known for being "The Voice" at **Citytv Toronto** and as a well-respected broadcast journalist, Dailey was Host of the 11 p.m. Citytv News. He began his Canadian career at **CKLW Windsor**, then moved to **CHUM Toronto** in 1974. He went down the street a while later to become ND at the new station in town, **Q107 Toronto**. Later, in 1979, he made the jump to TV, never looking back. After beating prostate cancer six years ago, Dailey announced in September that cancer had spread to his kidneys. He had surgery in October, but the disease spread to his lungs and the rest of his body. Mark Dailey was featured in **Broadcast Dialogue** magazine in a two-part series (October and November/2007) written by **Doug Thompson**. Part One may be read by clicking [HERE](#) and Part Two by clicking [HERE](#). In a Letter to the Editor (*Broadcast Dialogue/Dec. 2005*)



Dailey – on the topic of **Personal Commitments from Broadcasters more Important than Ever** -- wrote "I would add personal community service as a qualification for positions in radio or television stations. We are a public service in broadcasting and I think personal commitments from the key talent in our business is more important than ever in our troubled society. I believe that we can maintain our journalistic standards and ethics while still becoming part of the solution to many societal problems. We are extremely influential members of our communities and as we say at CITY, "We Live Here Too."

Mark Dailey, Citytv Toronto

TV: **Corus Entertainment** CEO **John Cassaday** says the **Shaw** acquisition of **Canwest Global's** broadcast assets presents an option for Shaw to, at some point, make a move to consolidate the Corus and **Global TV** et al assets. A merger of Corus back into Shaw would, it's estimated, create \$1.5-billion in annual TV revenues alone. Top Shaw execs assured a CRTC Calgary hearing that the company has no immediate plans to for such a merger, but didn't rule it out... Meanwhile, **Shaw Communications**, in announcing a \$500 million bond offering, is moving to address debt incurred from the Global TV acquisition. The 10-year bonds pay 5.5% and are due in 2020... Still with **Shaw**, it has called on the Commission to regulate aspects of the Internet to protect Canadian broadcasting. It told a heritage committee that online movie providers **Netflix**, **Hulu** and video site **Google TV** are undermining Canadian broadcasters' ability to pay for domestic content. Shaw pays about \$150 million a year for local content and to support the **Canada Media Fund**. But regulating the movie providers won't be easy. They're all out of country, beyond the **CRTC's** reach. Shaw, however, says it could be done if there is a focus on the distribution channels in Canada... Also at the committee hearings, **CBC** President **Hubert Lacroix**

said **Quebecor** and its President/CEO, **Pierre Karl Peladeau**, are using its journalists to smear CBC in the media and in the courts. Quebecor has been critical of CBC's handling of Access to Information Act requests. Said Lacroix: "Mr. Peladeau and Quebecor have a vertically integrated company. They can use their **Sun** papers and create all sorts of stories that smear the public broadcaster, and we do what we need to do to make sure the information is corrected when it is used in ways we feel is not fair." Lacroix argued for more regulatory safeguards so that the deepening integration of media companies does not mean

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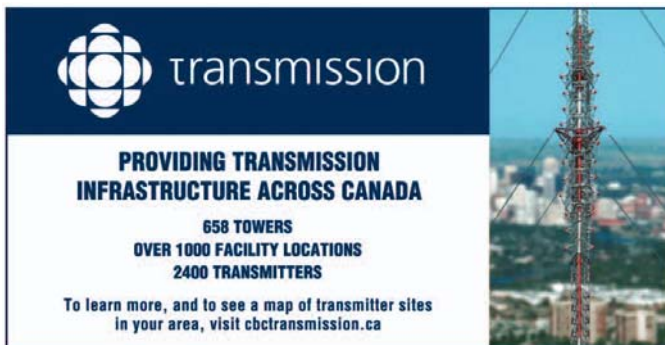


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a loss of diversity and choice for Canadian viewers... The **CRTC** is proposing a 5% decrease of Canadian content on television and has issued a call for comments, the deadline being Jan. 6. In the call, the Commission notes that the objective is to establish an overall framework that provides TV broadcasters with the flexibility to adapt *“to the rapidly changing communications environment while ensuring that the Canadian broadcasting system is distinctly Canadian in its content.”* The existing requirement is not less than 60% of the broadcast year. The new regulation would take effect Sept. 1, coinciding with the beginning of the next licence term of many TV stations... A new technology coming to Canada in the new year claims it can answer TV advertisers’ questions about reaching the right audiences. **Cogeco** will begin a trial run at **CHCH-TV Hamilton** of a system that will split up a single 30-second spot into any number of different ads, each targeted to specific geographic areas, households and/or demographic segments of a particular neighbourhood. For example, a student living near **McMaster University** might see an alcohol ad, while a professor across town might see a home improvement spot. For Cogeco, the advantage is revenue-sharing. The TV station can sell more ads at premium prices without making viewers watch more... **Business News Network (BNN)** has moved from its original Toronto location and into the downtown **CTV** building on Queen St. West. The 100+ reporters, producers and other BNN staff have a new space that the news release brags *“dons a chic and contemporary style, complete with plenty of natural light provided by a bank of windows on two sides. With the newsroom and studios integrated into one working environment, the new location simulates the familiar look of a trading floor, and captures the raw energy and excitement that dominates a trading environment”*... This Saturday night’s **NHL** game between the **Montreal Canadiens** and

the **Toronto Maple Leafs** will be broadcast in 3D. **Hockey Night in Canada** viewers will need a 3D-ready TV along with the associated pair of glasses... **CITS-TV (CTS – Crossroads Television) Burlington** has, concludes the **Canadian Broadcast Standards Council**, violated provisions of the **Canadian Association of Broadcasters’ Code of Ethics and Equitable Portrayal Code**. The CBSC received complaints about **Word TV** (previously **Word.ca**) and its treatment of different issues such as homosexuality, Islam, Haiti and euthanasia. A complainant said the program included discriminatory comments. Details may be found by clicking www.cbsc.ca.

RADIO: Corus Winnipeg GM **Garth Buchko** is working on having a street name near the stations’ new location changed to honour the **CJOB Winnipeg** founder, **Jack Oliver Blick** – the JOB in the call letters. He started the station in 1946. A motion will be presented to city hall later this month and if it passes, Jack Blick Avenue would be officially named Feb. 1... **CKNW Vancouver** Host **Christy Clark** has joined the **B.C. Liberal Party** leadership race. She’s already considered to be the front-runner in the race to succeed Premier **Gordon Campbell**. Several polls put her far ahead of the other four declared candidates from the B.C. Liberal cabinet... **Rosalie Trombley, CKLW (The Big Eight) Windsor’s** MD during the station’s ‘60s and ‘70s heyday, will receive an honorary diploma from **St. Clair College** and have a scholarship named in her honour. Trombley, who picked the songs that aired on the station’s Top 40, automatically gave those tunes instant hit status because of the station’s massive reach over several states and much of Southern Ontario. **Fred Sorrell, CKLW’s** GM from 1969 to 1972, is an organizer of the June 16 convocation ceremonies. Sorrell says Trombley’s major contribution was exposing **Motown** artists to a largely white audience. He told the **Windsor Star** that *“it was through Rosalie that Motown was heard in places in the U.S. south where radio programmers wouldn’t play it.”* For no other reason than that, he said, she should go into Cleveland’s **Rock and Roll Hall of Fame**.

GENERAL: The video from the *Broadcast Executives Society* 2010 Luncheon in Toronto last week has cameo appearances by **Byron Garby, Rita Fabian, Mike Keller, Nicole Jolly, Wayne Williams, Sherry O'Neil, Sol Korman, Bill Evanoff, Ky Joseph, Stephen Sienko, Bill Herz, Harry McIntyre, Gary Belgrave, Theresa Treutler, Murray Christenson, Leon Hildebrandt** and a few hundred other partygoers. Click on the photo (right) for a taste of what you missed, or to see if the camera caught you, too.... **Rogers Communications** expects to face stiffer competition next year but says it is making the necessary investments to keep its edge over a growing pack of challengers. Speaking at the **UBS Global Media and Communications Conference** in New York City this week. CEO **Nadir Mohamed** mentioned his four priorities for 2011: Continued improvement of customer service/experience; continued investment in wireless and cable networks; focus on core business and managing the cost structure; and investing in new products and services that will shore up new revenues over the next two to three years. In 2010, Rogers had a 24% profit drop... **CBC/Radio Canada** in Vancouver raised more than \$410,000 from people who came through the doors, who donated by phone or who did so online; the money all earmarked for B.C. food banks. On hand last for last Friday's event were **Peter Mansbridge, George Stroumboulopoulos**, and Vancouver news Anchors **Tony Parsons** and **Gloria Macarenko**... *Staying Tuned*, **BBM Canada's** annual media research conference, will be held Thursday, March 31 at the **Toronto Marriott Downtown Eaton Centre Hotel**.



Click on this Photo for a Video Snapshot from the 2010 Broadcast Executives Society Christmas Luncheon

REVOLVING DOOR: After nearly a decade co-anchoring the *CTV News at Six* on **CTV British Columbia**, Anchors **Bill Good** and **Pamela Martin** will step down at year-end. Succeeding them beginning Jan. 3 are **Tamara Taggart** and **Mike Killeen**, both long-time veterans of the CTV British Columbia newsroom... **Martin Strong**, the co-Host of the *Brother Jake* morning show on **Rock 101 Vancouver**, is no longer with the **Corus** station. In his place, beginning Jan. 4, is **Mike Reno** of *Loverboy*... **Ian Balfour** has moved within **Newcap** to Retail Sales Manager at **Hot 89.9 FM/LIVE 88.5 Ottawa**. He had been Assistant GM at the **Steele Communications'** Western Newfoundland and Labrador stations. Before that, he was GM at **Newcap's K-Rock Fort McMurray**... At **TSN**, **Ken Volden** has been promoted to VP/Executive Producer, News and Studio Production, and **Paul Graham** has been promoted to VP/Executive Producer, Live Events... **ND Marc Mulvaney** of **Vista Radio Courtenay** has departed the stations.



Bill Good and Pamela Martin

OPS: **Maple Leaf Sports & Entertainment** President/CEO **Richard Peddie** will retire Dec. 31, 2011 (corrects wrong date in last week's edition).



Mike Killeen and Tamara Taggart

LOOKING: **Mix 103 FM Fort McMurray** - Broadcast/IT Technician; **Newcap Lloydminster** - General Sales Manager; **Newcap Radio Gander** - On-Air Personality; **Citytv/OMNI Calgary** - Operations Manager; **CTV Digital Media Toronto** - Sales Operations Specialist; **CBC Windsor** - Regional Operations Manager and an Assignment Producer; **Global TV Winnipeg** - Sports Reporter/Anchor; **SUN TV News Toronto** - Assistant Director, a Studio Switcher, a Graphics Playback Operator and an Audio Operator.

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REVOLVING DOOR: David Wiebe, after 41 years with *Golden West Broadcasting*, will retire in March. During the past few years, Wiebe's focus has been on National Sales for Golden West as well as *Golden West Media*, and for *Canadian Broadcast Sales* – Winnipeg... Wendy Freeman, VP/Exec Producer of *CTV National News* since 2001, will succeed Robert Hurst as President of *CTV News* when he departs Jan. 3. Freeman is a winner of a *Gemini Award* and *RTNDA* awards who's held a variety of management positions at CTV News, leading coverage of 9-11, the death of Pope John Paul and the *2010 Olympic Games*. She has also worked at *WPIX New York* and *Citytv Toronto*... Jacques Parisien has been promoted to Exec VP/COO of *Astral Media*. He had been Group President of *Astral Radio* and Out-of-Home since 2004 and will remain at the head of Astral Radio... Fred Merritt will retire from his *FM 98.5 CKWR Waterloo* on-air position Jan. 21. He's been on the air in the Waterloo Region since 1966, making him one of the longest-serving broadcasters in that part of Ontario... Leonard Asper is now CEO of *The Fight Network*. The former *Canwest Global* President/CEO has taken what's described as "a significant ownership stake" in the digital channel... Suzanne Carpenter will become GM at *Corus Radio Toronto* (*Q107*, *102.1 the Edge* and *AM640*) Jan. 3. She will also retain her VP role at *Corus Entertainment*. Most recently, she was VP/GM, *Corus Radio Eastern Ontario*, *CHEX TV Peterborough*

and *CKWS TV Kingston*. Before that, she was GM at *Corus Radio Hamilton*. There will be no successor for Carpenter at Eastern Ontario... Jeff Douglas, the actor who played *Joe Canadian* in a *Molson Canadian* ad campaign, has been named co-Host of *CBC Radio's As It Happens*. He joins Carol Off Jan. 4. Douglas had been an occasional guest host and succeeds long-time co-host Barbara Budd, who left in April after 17 years on the air... John (JD) Roberts, the Canadian co-Anchor of *American Morning* on *CNN* since 2007, will leave by year's end. *CNN* is shuffling personnel in the morning hours with a new Exec Producer and, soon, a new co-Anchor... At *Newcap Calgary*, Darin Bannister moved from *Vibe Calgary* to *AMP Radio* as RSM. He had been a Sr. Account Manager the past 10 years. Dion Schultz has been promoted to RSM at *XL 103*. He moves up from Sr. Account Manager... Peter Furnish is the new VP Marketing at *Astral Television Networks* in Toronto. His last stop was as Director, Marketing Strategy & Partnerships at *Virgin Mobile Canada*.

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RADIO: The **Jim Pattison Broadcast Group** has an application before the **CRTC** to exchange **The Peak (CKPK-FM) Vancouver's** 100.5 frequency with **CFRO-FM Vancouver's** 102.7. **Vancouver Co-operative Radio** is the licensee of CFRO-FM. Pattison also wants a power bump to 51,000 watts from 2,700. The swap is the brainchild of **Dan Roach (S.W. Davis Broadcast Technical Services)** who recognized that The Peak at 100.5 FM would be able to utilize full power if they were at 102.7 FM, and that CFRO would benefit from acquiring transmission equipment and tower space currently used by The Peak... **Nielsen** is getting out of the U.S. radio measurement business, just two years after it launched. The move follows **Clear Channel's** signing of a multi-year, multi-market renewal contract with **Arbitron**... **99.3 The FOX (CFOX-FM) Vancouver's** 23rd annual **Santa Fox Food Drive** has raised 29,832 pounds of food and \$44,000 in cash which, at the Surrey Food Bank, translates to \$88,000 since it has two-to-one buying power for food... **CHUM Winnipeg's (CURVE 94.3 and 99.9 BOB FM)** 28th annual **Christmas Miracle Toy and Cash Drive**, in support of the **Christmas Cheer Board**, raised \$55,000 and over 5,000 toys... **CHYM-FM Kitchener** raised \$354,500 for **Children's Services of Waterloo Region**. The goal had been \$275,000. The money supports the adopt-a-youth program, family holiday program and the monthly giving club which helps children in need throughout the year... **Rock 95 Barrie's Craig Ross and Simon the Scottish Guy** of sister station **107.5 Kool FM Barrie** toughed it out for 24 hours in the parking lots of the Central Ontario city's two Wal-Mart locations for the third-annual **Rock 95/Kool FM Toy Drive**. Listeners were asked for unwrapped toys or cash to provide for less fortunate children at Christmas. The outcome: \$25,000 in cash and toys... The sixth annual **Great Holiday Food Drive for Community Care** at **Astral Radio Niagara** saw listeners donate approximately \$191,000 in cash and food... **Astral Hamilton (102.9 K-Lite/Oldies 1150 CKOC/820 CHAM)**, after a one day blitz to raise funds, donations and awareness for **Hamilton Food Share**, raised over 1,000 pounds of food and over \$5,000 in cash donations... 2011 inductees to the **Rock and Roll Hall of Fame**, based in Cleveland, are: **Neil Diamond; Alice Cooper; Dr. John; Darlene Love; and Tom Waits.**

TV: With the Aug. 31/11 deadline fast approaching, the **CRTC** is proposing regulations to require TV stations to air PSAs about the loss of analog service. Broadcasters would be required to start airing the spots by March 1, or six months before they cease their analog broadcasts, whichever is sooner. The Commission wants a minimum of six 30-second spots aired daily, increasing to eight times a day on Aug. 1. The deadline for written comments on the regulation is Jan. 11... **Netflix Canada** has struck a deal with **CBC-TV** to distribute the public network's content. Netflix made its Canadian debut in September with a streaming-only service, choosing to avoid offering DVDs by mail like it does in the U.S. The service streams on PCs, Macs, iPhones and iPads, Nintendo Wii, Sony PlayStation 3 and some Blu-ray players... **ACTRA** has a tentative settlement with **CBC** regarding the Television and Radio collective agreements covering performers. The agreements will be extended until June 30, 2011 and performers will see a rate increase of 1.5%... **Advertising Standards Canada** is launching a new national public service campaign called **Truth in Advertising Matters**. Developed by **Cossette** in Toronto, the campaign presents exaggerated or distorted situations and then makes the point that "Dressing it up doesn't make it true." See an example by clicking www.adstandards.com/psa2010... **Howie Mandel** will be honoured at **BANFF 2011** with the **Award of Distinction**. It recognizes an outstanding Canadian whose body of work has set the standard for excellence in the country's entertainment industry... **CTV's** airing the video of a fatal luge accident at the **2010 Winter Olympics** in Vancouver in no way breached broadcasting standards. The **Canadian Broadcast Standards Council** says complainants viewed the accident video as both violent and disturbing to viewers. Details on why CBSC concluded there were no violations may be found at www.cbsc.ca ... The **Broadcast Research Council (BRC)** will present the **Television Mid-Season Review**, moderated by broadcast expert **Christopher Loudon**, at Toronto's Four Seasons Hotel Jan. 12.

GENERAL: The hearing is set for Feb. 8 but the deadline for submissions is Jan. 11 in the application by **BCE** to take control of **CTVglobemedia**. Total value of the transaction is \$3.2 billion. At the time of its application, BCE believed that no tangible benefits were required. But, on Nov. 5, BCE said that should the **CRTC** require benefits, it has a \$70.3 million tangible benefits package. Later, on Dec. 3, BCE increased that package to \$220.8 million... **FCC** Commissioner **Michael Copps** says the U.S. broadcast regulatory body does not plan on reviving the **Fairness Doctrine**, the rule mandating equal time for opposing points of view. It's long gone, says Copps, and "not coming back." At the same time, he defended the FCC's ability to ensure that U.S. broadcasters are engaged "in some level of dialogue with citizens of a community of licence about how issues of interest are being covered"... The **Radio Television News Directors Foundation of Canada (RTNDF)** has received a new national scholarship from the former **Atlantic Association of Broadcasters**. When the AAB folded, it gave all remaining funds to RTNDF for the creation of a \$2,000 annual scholarship that would assist an Atlantic Canada student pursuing a career in broadcast journalism. RTNDF awards eight national scholarships

annually. To date, RTNDF scholarships total over \$263,000.

SIGN-OFF: **Michael Hind-Smith**, 80, at Niagara-on-the-Lake of cancer. He is best remembered for his 15 years as President of the **Canadian Cable Television Association** (1975-1990). Before that, Hind-Smith was VP Programming at **CTV**.

SUPPLYLINES: **Michel Bédard**, Manager of the Quebec **Applied Electronics'** office, will retire at month's end... Effective Jan. 1, **Applied Electronics** will add the complete **Ross Video** product line to its offerings. The two already have a systems integration agreement in place.

LOOKING: **Shaw Media (Global) Halifax/Dartmouth** - Senior Anchor/Producer and an; Online Web Producer; **Newcap Radio Edson** – Broadcast Technician; **CHEK News Victoria** – Weekend Shooter; **Zed 99 Red Deer** – Morning Show Host; **Astral Radio Calgary** – Senior Account Executive and a Digital Account Manager; **QX104 Winnipeg** – Morning Show Announcer; **Astral Digital Toronto** - Senior National Account Manager; **CHUM Radio Kingston** – Account Executive; **AM730 All Traffic & CKNW Vancouver** – Account Manager; **Newcap Radio Red Deer** – Creative Writer; **Citytv and OMNI Edmonton** – Engineering Manager; **CTV Toronto** – Research Manager, CTV Specialty and a Media Analyst TSN2, Advertising; **CBC Edmonton** – Producer with TV Hosting responsibilities; **CBC Calgary** – Switcher-Director English TV News; **CBC Toronto** – Reporter-Editor, Sports and a Human Resources Manager; **CBC Windsor** – Producer (Assignment); **Corus Television Sales Toronto** – National Account Manager, Senior; **Nelvana Enterprises Toronto** – Licensing Manager; **Corus Corporate Finance Toronto** – Director, Risk & Compliance; **Citytv & OMNI Calgary** – Sales Manager; and **Rogers Media Toronto** - Publicity Manager.

EDITOR'S NOTE: The **Broadcast Dialogue Briefing** will be produced next week, Dec. 23, and then will take two weeks off over the Christmas-New Year period. Our return is scheduled for Thursday, Jan. 12.



BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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RADIO: The *Canadian Association of Broadcasters* says that the *Liberal Party of Canada* has failed to recognize “the significant role local radio plays in supporting Canadian music artists and local communities across Canada”. The CAB stance follows proposed amendments to Bill C-32, the *Copyright Modernization Act*. In that bill, the government closed the loophole that forced radio to make additional payments for technical digital file reproductions for on-air use. By closing the loophole, says CAB, Canadian “radio artisans” and the local musicians that they support aren’t sacrificed in favour of multi-billion dollar foreign companies that are now the beneficiaries of over 80% of the reproduction tariff paid by Canadian radio broadcasters... **Rogers Communications** has won **CRTC** approval to acquire **Bob FM (CHST-FM) London** from **CTV**. The value of the transaction based on the Assets Purchase Agreement is \$16 million... The **CRTC** has approved **Cogeco's** \$80-million acquisition of 11 **Corus Quebec** stations. Cogeco has agreed to sell **CJEC-FM** and **CFEL-FM** in the

Levis-Quebec City market to meet market ownership requirements. It will also sell **CKOY-FM Sherbrooke**. The three stations will be put up for sale after the deal with Corus closes Feb. 1. Cogeco VP Public Affairs and Communications **Rene Guimond** says the company’s new provincial news network will also feed and be accessed by independent stations operating in small Quebec markets and by community radio stations. The news will be made available free of charge, with two stipulations: that the stories be used without any change in content and form; and that independent owners and community stations upload stories locally-produced but of regional interest to the Cogeco server... **Ryder**, the morning show Host at **Wired 96.3 FM Saskatoon** -- in a move to show the dangers of a legal drug called salvia -- got high on the air. His purpose, he said, was to demonstrate the dangers of the powerful hallucinogen. Within minutes of inhaling, he was doubled over on the studio floor. Salvia is also linked to comas... Christmas Day programming on **Virgin Radio 953 Vancouver** – at least, from 10 .m. to 2 p.m. – will be handled by VP of B.C. Operations **Brad Phillips** and Virgin Brand Director **Ronnie Stanton**... **Corus Radio Winnipeg (CJOB/Power 97/99.1 Groove FM)** will begin moving into its new home next month,



Director of National Sales
Astral RadioPlus – Toronto

Responsibilities:

- Manage the overall sales performance of the Astral RadioPlus (ARP) Toronto Office
- Represent Astral with passion, integrity and imagination
- Provide leadership and promote the vision and goals of ARP within the team
- Develop, train and drive the national sales team to increased performance levels
- Develop and implement tactical strategies by station and market to drive revenue growth
- Compete aggressively within the Canadian national radio sales environment, outpacing the competition and driving national power ratios
- Promote the proactive development of new streams of radio revenue and work cooperatively with Media Creativity and Media Mix divisions
- Liaise with sales managers on national accounts and business flow on a daily basis
- Work cooperatively with other senior managers in ARP and Astral
- Grow and maintain strong working relationships within the agency and radio community
- Provide continuous forecasting, sales pacing and trending reports
- Manage, develop and track individual account manager performance to budget on a continuous basis
- Ensure ongoing support of our represented properties and their sales goals for the Toronto ARP office
- Keep informed of industry, business and market trends and be a constant resource to your team, our clients and our customers.

Skill requirements:

- 3+ years sales management experience
- Proven leadership skills with a high performance sales team
- Experience in setting and hitting budget goals
- Demonstrated sales management performance in both soft and strong economic conditions
- Excellent reporting and forecasting abilities
- National media sales experience an asset
- Bilingualism an asset.

Any candidate who wants to apply for this opportunity should visit the Astral website at www.astral.com and apply online under Career Opportunities.

Deadline: January 16, 2011

As an equal opportunity employer, Astral is committed to accommodating the needs of people living with disabilities. If you have any health or physical limitations which may adversely affect your performance during any phase of the appointment process, please identify the accommodation needed. Moreover, Astral is committed to providing equal opportunities to candidates and employees, regardless of age, gender, disability, visible minority status, Native status, marital status, cultural or national background, religion, or sexual orientation. All candidates are encouraged to apply with confidence. Please note that while we appreciate all expressions of interest, we can only respond to those candidates who will be interviewed.

occupying the second floor of a three-storey building in Polo Park that once housed **CKY-TV Winnipeg (CTV)** and **Moffat Broadcasting**. The new digs upsize those of the long-time **CJOB** location on Portage Avenue in that there is 17,500 square feet for the radio, production and business operations. Winnipeg city council has approved the name change of Rapelje Avenue to honour **CJOB 68** founder, **J. O. Blick**. Blick, a World War II Veteran who founded the station March 11, 1946, hired all of the original staff members from amongst veterans returning from the war and seeking employment. Corus Winnipeg's new address will be 1440 Jack Blick Avenue... **Vista Radio North** at Prince George (**94X & The Wolf 97.3 FM**) filled a truck with an estimated 100,000 pounds of food and toys during its *Fourth Annual Christmas Convoy*, all of it destined for the local **St. Vincent de Paul Society**. The Convoy saw drop points at 15 client locations plus at partner locations, e.g. community policing and Prince George Fire & Rescue. 94X/The Wolf spent a day driving throughout the city picking up donations, including from three elementary schools. GSM **Sandy Whitwham** says the truck was "greeted with cheers and much excitement from the kids"... At **Vista's 99.7 The River Campbell River**, morning Host **Dave Reynolds** lived 24/7 for 10 days in a 53-foot trailer, enticing listeners to donate food for the **Campbell River Food Bank** and the **Salvation Army**. At the end there was a full trailer with food valued at \$200,000. As an aside, Campbell River's CMA is 38,000 people, so that the giving represents an average \$5 per head... **Terry Evans**, of the *Terry, Bill & Steve Show* on **K-97 Edmonton**, moved into a trailer of a tractor-trailer unit and asked listeners to donate non-perishables to the **K-97 Christmas Rig for Edmonton's Food Bank**. Two days later, the trailer was jammed full. On top of that, \$3,000 in cash was also donated... The **Haliburton Broadcasting Group** (HBG) raised over \$238,469.95 for kids this Christmas during its *Sixth Annual Kids Christmas Radiothon*. The money raised by the 14 HBG stations in Ontario goes to the **Salvation Army** and various other local charitable organizations that help provide meals, toys and winter clothing... At **Life 100.3 Barrie's** first *Christmas for Kids* concert saw more than 700 people fill a local church to hear Christian high school choirs sing selections from their Christmas musicals. As payment, they brought along unwrapped toys for the **Women & Children's Shelter of Barrie**... The **Country 105/Energy 99.7 Peterborough Christmas Toy Drive** for the **Salvation Army Christmas Appeal** wrapped up with thousands of toys and cash donations that closed in on \$42,000. The one-day event at a local mall saw the two stations broadcasting from that location and inviting listeners to drop by with their donations... **The New FLOW 93.5 Toronto** partnered with the **Daily Bread Food Bank** for a 24-hour food drive, a first for both the station and Daily Bread. Over 4,000 pounds of food was donated and over \$3,000 in cash raised. Canadian artists were in attendance throughout the 24 hours supporting and encouraging donations... **Q104 Halifax** changed a promotional spot after a gay rights group – the **Nova Scotia Rainbow Action Project** -- said it was offensive. The offensive line: "We'll deck the halls, but we draw the line at gay apparel." Q104 said it didn't mean to offend or hurt anyone. The rewrite: "At Q104, we're all about decking the halls, and if the mood strikes us, donning a little gay apparel."

T**V:** An Ottawa-based research and consulting firm says satellite, cable and telcos continue to add subscribers despite an increasing number of Internet-based alternatives. **Boon Dog Professional Services** says Canadian households subscribing to cable or satellite increased by about 29,000 or less than 1% in the second quarter. Meanwhile, **Nielsen NTI** data reveals that cable penetration among U.S. TV households has fallen to a 21-year low as more viewers turn to alternatives. At the same time, other distribution methods are up 30.5%... **Google** has asked TV makers **Sony, Toshiba, LG** and **Sharp** to hold off on introducing Google's new software at the **Consumer Electronics Show** next month in Las Vegas. The software, sans glitches, adds Web video and other computer smarts to TV sets. The late postponement request illustrates the struggles Google faces as it tries to expand into the unfamiliar realm of consumer electronics... **Astral's The Movie Network** and **CBS Studios International** have a multi-year deal that renews and expands upon their long-standing relationship to provide **Showtime's** line-up... U.S. TV broadcasters and electronics makers are working on ways to beam over-the-air signals to mobile devices. Twelve broadcasters allied in the *Mobile Content Venture* plan to upgrade their stations to deliver mobile digital TV in 20 American markets in the new year. By piggybacking the service on digital signals snags will be avoided on wireless carrier networks.

G**ENERAL:** **Bill Roberts**, the President/CEO of **ZoomerMedia's** Television Division in Toronto, has signed up to climb Mt. Kilimajaro, the highest sole standing mountain in the world. It's part of a charity fund drive for **CARE Canada**. All things going as they should, Roberts expects to reach the summit March 8.

R**EVOLVING DOOR:** **Dean Rutherford** has been promoted to VP/GM of **Astral RadioPlus (ARP)**, succeeding **Lesley Conway**. Most recently he was VP, National Sales for the ARP agency reactive team. He moves into the position Jan. 17. Conway moves to **Astral Outdoor** Jan. 17 as Exec VP Sales, English Canada. Between now and then, she'll be assuring a smooth transition... **Laura DiBattista**, a 26-year Reporter at **Citytv**

Toronto, will become the host of **CBC Radio One's** afternoon drive show in Toronto beginning Jan. 3. She was caught in Rogers Communications cutbacks earlier this year... Meteorologist **Michael Kuss**, also most recently of **Citytv Toronto**, moves to **CTV British Columbia** Jan. 3 to join the **CTV NEWS AT SIX** broadcast team. Originally from Saanich on Vancouver Island, Kuss has worked for most of the major Canadian networks... **Brian Depoe**, the PD at **Q92 Montreal**, moves to **Majic 100/939 BOB FM Ottawa** Jan. 4 as PD. Before that, Depoe was with **Virgin Radio Toronto**... **Curtis Bray** is the new PD/MD at **89.3 K-ROCK Kentville**. Bray's last stop was with **Corus Kitchener**. Before that, he was with **Newcap** at **Wayne FM Wainwright**.

SIGN-OFFS: **Paul Carson**, 60, of pancreatic cancer in Vancouver. It was Carson who launched **TEAM Radio** in Vancouver, the first all-sports station. Before that, Carson was associated with **CKVU**, **UTV** and then **Global TV Vancouver**... **Paul Hawkes**, 64, of pancreatic cancer at Fort St. John. He was well-known in the '70s for his announcing work at **CKNL** before moving into sales. About six years ago, he moved "across the street" to **Moose FM** Fort St. John... **Fred Foy**, 89, of natural causes, at his home near Boston. Foy is best-known for calling out "Hi-Yo, Silver!" in his passionate lead-in to **The Lone Ranger** radio series. The full intro as it was heard on radio: "Hi-Yo, Silver! A fiery horse with the speed of light, a cloud of dust and a hearty 'Hi-Yo Silver'... **The Lone Ranger! With his faithful Indian companion, Tonto, the daring and resourceful masked rider of the plains led the fight for law and order in the early West. Return with us now to those thrilling days of yesteryear. From out of the past come the thundering hoof-beats of the great horse Silver. The Lone Ranger rides again!**" In 1960, Foy joined the **ABC** announcing staff in New York and announced for **The Dick Cavett Show** as well as announcing radio news documentaries for the network.

LOOKING: **Astral RadioPlus** in Toronto is looking for a Director of National Sales. See the ad on Page 1... Other jobs we've heard about include: **Newcap Broadcasting Lloydminster** - GSM; **Newcap Edson** - Producer and a Creative Writer; **Stage and Screen Toronto** - Business Development Manager; **CTV British Columbia** - Senior Reporter/Anchor and a Producer/Editor; **CTV Ottawa** - Technical Producer; **CBC Vancouver** - Supervisor, Technological Maintenance and Support; **CBC Toronto** - Project Manager, Media Asset Management; and **CBC Winnipeg** - Reporter.



**Wishing you a Very Merry Christmas
and an Outstanding 2011!**

Howard