

BROADCAST Dialogue

Essential Reading

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Thursday, June 6, 2013

Volume 21, Number 5

GENERAL: The French arm of *CBC, Radio-Canada*, will soon see its name changed to *ICI* ('here' in French). CBC says the change in branding "will allow for greater uniformity" since Radio-Canada's different platforms now carry a "hodge-podge" of names. Over the years, the commonly used promotional slogan has been "Ici Radio-Canada" ("Radio-Canada here"). It's a branding change only. Radio-Canada will continue to exist under law... The *CRTC's* decision on the Wireless Code, while shocking to many observers, underscored one salient fact. Chairman **Jean-Pierre Blais** wasn't joking when he said future regulatory decisions will give strict consideration to the impact they will have on consumers. The wireless decision allows consumers to cancel their mobile contracts after two years while also placing a cap on data overage and roaming charges. The cap could be misleading. What it means is that the consumer will be warned at a certain dollar amount and be asked if they want to continue (and be billed for it). The code will apply to new wireless contracts beginning Dec. 2. Cellphone companies contravening the code are subject to penalties, though penalties haven't been spelled out... *Stingray Digital, MY Broadcasting Corp.* and *SiriusXM Canada* have been ranked among *PROFIT Magazine's* 25th annual *PROFIT 500* ranking of the country's fastest-growing companies by five-year revenue growth. *Stingray Digital* ranked 115th with five-year revenue growth of 589%, *My Broadcasting* ranked 232nd with five-year revenue growth of 267% and *SiriusXM Canada* was ranked at 280 with five-year revenue growth of 207%... The *BCE* purchase of *Astral* has seen the closing date extended from June 1 to July 31. *BCE* extended the offer while it awaits a *CRTC* decision... **Kayla Hounsell** of *CTV Atlantic* in Halifax is the recipient of the 2013 *RTDNA Canada President's Fellowship*. It provides for up to \$3,000 for a working electronic journalist to attend a seminar at the *Poynter Institute* in St. Petersburg, FL. The award will be presented in Toronto June 14 at the *RTDNA President's Gala*... *Google* is now the world's largest media owner. *ZenithOptimedia's Top Thirty Global Media Owners* report moved *Google* up from second because it now boasts media revenues 39% better than #2 rated *DirecTV*. The ranking by media

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Radio on the completion of AM1430
CHKT and 88.9 Toronto



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revenue puts *Microsoft* and *Yahoo!* at third and fourth. The four generated US\$49.2bn in revenue from Internet advertising in 2011, more than half of the total US\$77bn spent... The 26th annual *Miracle Weekend* brought in \$18,353,580 for the *BC Children's Hospital Foundation*. While aired on on *Global BC*, other broadcasters -- including *98.5 The OCEAN Victoria*, *Fairchild TV* and *Fairchild Radio AM 1470*, and *CHMB AM1320 Vancouver*

contributed to the total. Donations are used to support the purchase of life-saving equipment, research into the treatment, prevention and cure of childhood diseases, recruitment and educational programs for caregivers, and programs in communities throughout B.C.

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TELEVISION: *Groupe TVA* in Montreal is cutting 90 jobs across all departments, citing tough advertising conditions. The *Quebecor* subsidiary says the cuts are part of an overall plan to lower operating expenses by 5%. The jobs involve a combination of employees and vacant positions. Pierre Dion, *Groupe TVA*'s president, says the action is necessary given ongoing uncertainty in the media industry... *Rogers Media* has closed its 18-month old *CityNews Channel* in Toronto, has cancelled certain news programs at *OMNI*, and has put a halt to local production at *OMNI Calgary* and *OMNI Edmonton*. *CityNews Channel* saw 23 jobs lost, *OMNI Toronto* released 20 employees, *OMNI Vancouver* lost 10 jobs, *OMNI Calgary*, seven and two at *OMNI Edmonton*, or 2.5% of the company's total broadcast workforce. A *Rogers* spokesman told *Broadcast Dialogue* that the *CityNews* specialty licence will be returned to the *CRTC*... *Shaw Media* has joined the *Twitter Amplify* program so as to give Canadian users in-Tweet video clips that complement Global broadcasts. The company expects to have TV content on Twitter during this fall's new TV season... *The Score*, acquired by *Rogers Media*, will be rebranded as *Sportsnet 360* effective July 1... The *Global Entertainment and Media Outlook 2013-2017*, put out by *PwC Canada*, says that while TV cable and satellite subscriptions aren't threatened by cord-cutting, growth rates are forecast to dip as consumers opt for less-costly online alternatives. Canadians, asserts the report, will keep on signing-up for TV subscriptions despite the online alternatives. But *PwC* predicts that the pace of subscription growth is expected to slow through 2017. In the meantime, according to *Deloitte Canada*, 99% of Canadian subscribers will stay with their carriers because they don't want to miss the live programming and reality shows that friends and colleagues talk about... *Shaw Media* has announced that 11 new dramas and seven new comedies are headed to *Global Television* next fall. *City*'s upfront purchases include eight new comedies, six new dramas, and two new reality series. For details on both Global's and *City*'s new shows this fall, go to the *Broadcast Dialogue* home page at www.broadcastdialogue.com ... *Shaw Media* will launch *DTOUR* Aug. 26, a new specialty channel *Shaw*'s PR people describe as leading viewers "off the beaten path with exciting, eye-opening programming that reveals the drama, entertainment and ideas behind the everyday and the extraordinary"... The 29th annual *Janeway Children's Miracle Network* telethon on *NTV (CJON-TV) St. John's* last weekend raised \$2,973,875. Broadcast locations included the *Janeway Children's Health and Rehabilitation Centre* in *St. John's*, *College of the North Atlantic* in *Marystown*, *Gander International Airport* and the *Corner Brook city hall*. From kids giving their pennies to corporate citizens, the money raised is aimed at equipment and funded research... *MusiquePlus* earned a *Canadian Broadcast Standards Council* spanking

for not airing enough advisories during a show called *Cliptoman*, where the host made obscene cracks related to the movie, *Dirty Dancing*, and its star, Patrick Swayze. Advisories, says *CBSC*, should have come out of each commercial break. Details at www.cbsc.ca.

REVOLVING DOOR: Jamie Schouela will become EVP marketing and communications at Toronto-based *Blue Ant Media* June 10. Most recently, he was VP of marketing at *Shaw Media's Global Television* and its 19 specialty channels... Rick Hodge, who gained fame in the greater Toronto area for being 1/3 of the Roger, Rick and Marilyn morning show on *CHUM-FM*, has begun daily bits called the *Sunday Funnies* on *FUNNY 820 (CHAM) Hamilton* and *FUNNY 1410 (CKSL) London*. The *Astral* stations will air the show seven days a week at noon and again at 11 p.m... Leslie Roberts, the anchor of *Global Toronto's* supper hour newscast, takes on additional duties as the permanent host for *The Morning Show's* national edition, beginning June 17. With the added airtime, Roberts drops the late night *News Hour Final*. Weekend anchor Carolyn MacKenzie will move into anchoring that package... Glenn Stewart, after 14 years as director of sales and marketing at *CTS TV* and a 34-year broadcast sales career, will retire June 30... Bruce Kirkpatrick of *CHEK-TV Victoria* has retired from day-to-day reporting after 40 years, seven months and 25 days at the Vancouver Island station. Before he began at CHEK in 1972, he'd spent seven years in radio. Kirkpatrick will return to CHEK this fall for a weekly news series... Mike Hornbrook has retired from *CBC Radio News* after nearly 30 years, the past 10 as the economics correspondent. He spent 10 years working as foreign correspondent in the Middle East and Russia, and covered both wars in Chechnya and the U.S. invasion of Iraq... New morning co-host at *Lloyd 95.9 Lloydminster* is Brandon Basler, moving from afternoons to pair with Heather Klages. Succeeding him in afternoons is Brendan Seeley, ex of *93.5 Prairie FM High Prairie*... Jill Morgan, after 12 years as an anchor with *Global Regina*, will become anchor of *CBC News: Saskatchewan* later this summer... The embattled Toronto mayor has hired the producer of his weekly radio show on *CFRB Toronto* to work for him at city hall. Dan Jacobs, the part-timer who handled Rob and Doug Ford's *The City*, is expected to serve in a junior role... *East Coast FM (CKEC) New Glasgow* has hired Arthur Jacquard for its engineering department.

RADIO: The *Rogers Radio* six Country stations will all soon be rebranded. The move to a new name, logo and website began late last week when *KIX 106.7 Kitchener* became *Country 106.7*. The other five stations, yet to see the changes, are *KIX 93.5 Kingston*, *Y101 Ottawa*, *Q104 Sault St. Marie*, *Country 107.1 Abbotsford* and *Country 93.3 Fort McMurray*... *CBC North Radio 1 Yellowknife* began the move to FM Monday, transitioning over a three-month period. Listeners will have both frequencies until Sept. 3 when AM will be cut... Dave Rutherford, the long-



Jamie Schouela

Brandon Basler



Leslie Roberts

Carolyn MacKenzie





time *CHQR Calgary* talk show host, has been approached to consider running in the city's next mayoral race. Rutherford is set to retire from the *Corus* station July 26 but says he hasn't yet made any decisions on his future... After almost two decades with *CKPG Prince George*, the *Western Hockey League's Prince George Cougars* are moving to *Vista Radio's 94X*. Ken Kilcullen, GM of the *Pattison* stations in Prince George, and the Cougars couldn't come up with terms agreeable to both sides. The five-year deal with Vista includes games to also be aired on *The Peak (CFBV) Smithers* and *The Wolf (CKBX) 100 Mile House*... The tenth edition of the *CJAD 800/CHOM 97.7/Virgin Radio 96 Caring for Kids* radiothon – on behalf of the *Montreal Children's Hospital Foundation* – raised \$1,460,000. The money will go towards meeting the urgent need for medical and surgical equipment, and funding for innovative projects... The fifth annual *Radio for Radiation* radiothon on *KICX 106 Orillia* and *104.1 The DOCK Midland* raised \$35,800 for *Barrie's Royal Victoria Regional Health Centre* and the *Simcoe Muskoka Regional Cancer Centre*. The *Larche Communications* stations are again aiming to match last year's \$500,000 fundraising effort and, so far, have reached the half-way mark... **Michael Christian**, the Australian announcer who made the prank call to the London hospital last year where the *Duchess of Cambridge* was being treated – and which was followed by the suicide of a nurse a few days later – has been named top jock by *Southern Cross Austereo* network. And that decision is not sitting well with Australia's Communications Minister. **Stephen Conroy** was quoted as saying, "There were some very serious consequences of what was a prank, and to be seen to be awarding people so soon after such an event I think is just in bad taste."

SUPPLYLINES: *Pippin Technical Service* is now the Canadian distributor for *Electronic Research Inc. (ERI)*, the manufacturer of RF communications solutions... At *Applied Electronics*, **Jim Goessinger** has been promoted to VP, broadcast and data solutions, and **Mike Dalton** to VP, audio visual systems division.

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What Happens When the Landlord Gives Your Radio Station Just Three Months to MOVE?

Keep on Reading...



Yikes, we've gotta move!

How does a radio broadcaster respond to a three-month deadline to move?

by Gary Hooper

That dilemma confronted Fairchild Radio's CHKT-AM and FM88.9 in Toronto. In late July of last year Fairchild got word that it was necessary to find a new home to succeed the studios that had been in suburban Richmond Hill for 14 years, and to do so by Oct. 31.

The multicultural stations that have served the Greater Toronto Area in a number of languages, primarily Cantonese and Mandarin, since 1997 had two control rooms, two production rooms, two edit suites and voice studios housed within a 6,000-square foot area. Needed was the development of a plan that would move everything quickly and efficiently while imposing minimum impact on day-to-day operations.



Fairchild assistant general manager Jennifer Lo

Fairchild operations manager David Choi



The logistics had to be flawless.

After the new 8,500-square foot location was found—and with just two months remaining to put together a budget, order equipment, design and build studios—it became obvious that having a conventional “stick built” studio design finalized and tendered would not leave a realistic amount of time for construction to be completed.

While pondering the building of control rooms, announce booths and production studios, I recalled an experience from 1985 with Telemedia in Montreal involving booths manufactured by Mecart. After a week of consultation and exploring possibilities, measurements were taken and made, and a purchase order was issued. An October 1 delivery date was promised.

Fairchild operations manager David Choi and assistant general manager Jennifer Lo decided that it was time to move the studios into the digital realm and chose Wheatstone as the system to control the BE AudioVault 10 and the other studio sources. LX24 consoles and sideboards were chosen and optioned for the control and production rooms.

During September, we worked with Fairchild’s technical staff to install the rack room and CAT6 LAN infrastructure, all 16,000 feet of it. The areas were pre-wired in preparation for the prefab Mecart studio units, which were delivered on schedule and on budget. Their installation technician had the studios assembled in less than three weeks, just one week before the two stations had to be operating from the new location.

As the Mecart people were doing their thing, the rest of us began the Wheatstone and peripheral equipment installation in console furniture supplied by RVA/Homeworthy.

Five days ahead of schedule, on October 26, the old studios were shut down and the new control rooms went online.

And there was not one moment’s downtime.

Gary Hooper is the president of Thornhill-based HP Services. He can be reached at 905-889-3601 or by e-mail at hps2@rogers.com.



Modern control room acoustic design

— is live-end,
dead end,
still valid?

When we're designing the acoustics of a modern radio control room, either for on-air or production use, what are our criteria? Our announcer's or producer's job is to listen critically to audio and provide an optimal mix of various elements. Perhaps we are aiming for a listening environment similar to that experienced by the audience, in a car or livingroom (or kitchen, for that matter), on the grounds that a mix pleasing to our producer's ears will also sound good to our listeners.

Certainly the operating and monitoring point, the so-called sweet spot, should provide a pleasant stereo image, with uncoloured tonality and a smooth frequency response. We'd like to minimize artifacts or unusual acoustic effects. We'd like to minimize listener fatigue as well, since our control room staff is often locked up in these rooms for many hours at a time. And we use our

by Dan Roach

control rooms for recording as well as monitoring and mixing, which isn't the same thing at all, so we must keep in mind the mic acoustics.

faced with a number of familiar problems, some of which have been with us as long as radio, and some newer wrinkles as well. On the face of it, a control room doesn't look very much like a living room, so acoustic matching between the two may be hard to accomplish.

At first blush, some would aim to stomp out all audio reflections. It turns out that this isn't the right path. When you first put up acoustic-absorptive material, what you find out is that all the high frequencies get absorbed, and the lows keep bouncing around the room: the room becomes dull and "boomy"-sounding.

With effort, you can reduce the lows by adding more effective absorptive material and it won't be so boomy, but it'll still be dead and dull-sounding. If you keep going in this direction, you'll end up with an anechoic chamber which not only sounds unnatural but is also quite difficult and upsetting to spend any time inside, and normal speech becomes almost impossible.

The room also gets significantly smaller as effective absorptive materials at low frequencies tend to be thick.

Not the solution we're aiming for.

Many other approaches have been tried, involving different room dimensions and proportions, different combinations of reflective and absorptive materials, canted walls, calculations and measurements of room resonances, and efforts to damp them or cancel them out.

Out of the 1970s and early 1980s came a concept called "Live-end dead-end" (LEDE) to address the particular acoustic requirements of control rooms. Much has been written about LEDE and some of its more rigorous requirements. If you're interested, try examining the database of the Audio Engineering Society for more detail. I'm going to skip over many of the details in this general discussion but rest assured there's more information available.

It rapidly became a popular recipe for control room design. LEDE started out because acoustic engineer Don Davis, presented with the problems of control rooms, began examining the acoustic effects of reflections from nearby objects (walls, consoles, furniture) on the sound heard by the control room operator. He discovered that the mixing desk, in particular, reflected sound from the speakers, creating a comb filter effect which greatly disturbed the frequency response at the listening point. He was involved in developing instruments that measured sound intensity vs. frequency vs. time, and used these to further analyze and refine his theories. He ended up discovering many interesting phenomena of the acoustics of small rooms, and this in turn led to LEDE.

An abbreviated description of LEDE is that the control room is divided into two regions, with the boundary the axis of the operator's ears. Forward of that line the room is acoustically soft with absorptive materials and the monitor speakers presented as point sources to the extent of enclosing the speakers in the front wall up to the front speaker face, making the speaker fronts flush with the wall. The side walls at the front may be canted to further reduce reflections, or at least standing waves. The top surface of the mixing console is often partially shielded with a hood to cut down on reflections.

Behind the operator, the room is reflective but with dispersive elements

to break up the reflections so they don't all bounce off the back wall and arrive at the operator simultaneously. This can be done with dispersive panels, furniture or even shelves filled with equipment or studio materials. The back wall must be at least 10 feet behind the operator's position to ensure adequate time delay before this ambient reflective sound reaches back to the operator.

I've never been in a control room rigorously designed to LEDE standards but I have followed the general guidelines, er, generally, when building control rooms, adding and subtracting elements as needed for the particular installation. At least to my ears, much of Davis's theory makes good sense and it results in an acoustically pleasing room.

The stereo imaging is distinct; listening is not fatiguing. Surprisingly, the reflections from the back of the room don't interfere with the direct and near field sound; in fact they enhance the effect of spaciousness created in the mind due to a phenomenon called the precedence effect.

Since the LEDE design was unveiled, much has changed in our control rooms. We have compact near field monitors often in use, so don't need to build speakers into the walls anymore. Most of the big, reflective surfaces of machines are gone. Mixing desks are smaller, and the ever-present video screens over them tend to break up the reflections that so concerned Davis.

And of course, in TV we're now concerned with 5.1 surround sound which presents new wrinkles for surround speaker placement. Still, I'd argue for the enduring merits of the LEDE design, in spite of all the changes in details.

Can it be screwed up? Definitely, especially if you depart from the reasoning behind the original design principles. Some flexibility is essential to extend those principles to today's requirements.

Still, it's a good place to start.

Dan Roach works at S.W. Davis Broadcast Technical Services Ltd., a contract engineering firm based in Vancouver. If you have a question or comment, contact him at dan@broadcasttechnical.com.

Dialogue BROADCAST

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REVOLVING DOOR: Randy Lemay, *Newcap's* director of Alberta operations based in Edmonton, has resigned for health reasons. Lemay told *Broadcast Dialogue* that he will remain with Newcap through the remainder of this fiscal year, perhaps into October, before leaving day-to-day duties in favour of performing special projects for the company... Ira Haberman, director, digital content and Earl Veale, director of interactive technology at *Corus Radio Toronto*, are no longer with the company. Both were long-term employees, Veale with 23 years of service while Haberman was with Corus for close to 14 years... Rob



Aldo Giampaolo



Randy Lemay

Russo, the former *Canadian Press* Ottawa bureau chief, will become the managing editor of the *CBC* parliamentary bureau in September. He succeeds Paul Hambleton who is moving to Toronto as the new managing editor of radio and television programming at *CBC*... Seamus O'Regan, who is now filling in on *CFRB Toronto*, quietly left *CTV News* late last year. His departure was in contrast to the ballyhoo that his move from *Canada AM* to the news side engendered back in November, 2011. O'Regan said he was "working on new programming for CTV" and that he "just needed a change"... Aldo Giampaolo will become president/CEO of *Quebecor Media Entertainment & Sports Group* July 8. Most recently, he was with *Cirque du Soleil* where he served as executive producer, arena tours division, and as VP, sales & marketing of touring shows... Recently retired Olympic diving champion Alexandre Despatie will co-host the *City Montreal Breakfast Television* show beginning in August. Despatie announced his retirement from competitive diving last week... Warren Woods, after 25 years with *STV/Global TV Regina*, will be at *Rawlco's CJME Regina* beginning July 2. He'll be handling morning show sports duties along with the station's other sports programming, particularly as it relates to the *Saskatchewan Roughriders*.

Woods has been covering the *CFL* team as far back as the late 1980s... Amanda Young is moving within *Rogers Radio* from her PD role at *Country 93.3/ROCK 97.9 Fort McMurray* to *BOB FM London* as APD and promotions manager... Laura Geddes has been promoted to afternoon drive host/music assistant/APD at *The One (CKNX-FM) Wingham*. She had been working

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disease, at his home just north of Toronto. He began working as a broadcast consultant in 1960 and retired in 2008, and was the long-time owner/operator of *Elder Engineering*... Wayne Vernon Plunkett, in his early 70s, in Toronto. He was a chartered accountant by training, worked at *Rogers Radio* in the 1970s, and later worked as an independent consultant for smaller broadcasters helping with *CRTC* applications and interventions. Plunkett was considered a "knowledge box" who cared about radio.

RADIO: *CFNO Marathon* will not be moving to Thunder Bay after all. Owner *Thunder Bay Electronics* withdrew its application for the move after a community-based campaign to keep the station in Marathon generated widespread support... Lou Schizas, a *Business News Network* equities analyst who joins John Oakley weekday mornings on *AM640 Toronto*, referred to provincial *NDP* leader Andrea Horwath as a "whore"

weekends at The One and sister station *The Bull Wingham* while also a member of the *KFUN Kitchener/Waterloo* morning show... Isabelle Dessureault has been promoted at *Videotron Montreal* to VP of content, commercialization and public affairs on the company's TV, Internet and mobile platforms. She remains president of *MATV*, a specialty channel for Videotron subscribers. She had been VP of public affairs at parent company *Quebecor Media*... New morning show hosts at *NCI FM Winnipeg* are Alix Michaels and Ryan Anderson... Brodie Fenlon will be joining *CBC News* as the managing editor for digital, including *CBCNews.ca*, beginning July 29. He's moving from *Huffington Post Canada* where he was the managing editor for news.

SIGN-OFFS: John Berry, 62, of cancer in Edmonton. Described as one of the most popular TV weathermen in Edmonton history, Berry, a star on *CFRN TV* (now *CTV Edmonton*) in the '80s and '90s, was also known as a celebrity cook. Early in his career, he was at *CJRL Kenora* reporting live as a bank robber strapped with explosives blew himself up in May, 1973... Gordon Elder, 86, of complications related to Alzheimer's



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because the governing *Liberals* received NDP support on a budget vote. The NDP's vote came after the Liberals made concessions that included 15% per cent off car insurance rates and establishment of a financial accountability office... *Country 88.9 Winkler* launched yesterday (Wednesday), succeeding *CKMW 1570*. The *Golden West* station says it will continue with its emphasis on news, information and the best country music... Ottawa's *Y101 Country Cares* radiothon, live from the *Children's Hospital of Eastern Ontario* (CHEO), raised \$123,890 (\$15k above last year's total). The funds raised were added to the overall total for the CHEO telethon



K106.3 Sarnia morning show host Max Major and his bride, Corey Croisier.

that aired on Sunday... While not available in Canada, *Apple's* new *iTunes Radio* will launch this fall in the U.S. Featuring a catalogue of songs based on listening history and past iTunes purchases, iTunes Radio will allow users to follow music trending on *Twitter*. And, it will be integrated with the *Siri* voice command system... *K106.3 Sarnia* morning show host Max Major and his bride, Corey Croisier, got married on the air with just a few guests in the studio and a whole bunch of eavesdroppers throughout Lambton County who listened to their exchange of vows. What began as a flight of fancy between Major and PD Rob Jenkins took legs when Croisier eagerly agreed to the idea. There were roughly 20 family members and the minister in the studio.

T**ELEVISION:** *CRTC* Chair Jean-Pierre Blais wants to tear up the rules governing the TV industry to give consumers more flexibility while also giving BDUs greater manoeuvrability in competing with online challengers. Speaking at the *Banff World Festival*, he said, "It's time to ask if the assumptions that lie beneath our current regulatory policies still hold true." Further, he said, "Broadcasting as we once knew it is no longer and will never again be the same." Blais believes the broadcast system is struggling under the weight of rules and regulations that make it hard for broadcasters to compete with online operators. Consultations will be launched this fall in which the Commission will ask Canadians how the system should be changed to better serve their needs. Later, there will be broader discussions with the TV industry to consider how content is delivered to more than 12 million connected Canadian homes. Traditional providers, responding to the threat of cord-cutting because of the likes of Netflix, are now offering more online and mobile content... Binge watching by Canadians of TV episodes represents a "transformational" trend that's shaking up the industry. In an online poll of 1,275 Canadians conducted by *Head Research* for *Rogers*, 81% said they had watched three or more episodes of a series during a viewing marathon last year. In the online poll, viewers were asked how many episodes of a show they went through consecutively during a binge-watching session on a weeknight or on a weekend. The average during the week was four straight episodes and 4.6 on weekends. David Purdy, the senior VP of content at Rogers, says the trend is getting close attention from his company. The *Marketing Research and Intelligence Association* says online surveys cannot be assigned a margin of error because they do not randomly sample the population... The negative feedback was so enormous that *Radio-Canada* will not be discontinued in favour of it being re-branded as *Ici*, and *CBC* has apologized. Instead, *Ici* and *Radio-Canada* will appear on various platforms and be next to each other. Most of the criticism was based on "Canada" being

removed while others didn't like the discarding of its name as part of a marketing campaign. Radio Canada will call its television network *Ici Radio-Canada Télé* and its radio network *Ici Radio-Canada Première*. . . CTV says its 2013/14 primetime schedule features genre diversity, time slot strength and scheduling balance. With most of the CTV program schedule being stable, the network has selected just four new big-buzz dramas, two new comedies and one new unscripted series for prime time. . . The CRTC has approved the *Shaw LP/Shaw Global* buy-out of *TVtropolis* from *Rogers Communications*, its partner in the ownership of the specialty channel. Rogers had held 33.33% ownership. . . Toronto-based *Branded Content Television* has formed a new company called *BENT* which aims to be a player in the brand-driven entertainment and content sector. While Branded Content's president is Carmen Lago, previously director of brand partnerships at *Bell Media*, Bent's founding partners include *Cue Digital Media* (David U.K.) and Stephen Tapp from *Hercules Media Group*. Tapp had been exec VP at *CHUM Television* and president of *XM Satellite Radio*. . . *Bell Media* and *Twitter* have a partnership around analytics initiatives relating to social media and television. The research will focus on the social TV behaviour of Canadian viewers, the return on investment of social TV initiatives and the relationship between audience engagement and Twitter activity. . . *Corus Entertainment* and *Telefilm Canada* have created the *Family Feature Production Fund*. The joint pilot initiative is aimed at encouraging increased production of audience-driven Canadian English-language live-action family movies for theatrical release. . . *Channel Zero's CHCH Television Hamilton* has entered a partnership with Mark Burnett's *One Three Media, Suddenly SeeMore. . . Productions* and digital content strategists and creators Daniel Dales and Jarrett Sherman for the creation of *Digital Howard*, an interactive entertainment company. . . In a move to bolster its presence in online and digital media, *Channel Zero* has acquired a controlling interest in *ANDPOP INC.* and has formed a new division - *Channel Zero Digital*. The acquisition expands the company's online portfolio with sites such as www.ANDPOP.com, www.ChartAttack.com, and www.CHCH.com. . . In a related item, *Channel Zero* CEO Romen Podzyhun says a new wholly-owned TV station, yet to be named, will open in Birmingham, England, early in the new year. Ten *CHCH-TV Hamilton* staffers will spend upwards of six months in England's second-largest city, helping to build the UK's first live local TV channel. . . *CTV Montreal* newscasts completed the switch to high definition and aired the first packages this past Monday. The station spent the last few months converting the control room to high def. But the changeover means the loss of five jobs. The new control room will be run by *Ross Video's OverDrive*, the automated control room system that reduces the staff needed in those rooms. All five are voluntary retirees. Operations manager Dave Maynard won't be directing under the new system. Instead, he's going to focus full-time on his ops mgr position. . . *Bell Media* says *Bravo GO*, its first *TV Everywhere* product, will be available July 18 and bringing the channel to tablets, smart phones, computer screens and TV screens. Bell Media says it is the first Canadian broadcaster to offer live streaming, current season VOD and library VOD as a single product offering. . . The *CTV Ottawa* annual *CHEO Telethon (Children's Hospital of Eastern Ontario)* broke last year's record by bringing in \$6,749,150. The telethon is CHEO's biggest fundraiser of the year. . . *ESPN*, owned by *Walt Disney Co.*, says it will shut its 3D cable channel in the U.S. The three-year experiment will end after sports fans didn't embrace the technology in their homes.

GENERAL: *CBC* journalists Sasa Petricic and Derek Stoffel, covering anti-government protests in Turkey, have been detained by police in Istanbul. The two had been tweeting photos and observations from around Turkey's largest city when the flow of information ended with a single word tweet from Petricic's account: *Arrested*. . . Winners from last week's *Western Association of Broadcasters* annual convention held in Banff can be found in the photospreads on the pages following. . . Greece will shut its state broadcaster, after almost four years of the debt crisis, at a cost of about 2,500 jobs. A government spokesman said Greece picked the *Hellenic Broadcasting Corp.* for its first mass cull of civil servants because it is a "haven of waste." The

Greek people, he said, are paying for *"three times, even eight times, as much staff as it needs."* And while State TV and radio signals were cut early yesterday (Wednesday), journalists have refused to leave and are continuing Internet programming. The Conservative PM faces opposition from his coalition partners for the decision. The executive order to close Hellenic Broadcasting must be ratified by parliament within three months but can't be approved without backing from the minority coalition.

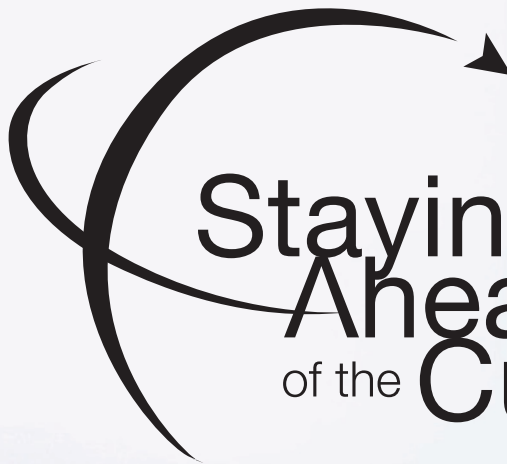
SUPPLYLINES: *CBC Radio* in Vancouver has acquired a *Jampro* antenna for specific directional coverage. It will be built atop the 4,754-foot high Mount Seymour.

Photos and stories from the

Western Association of Broadcasters

Annual Convention in Banff

Begin on the Next Page....



Staying Ahead of the Curve

The Western Association of Broadcasters' 79th annual convention

At last week's annual convention of the Western Association of Broadcasters in Banff (see the photos in this edition), presentations from the Canadian Association of Broadcasters, the Canadian Broadcast Standards Council and the Canadian Radio-Television and Telecommunications Commission were at the forefront.

Report from the Canadian Association of Broadcasters

In his role as chair of the CAB, Rick Arnish, the chairman of the Jim Pattison Broadcast Group, told WAB delegates that highlights of CAB's activities over the last year have included action on the Copyright Modernization Act, seeking relief from reproduction right payments for commercial radio broadcasters, fighting the move to secure payment for simulcast music on station websites, the establishment of the CAB CEO Radio Council, plus a few other activities.

On the matter of Bill C-11 (the Copyright

Modernization Act), which was passed by Parliament last June and which will be brought into force in multiple stages, Arnish said that the first stage went into force this past Nov. 7.

The two main issues for the CAB are taking action to ensure changes to the reproduction right means a reduction in the radio reproduction tariffs and ensuring that a Ministerial Statement is issued to prevent an effective doubling of the Re:Sound Commercial Radio Tariff. The CAB Copyright Committee is working with external counsel to prepare both litigation and negotiation strategies related to the changes in the Copyright Act. The new Bill C-11 provisions, asserts CAB, are significant and require a complete overhaul of the reproduction right regime.

The CAB filed an application with the Copyright Board asking for relief from reproduction right payments for commercial radio broadcasters. It sought to immediately reduce radio's reproduction right liability by 90%. That application was denied and the matter of the reproduction right liability was set down for an expedited hearing this coming October. If successful, the application will significantly reduce or eliminate the reproduction right tariffs CAB members pay to such collectives as CMRRA and SODRAC. Combined, these tariffs amount to roughly \$25 million annually for the entire industry.



Rick Arnish

On television, the Coalition of Small Market Independent Television Stations (SMITS) which brings together those television operators operating in Canada's smallest markets, filed an intervention and appeared at the public hearing that reviewed the Local Programming Improvement Fund (LPIF). SMITS is concerned about the demise of LPIF effective August 31, 2014, and is reviewing options of where the business model for small market conventional TV stations is headed and how the 18 SMITS stations can survive in the near- and long-term future. SMITS Coalition members are: Rick Arnish, Chair; Sylvie Courtemanche, Corus Entertainment; Glenda Spenrath, Newcap Radio; Don Caron, Thunder Bay Electronics; Marc Simard, Télé Inter-Rives; Don Shafer, Astral Media Radio; and Pierre Brosseau, RNC Media.

And on the radio side, the establishment of the CAB CEO Radio Council (Paul Ski-Rogers, Chris Gordon-Bell Media; Chris Pandoff-Corus; Rick Arnish-JPBG; David Murray-Newcap, Elmer Hildebrand-Golden West and Charles Benoit-Astral) has already taken Canadian Content Development (CCD) issues to the CRTC. Specifically, compliance hearings.

CCD audits take a long time to complete and are resulting in too many compliance hearings for minor infractions and small amounts of money. The CAB says that it's in the interests of both the Commission and the industry to avoid audits when possible.

Still with CCD, broadcasters only find out they're in non-compliance when it's too late to provide a remedy. The Radio Council is calling for more flexibility in the system so as to avoid unnecessary hearings.

The Council is re-examining its approach to digital radio and has commissioned a study to look at the spectrum issue and the different digital radio options.

Arnish said the Council is overseeing a new initiative to promote radio to advertisers. Using research developed by Vision Critical, presentations are ongoing with national agencies.

The CAB represents 476 radio members, 83 television members and 147 specialty members.

Report from the Canadian Radio-Television and Telecommunications Commission

Candice Molnar, the commissioner from Saskatchewan, said the Commission is now dealing with issues such as vertical integration, access over multi-platforms and changing consumer expectations and behaviours.

The vision, she said, is to ensure that Canadians continue to have access to a world-class communications system, including access to content from diverse sources and on a variety of platforms; can connect to innovative communication services at affordable prices; and can rely on their communication system during emergencies.

Speaking to the assets of local radio and TV, Molnar said their strongest asset has always been to focus on the local community.

While news, traffic, weather and sports are unique and relevant to local audiences, she said, local stations play an important role in public alerting in the event of emergencies.



Candice Molnar

Returning to the topic of the consumer, Molnar discussed the sharpened focus on the public interest. CRTC Chair Jean-Pierre Blais, she said, had restructured the Commission and created the position of chief consumer officer.

Further, the CRTC has developed a consumer lens that is used in all of its decision-making to assess the potential impact on consumers. One of the key initiatives that will occur this year is a public conversation with Canadians regarding the television system, the details of which will be revealed shortly.

Other activities on tap are: The commercial radio review which is intended to be a targeted review of the commercial radio policy with a view to simplifying the framework and making it more efficient; a plan to review cultural diversity and ethnic policies for radio and television; and a review of the policy for native radio and TV.

Report from the Canadian Broadcast Standards Council

CBSC National Chair Andrée Noël said that the most notable change at CBSC is the reduction in the timeline which is both more responsive to complainants and more useful for broadcasters.

Decisions, she said, are issued quicker than in the past, with panel determinations now being released within four months of the receipt of a ruling request and summary decisions often within three months.



Andrée Noël

As a result of the new federal legislation governing not-for-profit corporations, the CBSC will continue its corporate existence under the new rules. At the same time, she said, CBSC will be reviewing and revising both its by-laws and manual to reflect the new corporate structure and to update its processes.

Should the BCE purchase of Astral Media be approved, the CBSC is slated to receive \$500,000 from the benefits package. It would be directed at upgrading the CBSC website and to continue the translation of older unilingual decisions.

Last year the CBSC rendered 114 decisions; 34 formal decisions and 80 summary decisions. Summary decisions are based on precedents and are not referred to adjudicating panels. They are rendered in favour of broadcasters and are not made public. Summary decisions represented about 70% of CBSC decisions. So far this fiscal year, the standards council has opened 1,526 complaint files.

—BD



Images from the Western Association of Broadcasters Conference courtesy of



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Ken Norman, Big Country 93.1 XX
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Clear Sky Radio, Lethbridge



Bev Dubois, Saskatoon, and Karl Johnston,
Rawlco Radio, Prince Albert



David Murray, Newcap Halifax and Nigel
Fuller, Closed Caption Services, Gananoque



Tamara Konrad, Harvard Broadcasting,
Edmonton and Heidi Rasmussen,
Global Winnipeg



Richard Kroeker, Golden West Broadcasting,
Steinbach and Leon Hildebrandt,
Canadian Broadcast Sales, Toronto



Eric Stafford, KooL 101.5 Calgary and
Steve Olson, SAIT Polytechnic, Calgary



Robyn Adair and Doug Veronelly,
Country 105 Calgary, and Lea Veronelly



Rick Arnish, The Jim Pattison Broadcast
Group, Kamloops, and Brian Samletzki,
WTR Media Sales, Calgary



Paul Hill and Carol Hill,
Harvard Broadcasting, Regina

Images from the Western Association of Broadcasters Conference courtesy of



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Gord Neilson, DEM Allen & Associates, Winnipeg and Brigitte Rothe, CTV Edmonton



Paul Williams, City Calgary and David Humen, City/OMNI Television Edmonton



Neil Shewchuk, XM 105 Whitecourt and Allan Truman, CKDM Dauphin



David Lee, RCS Canada, Toronto and Neal Perchuk, RCS White Plains, NY



Marlene Cowie and Bruce Cowie, Harvard Broadcasting, Regina



Becky Lemay and Randy Lemay, Newcap Radio, Edmonton



Elmer Hildebrand, Golden West Broadcasting, Altona, Jean-Pierre Blais, CRTC, Ottawa-Gatineau and Gordon Rawlinson, Rawlco Radio, Calgary



Stephen Sienko; Target Broadcast Sales, Toronto; Jason Coleman, CBC Transmission, Vancouver; Patrick Cardinal, Astral Radio, Edmonton; and Terry McArthur, Mega Music Canada, Calgary

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*Patti and Rod Schween,
Jim Pattison Broadcast Group, Kamloops*



*Andy Ross, 96.3 Cruz FM Saskatoon and Paul
Mason, Jim Pattison Broadcast Group, Red Deer*



*Sandi Leonard, Astral Calgary and
Patrick Cardinal, Astral Edmonton*



Bonnie and Lyndon Friesen, Golden West Broadcasting, Steinbach



*Paul Kaye presents Katie Summers of 90.3 AMP Radio
with the Leader of Tomorrow award*

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Paul Larsen, Clear Sky Radio Lethbridge; Jason Huschi, Harvard Broadcasting Regina; Glenda Spenrath, Newcap Lloydminster; Randy Lemay, Newcap Edmonton; and Cam Cowie, Harvard Broadcasting Calgary. All received certificates for 25 years of service in broadcasting.



Len Perry presents Darrell Janz of CTV Calgary with the Broadcast Hall of Fame award



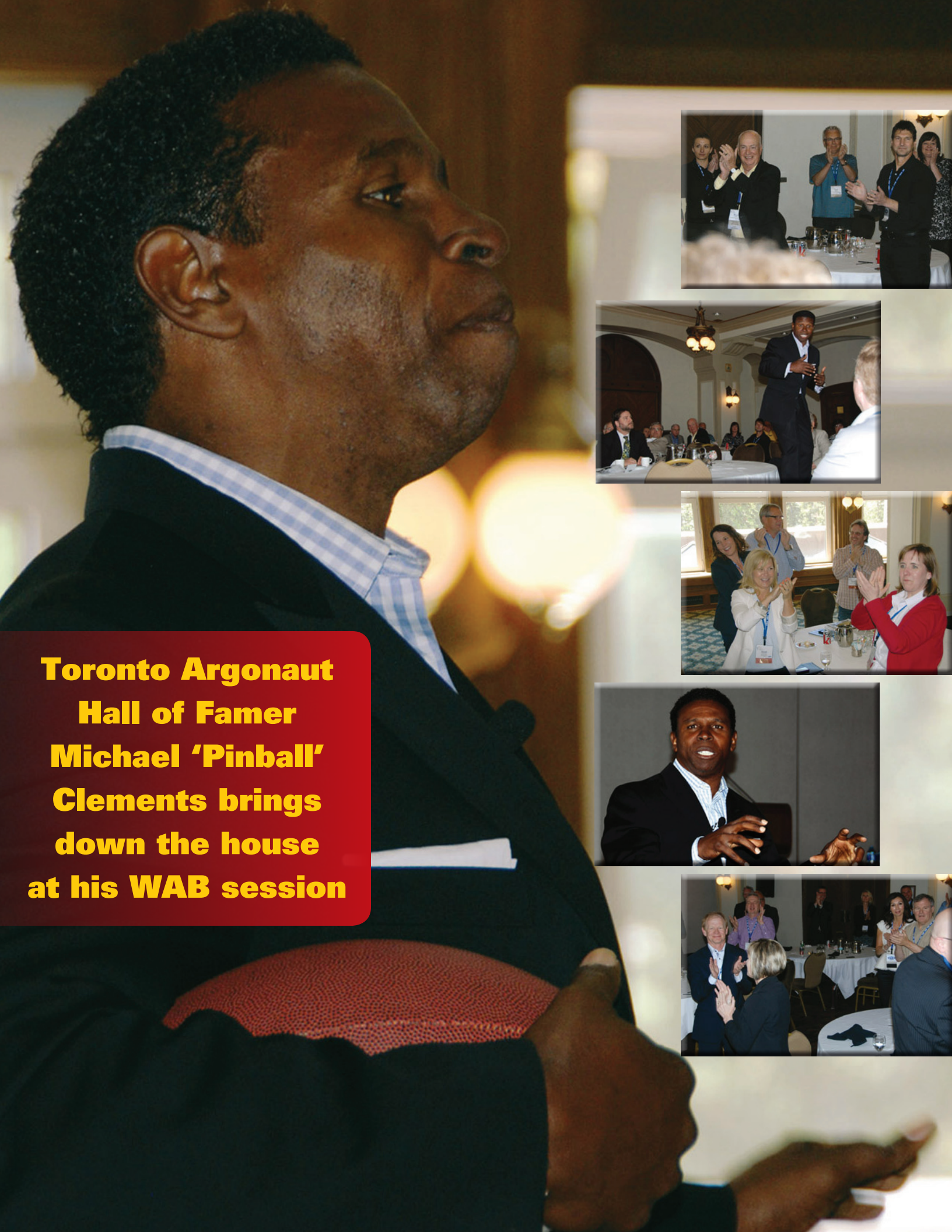
WAB President Tom Newton presents Len Perry and Brigitte Rothe of CTV Calgary the TV Gold Medal award for Operation Renovation



Christian Hall presents Carly Meyers of X92.9 FM Calgary with the Leader of Tomorrow award



Ken Norman of Big Country XX 93.1 accepts the Gold Medal award for Toy Drive



**Toronto Argonaut
Hall of Famer
Michael 'Pinball'
Clements brings
down the house
at his WAB session**



BROADCAST Dialogue

Essential Reading

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Thursday, June 20, 2013

Volume 21, Number 7

RADIO: Revenues for the 675 private stations in this country, for the year ended Aug. 31/12, were up 0.04% to \$1.62 billion. Expenses were down by \$3.7 million. Profits before interest and taxes rose from \$311 million to \$323 million. In that same period, Canada's commercial AM and FM stations employed 10,050 people and paid \$681 million in salaries. The majority of total revenues came from FM'ers: \$1.31 billion compared to \$1.3 billion in 2011. Breaking that down, English-language FM stations were about the same as the year before at \$1.04 billion, while French-language stations increased by 1.7% to \$251.8 million. Revenues for ethnic FM stations grew by 1.9% for a total of \$20 million. There were 11 new FM stations added in 2012, bringing the total Canadian FM private station count to 546. The AM count declined by five stations in 2012 to 129. Revenues declined by 1.6% to \$306 million compared to \$311 million in 2011. Earnings for English-language AM stations remained relatively the same at approximately \$275 million. In contrast, ethnic AM stations saw their revenues increase by over 3% to \$25.2 million. This financial data was compiled by the *CRTC*... The triumvirate of **Paul Tietolman**, **Nick Tetrault** and **Rajiv Pancholy**, operating as a numbered company, has won *CRTC* approval for an AM licence at 850 that will program French-language sports, talk and news. Daytime power is 50,000 watts while nights will see a drop to 22,000 watts. The partnership had already won approval for two Montreal AM stations, neither of which is yet in operation. They are for English- and French-language news-talk stations at 600 and 940, respectively. The 850 frequency just awarded them has been silent since *CKVL Verdun*, begun by Tietolman's father, Jack, went off the air in 1999. It was succeeded by *Info 690*...




The *New York Festivals International Radio Programs & Promos Awards* has announced the 2013 award winners. Canadian winners are:

Prize	For	Winner	Category
Bronze	The Gender Trap	Ideas/CBC	Editorial or Viewpoint
Bronze	All the Diamonds	Sunday Edition/CBC	Culture & The Arts
Bronze	Redesigning America	Q/CBC	Best Talk/Interview Special
Bronze	Too Tall for the Shelf	Sunday Edition/CBC	History
Bronze	True Grit	The World at Six	Best Special Report
Gold	Inside Syria	World Report/CBC	Best Coverage of Ongoing News Story
Gold	Return to Sarajevo	The Current/CBC	Best News Documentary or Special
Gold	Genius Born of Anguish	Ideas/CBC	Religious Programs
Silver	Newtown Massacre, Torture and Zero Dark 30	Day 6/CBC	Best Regularly Scheduled Talk Program
Silver	The Signature Series		Best Editing
Silver	17-Dec-12	The Current/CBC	Best News Magazine
UNDPI - Bronze	It's Their Life	Sunday Edition/CBC	Health/Medical
Bronze	Notes on a Recovery	Sunday Edition/CBC	Culture & The Arts
Silver	When Brands Apologize	O'Reilly Television	Business Or Consumer Issues
Bronze	Tales of Objects (Histoires d'objets)	Radio-Canada	Social Issues
Gold	Gleeful Barbarians	Falling Tree Productions/ Sarah Boothroyd	Best Editing
Silver	Rabble Rousers	Ontario Arts Council and basic.fm/Sarah Boothroyd	Best Sound

You will notice that this year's winners do not include any private broadcasters nor did 2012's winners. In 2011, *Rogers* and *Corus* had winning entries, in 2010 the only private Canadian winner was *Astral* and in 2009 only Rogers was a Canadian private winner. Checking from 2008 back through 1999, there were several Canadian broadcasters which won prominent attention -- and medals - at the *New York Festivals*... *CJPN Fredericton*, the New Brunswick capital's only French station, could be off the air as soon as mid-July. CJPN, operating since 1997, needs \$25,000 to stay open past July 15 and \$50,000 more by September if it's to finish out the year... The *VOAR St. John's* repeater in Gander was out of service this week after vandals broke into the remote onsite building and stole electronic gear. *VOAR's Sherry Griffin* tells us the listener-supported station expects to be up and running soon... Announcers and staff at *Fairchild Radio's* Toronto, Calgary and Vancouver locations staged *Gutsy Walk 2013* in a national bid to raise funds for the *Crohn's and Colitis Foundation of Canada*. The five kilometre walk was done on the same day in the three cities and raised \$26,300 towards finding a cure for inflammatory bowel disease.



REVOLVING DOOR: Peter Menzies has been appointed by the *Ministry of Canadian Heritage and Official Languages* as vice-chairperson for telecommunications at the *CRTC*. *Raj Shoan* has joined the Commission as a full-time member for the Ontario region. Both Menzies and Shoan have been appointed to five-year terms. Prior to 2007 when he joined the *CRTC*, Menzies was president of *Menzies Strategies*. Shoan had previously been director of regulatory affairs at *CBC* and in similar post with *Astral Media*. He's also acted as legal counsel to the *CRTC*... Changes at *Newcap Alberta* gradually coming into place over the next few months



General Manager - Edmonton

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General Manager - Red Deer

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leading up to Director of Alberta Operations *Randy Lemay's* retirement this fall will see Ottawa-based VP **Scott Broderick** and current Newcap Alberta South GM **Hilary Montbourquette** combine efforts to succeed Lemay. Reporting to Broderick will be the GMs of Edmonton and Calgary while Montbourquette, whose title will become director regional Alberta, will be responsible for three areas: Red Deer and South, the North and the East groups. Regional GMs **Dave Schuck** and **Chad Tabish** will report to him. Schuck is GM/GSM of *The Eagle Edson, The Eagle Hinton, 96.7 The Rig Whitecourt, 92.7 LAKE-FM Slave Lake, 94.1 The River Athabaska, 93-5 Prairie FM Grande Prairie* and *97.9 The RANGE Westlock*. Tabish is GM at *97.7 The Spur St. Paul, Big Dog Lac La Biche, CITL-TV/CKSA-TV/CKSA-FM Lloydminster, Kool 101.3 Bonnyville, K-Rock/Lakeland Cold Lake, Key 83 Wainwright* and *93.7 Wayne FM Wainwright*. Newcap seeks two GMs, one for its stations in Edmonton, Camrose and Wetaskawin and the other for *Zed 99/KG Country 95.5 FM Red Deer* and its stations in Brooks, Blairmore, Drumheller and Stettler (see the ads for those positions above). The new GM in Edmonton, along with **Vinka Dubroja**, the *Newcap Calgary* GM, will report to VP **Scott Broderick** who remains based in Ottawa... **Roger White**, who has been with *MBS's CKDH-FM Amherst* since 1986 and who worked his way up to GM/GSM, is leaving June 28 to become GM/GSM at *My Broadcasting's 99.9 myFM (CJGM-FM) Gananoque*. Also with My, new GM/GSM at *88.7 myFM (CKXM-FM) Exeter/Goderich* is **Robin Glenny**. He had been with sister station *98.9 (CHCD-FM) Simcoe* since late 2004. Succeeding Glenny as GSM in Simcoe is **Alan Duthie**, recently with *Evanov Radio Brantford*... **Ramneek Gill** has joined *CTV News Toronto* as a producer. She'd been a producer with *City/CityNews Toronto* the last nine years... Two new anchors at *CTV Regina* will perform late night and weekend duties. **Michelle Gerwing** got the nod for late night news while **Darrell Romuld** will anchor weekend sports. Gerwing moves from *CTV Edmonton* while Romuld joins CTV Regina from CTV's Lethridge newsroom... **Paul O'Neil** moves to *Corus Radio Edmonton* next week as MD at *The New 953 Fresh FM*. He had been with *BIG 105 Red Deer* as afternoon host/MD.

GENERAL: An investment research company has expressed pessimism about the impending *CRTC* decision on the *BCE-Astral* deal. **Veritas** has told clients that wagering on approval is not a safe bet and points to remarks made by Commission chair **Jean-Pierre Blais** in Banff last week, specifically his comment on the *CRTC* "applying a more rigorous public interest test" for ownership changes. **Veritas** is said to have advised *Astral* shareholders to sell now, suggesting that they'd be further ahead than holding out for an incremental 3% gain... Americans' confidence in TV news and newspapers is now pegged at 23%, down from previous years. Confidence in newspapers reached a high of 51% in 1979. Television news, also at 23%, is up slightly from last year's 21%. Confidence by Americans in TV news was highest in 1993 when it reached 46%. Responses do not indicate the type of TV news (cable news channels to local news) that those polled considered. Americans on the whole, and in all key demos and socioeconomic groups, expressed low levels of confidence in news institutions. Two in 10 18-64s have high confidence in TV news compared with three in 10 seniors. Americans with college education or beyond were less confident in TV news than those with only some or no college education. Cited as the reasons for this lack of confidence are: 1) The growing Internet audience. 2) Social networking sites, and 3) the 24/7 TV news cycle. One other point of specific application to Americans was the

partisan nature of cable news. The report said that confidence has dropped among conservatives, moderates and liberals since the early 2000s... Print publications, following the collapse of so many pre-digital era businesses, have seen the loss of two more Canadian newspapers. The latest to close shop are the 152-year-old *Lindsay Post* and the 134-year-old *Midland Free Press*, both owned by Sun Media. The Free Press will close today (Thursday). Both the Post and the Free Press could no longer sustain continued publication... An *Ernst & Young* global survey, including Canada, of 550 executives from advertising, publishing, video game, film, music, broadcast and cable companies suggests consumer use of technology is transforming how media companies operate. Almost 60% of entertainment and media company revenues are expected to come from digital sources by 2015. It's under 50% now... The negative reaction in Greece to its public television and radio broadcaster -- *Hellenic Broadcasting Corp. (ERT)*, as it's popularly known -- being taken off the air continues to resonate a week after the fact. Almost 2,700 state employees were instantly out of work as a result of Greece's commitment to the *International Monetary Fund (IMF)* to trim its budget deficit. Greek Prime Minister **Antonis Samaras** described ERT as "*a haven of waste*" that has become a "*Jurassic Park of inefficiency and corruption*." Street demonstrations and political outrage were followed by Greece's top administrative court Monday ordering ERT back on the air, though it didn't stipulate when or in which form. Greece has a population of 11 million and a civil service numbering 700,000 employees.

T**ELEVISION:** The *CRTC's* statistical and financial report on private conventional TV stations for the fiscal year ended Aug. 31, 2012, shows profits before interest and taxes (PBIT) declined 85% from \$151.6 million to \$22.9 million. While the sale of retail advertising remained stable at \$355 million, national advertising declined from \$1.47 billion the year before to \$1.35 billion in 2012. The CRTC said *Shaw Media's Global* earned \$23-million, *Rogers-owned City and OMNI* lost \$40-million and *Bell Media's CTV* posted a \$15-million pretax loss. With the withdrawal of the *Local Programming Improvement Fund (LPIF)* next year, there will be further losses into the tens of millions. Earlier this year, the Commission reported that the specialty and pay industry posted a \$934-million profit, comparable to the year before. The private stations invested 17.6% more (up to \$661.8 million) on Canadian programming and spent less on foreign programming (down to \$726 million from \$729 million in 2011)... When *Videotron Montreal* is up for its licence renewal hearing this summer, a group of Montrealers -- the *English Language Arts Network (ELAN)* -- will appear as intervenors to demand, as a condition of licence, that the cable company provide an English-language community channel. With a population of 600,000 English-speaking residents in the Montreal area, ELAN president Peter MacGibbon says "*when it comes to television, members of Quebec's English-speaking community are like vampires. When we stare at the screen, we do not see ourselves reflected*"... *Shaw Communications* has committed \$1 million to support *Kids Cancer Care Foundation of Alberta*. The foundation helps families face childhood cancer by providing programs and funding in camp, research, hospital programs and scholarships.



S**UPPLYLINES:** *Dielectric*, the antenna manufacturer, has been purchased by *Sinclair Broadcast Group* for an undisclosed purchase price. This comes two months after the Maine-based company announced that it would go out of business. Sinclair cut the deal with Dielectric owner, *SPX Corp.*

Photographs from the RTDNA National Convention
in Toronto last weekend are in the following picture spreads.
But First, the Winners!

At last weekend's *RTDNA Canada* annual convention in Toronto, the *National & Network Awards* were presented to:

NATIONAL TELEVISION WINNERS

Bert Cannings Award - Best Newscast - *CTV Lethbridge* (Small Market); *CTV Regina* (Medium Market); *Global Edmonton* (Large Market)
Adrienne Clarkson Award - Diversity - *CBC News Toronto*
Charlie Edwards Award - Spot News - *CBC News: Nova Scotia*
Dan McArthur Award - In-depth/Investigative - *Global Toronto*
Dave Rogers Award - Short Feature - *Global Regina* (Small/Medium Market); *CBC Edmonton* (Large Market)
Dave Rogers Award - Long Feature - *CBC Newfoundland and Labrador* (Small/Medium Market); *CTV BC* (Large Market)
Sports Award - *NTV News St. John's* (Small/Medium Market); *Global Calgary* (Large Market)
Gord Sinclair - Live Special Events - *CBC Montreal*
Ron Laidlaw Award - Continuing Coverage - *CTV News Toronto*
Trina McQueen Award - News Information Program - *CBC North*
Hugh Haugland Award - Creative Use of Video - *CTV British Columbia*
Digital Media Award - *Global Toronto*

NETWORK TELEVISION WINNERS

Bert Cannings Award - Best Newscast - *CTV News with Lisa LaFlamme*
Adrienne Clarkson Award - Diversity - *CTV W5*
Charlie Edwards Award - Spot News - *Global National*
Dan McArthur Award - In-depth/Investigative - *Global's 16X9*
Dave Rogers Award - Short Feature - *CBC News: The National*
Dave Rogers Award - Long Feature - *16X9*
Gord Sinclair - Live Special Events - *CTV News Channel*
Ron Laidlaw Award - Continuing Coverage - *CBC News: The National*
Trina McQueen Award - News Information Program - *16X9*

NATIONAL RADIO WINNERS

Byron MacGregor Award - Best Newscast - *Today's Country 900 CKBI Prince Albert* (Small Market); *AM800 CKLW Windsor* (Medium Market); *CBC Radio Edmonton* (Large Market)
Dick Smyth Award - Use of Sound - *CBC Edmonton*
Charlie Edwards Award - Spot News - *CBC News*
Dan McArthur Award - In-depth/Investigative - *CBC Newfoundland and Labrador*
Dave Rogers Award - Short Feature - *News Talk 980 CJME Regina* (Small/Medium Market); *CBC* (Large Market)
Dave Rogers Award - Long Feature - *CBC Radio Thunder Bay* (Small/Medium Market); *CBC Edmonton* (Large Market)
Sports Award - *CBC Kamloops* (Small/Medium Market); *CBC Montreal* (Large Market)
Gord Sinclair Award - Live Special Events - *CBC Edmonton*
Peter Gzowski Award - News Information Program - *CBC Quebec*
Ron Laidlaw Award - Continuing Coverage - *CBC Radio Toronto*
Adrienne Clarkson Award - Diversity - *CBC Radio Toronto*
Sam Ross Award - Editorial Commentary - *CKNW Vancouver*

NETWORK RADIO WINNERS

Byron MacGregor Award - Best Newscast - *CBC News*
Dick Smyth Award - Use of Sound - *CBC News*
Charlie Edwards Award - Spot News - *CBC News*
Dan McArthur Award - In-depth/Investigative - *CBC News*
Dave Rogers Award - Short Feature - *CBC News*
Dave Rogers Award - Long Feature - *Accessible Media Inc.*
Gord Sinclair Award - Live Special Events - *CBC News*
Peter Gzowski Award - News Information Program - *CBC Radio*
Ron Laidlaw Award - Continuing Coverage - *CBC News*
Adrienne Clarkson Award - Diversity - *CBC News*

Two days before the National and Network Awards were presented, the *RTDNA Central* Regional Award recipients were honoured. They are:

REGIONAL TELEVISION WINNERS

Bert Cannings Award - Best Newscast - *CTV News Barrie* (Medium Market); *Global Toronto* (Large Market)
Adrienne Clarkson Award - Diversity - *CBC News Toronto*
Charlie Edwards Award - Spot News - *CTV Kitchener*
Dan McArthur Award - In-depth/Investigative - *Global Toronto*
Dave Rogers Award - Short Feature - *CTV Kitchener* (Small/Medium Market); *CTV Montreal* (Large Market)
Dave Rogers Award - Long Feature - *Rogers TV* (Small/Medium Market); *CityTV* (Large Market)
Gord Sinclair - Live Special Events - *CBC Montreal*
Ron Laidlaw Award - Continuing Coverage - *CTV News Toronto*
Hugh Haugland Award - Creative Use of Video - *CTV Ottawa*
Digital Media Award - *Global Toronto*
Sports Award - *CBC Montreal* (Large Market)

REGIONAL RADIO WINNERS

Byron MacGregor Award - Best Newscast - *CKNR The Moose 94.1* (Small Market); *AM800 CKLW* (Medium Market); *CBC Radio One Toronto* (Large Market)
Dick Smyth Award - Use of Sound - *CBC Radio Sudbury*
Charlie Edwards Award - Spot News - *680News*
Dan McArthur Award - In-depth/Investigative - *CBC Radio Sudbury*
Dave Rogers Award - Short Feature - *CBC Radio Thunder Bay* (Small/Medium Market); *680News* (Large Market)
Dave Rogers Award - Long Feature - *CBC Radio Thunder Bay* (Small/Medium Market); *CBC Radio One Toronto* (Large Market)
Gord Sinclair Award - Live Special Events - *News Talk 1010*
Peter Gzowski Award - News Information Program - *CBC Quebec City*
Ron Laidlaw Award - Continuing Coverage - *CBC Radio Toronto*
Adrienne Clarkson Award - Diversity - *CBC Radio Toronto*
Sam Ross Award - Editorial Commentary - *News Talk 1010*
Sports Award - *CBC Radio Sudbury* (Small/Medium Market); *CBC Montreal* (Large Market)

2013



National Conference

Don Cameron

Central Canada Lifetime Achievement Award

Don Cameron began his broadcast career in 1956 at CJRW Summerside, calling games for the Summerside Aces. From there, in quick steps, he moved to St. Catharines and then to Kitchener-Waterloo where he was sports director at CKCR, which became CHYM, and later across the street at CKKW.

During his career, Cameron covered the K-W Dutchmen at the 1960 Squaw Valley Winter Olympics.

He is best known as the voice of the Kitchener Rangers of the Ontario Hockey League for which he still broadcasts.

People in Kitchener have a nickname for Cameron – “*The Legend*”—and he lives up to it. He is a consummate professional and, according to colleagues, one of the most humble men they’ve ever known.



Bob McIntyre

Central Canada Lifetime Achievement Award

Bob McIntyre began his long career in broadcast journalism in radio newsrooms at stations in Brockville, Hamilton and Toronto. In 1972, he went to CKVR Barrie as a news anchor, then as news director, then as manager of news and public affairs.

Since 1983, McIntyre has been the station’s much-loved weather specialist. For more than 10 years, he has been battling non-Hodgkins lymphoma. His optimism about his condition has made him a very public source of inspiration for many others dealing with cancer.

Cameron is also a private pilot and was named an Honorary Colonel of the Air Command Academy at CFB Borden in 2010.

Fanshawe College

Bill Hutton Award of Excellence

Fanshawe College is the first educational institution to win the Bill Hutton Award of Excellence, previously known as the Friend of RTDNA Award. With 49 RTDNF scholarship awards in the 33 years of the program, Fanshawe's commitment to broadcast journalism excellence has been remarkable. The support Fanshawe gives through student and faculty participation in many RTDNA projects is greatly appreciated.

Fanshawe's relationship with the RTDNA is deep in that three RTDNA presidents attended or worked at the college: George Clark, Jason Moore and Andy Leblanc.

Bob Collins, who taught at Fanshawe for 38 years, served as president of the RTDNF. The first RTDNA scholarship winner was Jasmine Dooh from Fanshawe in April of 1979.



Hudson Mack

President's Award

Hudson Mack has been part of the fabric of the community on Vancouver Island, and after close to 35 years on the air, is an enduring figure who has made a significant contribution to Canada's broadcasting industry.

Since joining CTV News, Mack has led the team to close to 50 industry awards.

Among them, more than two dozen international Edward R. Murrow Awards from the Radio-Television Digital News Association (RTDNA). Other awards include numerous regional and national honours from RTDNA Canada, including Best Newscast five years running and Best Live Events Coverage.

He has played a definitive role in RTDNA Canada including serving nearly two decades—from 1990 until 2008—on the Board of Directors including two terms as RTDNA Canada president (1995 through 1997).

He also represented Canada on the Board of RTDNA International in Washington from 2002 until 2008.

**Images from the
RTDNA National Awards
Gala courtesy of**

BROADCAST
Dialogue
Essential Reading



Jo-Jo Shutty-MacGregor and Paul McDonald, AM800 CKLW for AM800 7:00 a.m. News (Medium Market)



Bob Keating, CBC News for Johnsons Landing



Doug Sydora, Global National for Magnotta Arrest



David Pate, CBC News Nova Scotia for Flooding in Truro



Ousama Farag, Ioanna Roumelitis, Corinne Seminoff, CBC News: The National for Only in Canada—The Doorman



Host Marci Ien, Canada AM



Dave Trafford and Leslie Young, Global Toronto for The Gardiner—Trouble Overhead



Jake Nagler, CBC News for Superstorm Sandy



Dick Smyth and Charles Rusnell, CBC Edmonton for CEO of the Snow Fort



Chris Bassett, Global Calgary for Mystery Skates (Large Market)



Brent Bosker, Today's Country 900 CKBI for Big Blackout of 2012 (Small Market)

**Images from the
RTDNA National Awards
Gala courtesy of**

BROADCAST
Dialogue
Essential Reading



*Anton Koshany, CTV W5
for Reach for the Top*



*Jon Wang, Kirk Neff, Roxana Spicer, Carolyn Jarvis, Laurie Few,
16X9 for High Drama*



*Michael Melling, on behalf of CTV
British Columbia for The Butcher*



*Sophia Skopelitis, CTV News (Toronto)
for Wallenda's Walk Over the Falls*



*Stuart Einer, CBC News for
Inside Syria's Civil War*



*Jo-Jo Shutty-MacGregor and Dan Spandier,
CBC News for The World at Six
-October 29, 2012*



*Dick Smyth and Shaun Brocklehurst,
CBC News for The Queen's
Diamond Jubilee*



*Peter Johnson, CBC Quebec
for Post-Election Night Show*



*Melissa Brousseau, CBC North
for High Hopes Maamuitaa*



*Mark Dwyer, NTV News for Back-
yard Rink (Small/Medium Market)*

**Images from the
RTDNA National Awards
Gala courtesy of**

BROADCAST
Dialogue
Essential Reading



David Cochrane, CBC Newfoundland and Labrador for Inside Operation Roadrunner (Small/Medium Market)



Lisa LaFlamme and Dave Hughes, CTV News for CTV News with Lisa LaFlamme



Dave Seglins, CBC News for SNC Lavalin



Stephanie Smyth, on behalf of CTV BC for Crude Awakening (Large Market)



Ryan Ellis, Global Regina for Willow Bunch Giant (Small/Medium Market)



Mary Wiens, CBC Radio Toronto 99.1 FM for Building Community: Life in a Rexdale Highrise



Jason Vermes, Accessible Media Inc. for A Special Report on Bullying



Nazim Baksh, CBC News Toronto for Cease Fire: Reclaiming Our Communities Somali Policing



Linda Shorten, CBC Radio for The Invisible Hand "The Great Gouge"



Colin Butler, CBC Radio Toronto 99.1 FM for The Trial of Michael Rafferty

**Images from the
RTDNA National Awards
Gala courtesy of**

BROADCAST
Dialogue
Essential Reading



*Dan Taylor, CTV News Channel
for NDP Leadership Convention*



*Stephanie Wilson-Shapin, CTV News.ca
for U.S. Election*



*Mark Harrison, CBC News
for Inside Syria's Civil War*



*Alison Smith, CBC News
The World at Six for
The New Face of Montreal*



*Michael Fulmes, Global Edmonton
for Hub Mall Shootings
(Large Market)*



*Susan Marjetti, on behalf of CBC
Radio Thunder Bay for Little Charlie
(Small/Medium Market)*



*Host Todd van der Heyden,
CTV News*



*Susana Mas, CBC News for
The House—NDP Leadership Convention*



Laurie Few, Troy Reeb, 16X9 for Smoke and Mirrors



*Paul Rogers, on behalf of CTV
Lethbridge for 5 PM News (Small Market)*

BROADCAST Dialogue

Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • L0K 1B0 • howard@broadcastdialogue.com

Thursday, June 27, 2013

Volume 21, Number 8

ALBERTA: The latest from the Alberta broadcast community saw *Golden West Radio (CHRB-AM/The Eagle (CKUV-FM)/Sun Country (CFXO-FM) High River* -- along with the rest of the town -- forced to evacuate. The GW stations moved to a sister operation in the town of Okotoks. The stations continued to broadcast urgent news and information. Plans are now being made for a studio rebuild in High River... *Corus Calgary* stations were forced out and *CBC Calgary* was also evacuated. A make-shift CBC newsroom was set up at *SAIT Polytechnic*... An outraged Dave Rutherford, of *Corus* talk station *AM 770 (CHQR) Calgary*, blasted management for having greater concern for getting the music FM stations back on the air than AM information programming. For that, he was taken off the air. Corus has been simulcasting *CHED630 Edmonton* on 770. Rutherford had been scheduled to leave the talk show towards the end of July and is said to be considering a mayoral run. The Internet radio boards have been active in their criticism of Corus, the most pointed being: *"This has been a horribly shoddy episode and an example of how radio has usurped any social responsibilities for the purpose of more profits. All this when the city is in dire need of information during such a catastrophic event. Radio is not a service - it is a commodity. A pox on any station that proves otherwise but still markets itself as actually giving a rat's ass"*... On the TV side, *CBC News* and *City Calgary* joined forces for coverage after last Saturday's *Hockey Night in Canada*. The CBC News special production was simulcast on *City Calgary* and *City Edmonton*. *Rogers* and *City* opened their facilities to *CBC-TV Calgary*... *Bell*, *Rogers* and *Shaw* each gave their support. *Bell* and *Rogers* donated \$100,000 each to the *Canadian Red Cross* while *Shaw* opened up its *Shaw Go WiFi* network to everyone across Southern Alberta, including full access in Lethbridge, High River, Canmore and Okotoks.

GENERAL: Later today (Thursday), at 4 p.m. ET, the decision on *BCE's* application to buy *Astral Media* will be made public. The *CRTC* is holding off on its usual daily 11 a.m. website announcement time until

Canadian Radio Marketing Professionals Sales Certification Course Now Available

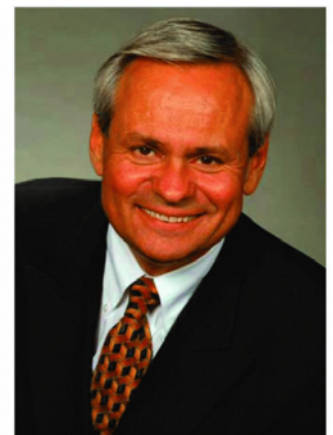
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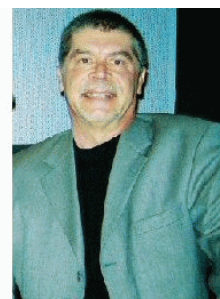
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after the markets close. Bell has already made plans to divest itself of certain radio and TV properties to satisfy ownership concerns, but it drew the line at selling such Astral assets as *The Movie Network*. The \$3.8 billion deal would go south, Bell said, because losing TMN would cripple Bell's attempts to compete with services such as *Netflix*. Another deal breaker, said BCE, would be if the CRTC tied selling more of Astral's French specialty channels to approving the purchase... Related to *BCE's* overall well-being is U.S. giant *Verizon Communications'* offer to buy *Wind Mobile*. BCE, *Rogers* and *Telus* saw their stocks drop yesterday morning (Wednesday) on the news. Should Verizon make the move into Canada, telecom analysts say it would pose a definite challenge to the big three though, they say, Rogers would be most exposed... A poll shows that a slim majority of Canadians (51%) oppose privatizing *CBC*. *Forum Research* also found that 54% support advertising on *CBC Radio*... The U.S. *Federal Communications Commission* has been challenged by the *National Association of Broadcasters* to lighten up on regulations related to "indecent content". The NAB says focusing solely on broadcasters is getting harder to justify in a multi-platform world. NAB was specific in its concern over the area of children being exposed to adult-oriented or otherwise inappropriate content when it said that "there is no principled way to focus solely on broadcast content." But, NAB allowed in its challenge that if the FCC must regulate that it "use language that is as precise as possible and provide relevant examples and context in its policies and decisions"... A new global survey released by *Ernst & Young* says media and entertainment companies can expect to see almost 60% of their revenues come from digital sources by 2015. More than 550 executives, including those from advertising, publishing, video game, film, music, broadcast and cable companies, were interviewed... *MTM* reports that nearly a third of Canadians have acquired a tablet computer since they were introduced in 2010. Almost 60% of high income earners own a tablet. Highlights in high definition, 3D and smart TVs include 68% of Anglophones now have an HD screen while just 7% own a 3D TV set. One in five Anglos owns Smart TVs with less than half of them using the TVs to access the Net... *Maple Leaf Sports and Entertainment* chairman Larry Tannenbaum and his wife, Judy, have donated \$35 million to fund research into cancer, diabetes, maternal and infant health, neurodegenerative diseases and mental health disorders, among other afflictions, at Toronto's *Mount Sinai Hospital*. This is the second such donation from the Tannenbaums. In 2006, they gave the hospital \$25-million... Chris Frank has been appointed to the Board of the *Canada Media Fund*. Frank was a founding officer at *ExpressVu* (later *Bell ExpressVu* and *Bell TV*), spending 16 years there. He also spent 10 years at *Telesat Canada*.

REVOLVING DOOR: Bryan Edwards, Paul (Mann) Tivadar and Jason Mann are no longer with *Vista Radio*. The three are minority stakeholders in the company and were told yesterday (Wednesday) morning by company president Gary Miles that their services had been terminated. Edwards was senior VP of business development, Paul Mann was executive VP/senior VP of sales and training and development, and Jason Mann was VP programming and digital media. Details on possible successors have not been determined. Also gone are Tracey Gard, director of retail sales, Western Canada and GM of *The Juice (CJUI-FM Kelowna)*; Dave Keeble, creative director/operations support at *The Moose Bracebridge*; and Mike Fry, GM/morning host/program manager, also at *The Moose Bracebridge*... Dick Smyth, 79, has ended his 16-year association with *The Moose Bracebridge* where he had been doing daily commentaries. The decision, he said, was a difficult one related to a non-



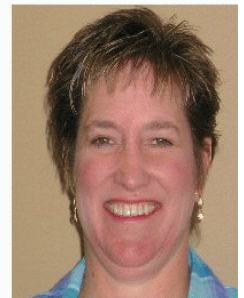
Paul Mann



Jason Mann



Bryan Edwards



Tracey Gard

financial issue that couldn't be resolved with owner *Vista Radio*. Smyth, who began his broadcast career at *CJSS Cornwall* and who is the former ND at *CKLW Windsor* and at *CHUM Toronto*, and who was on-air at *680News Toronto* and *CFRB Toronto*, was honoured by the *RTDNA* this year when the award for best sound was named after him. His last commentary will air tomorrow (Friday) and *Broadcast Dialogue* will have the script in our *What's Happening* section at www.broadcastdialogue.com... Mike Fabian takes on GM duties at the *Evanov Radio Group's* three Winnipeg stations, *Energy 106 (CHWE)*, *The Breeze 107 (CFJL)* and *CKJS 810*. He continues as general sales manager... Brian Armstrong is the new GM/GSM at *MY Broadcasting's* recently-acquired *FM 90.5 (CJMB-FM) Peterborough* and Graham Elliott continues in programming. Armstrong's background includes the VP/GM position at *Corus-owned 980 KRUZ (CKRU)/The Wolf (CKWF-FM) Peterborough*... Afternoon Host Larry Updike and *CBC Radio Manitoba* have parted ways after three years. It was four years ago that Updike left *CJOB Winnipeg* mornings to join the *Siloam Mission* as its senior spokesman. A year later, he chose to return to radio... Steve Cassar, the ND at *CTV Toronto*, is moving to *Sportsnet* next month to become director of news and information programming. He's been with CTV Toronto for 10 years... *CTS Burlington* Chief Revenue Officer Gary Gerard will add Glenn Stewart's director of sales and marketing position July 2. Stewart is retiring tomorrow (Friday)... Laura Knop-Wright, the ND at *AM770 (CHQR) Calgary*, leaves the station July 4. She's moving to the *Southern Alberta Institute of Technology (SAIT)* for a full-time position instructing in radio broadcast news. She has 30 years of radio broadcast experience and moved to CHQR in early 2008 from *660 News Calgary*... Rene Homier-Roy, after 16 years with *La Premiere Chaine Radio-Canada Montreal*, the French-language equivalent of *CBC Radio One*, left that position last Friday. But he's not gone. Homier-Roy has a summer show on the station and will host two weekly shows beginning in the fall... Also in Montreal, Paul Hayes's last show was Thursday evening at *92.5 (CKBE-FM) The Beat*. He's returning to the UK... James Cybulski is joining *Sportsnet Pacific* in Vancouver as an anchor/reporter. He moves from Toronto where, for the last eight years, he was with *TSN TV* and radio... Marty Ceq is no longer managing editor at *BNN* in Toronto.



Dick Smyth



Mike Fabian



Brian Armstrong



Larry Updike

RADIO: *UP 93.1 (CIHI) Fredericton* went to air June 20 with the sound effect of a heartbeat and asking listeners if it sounded strong enough. The real launch came four days later when the *Wake Up Show with Peter, John & Jenn* went to air. Peter Potipcoe moved from *Newcap Brooks*, Jenn Graham crossed the hall from sister Newcap station *Fred FM*, and John McNeil begins in radio after a newspaper career. The first song played was *Fleetwood Mac's Don't Stop*. GM is Dave Newbury and PD is Kate Buick. The format is "Feel Good", says Buick, with music from the '70s, '80s, '90s and today. Music director/midday host is Adam Spencer, ex of *Ocean 100 Charlottetown*, in afternoons is Rick Firth, ex MBS Campbellton, and Jonathan Munn does evenings/weekends... *Clear Sky Radio's* application for an FM licence at Cranbrook has prompted the *CRTC*



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to put out a general call for applications. The deadline is Sept. 16... The 1986 Canadian content development policy is about to be reviewed and the CRTC has issued a call for comments. Specifically, the Commission wants input on implementing changes to the administration of the policy. The CRTC proposes the deletion of CCD contributions for commercial or ethnic

stations with revenues no higher than \$1,250,000. Deadline for comment submissions is July 11. At the same time, there is a call for comments (with the same deadline) on the proposed definition for the *Community Radio Fund of Canada*... The second round of funding for the *Community Radio Fund of Canada's Radiometres* program will see 55 campus and community radio stations receiving just short of \$1-million. The money will go toward improving local programming, training volunteers and involving community members in the stations' activities. Canada's private radio broadcasters provide most of the funding through a portion of their *Canadian Content Development* (CCD) contributions. *SiriusXM Canada* has donated \$600,000 over the last three years... Seven Saint John radio people have now been on strike for a full year. The issues, they say, with *MBS Saint John* include a living wage, respect in the workplace and quality local radio... *Astral Radio Edmonton* has raised \$438,465 for the *Stollery Children's Hospital Foundation*. The annual event by *104-9 Virgin Radio/100.3 The Bear/The Team 1260* has a second goal of creating public awareness... The 9th annual *Variety Children's Radiothon* on *94X* and *The Wolf@97FM Prince George* hit a two-day total of \$67,486, a record-breaker. The money raised goes to families, organizations such as the *Child Development Centre*, *Spirit of the North Healthcare Foundation* and the *Boys and Girls Club*.

TELEVISION: At the *PromaxBDA 2013 Promotion, Marketing and Design Awards* in Los Angeles, the *Bell Media Agency* was recognized with the *Global Excellence Award for Marketing Team of the Year*. That honour is given to the company with the highest number of Global Excellence Awards. Canadian broadcasters won 61 awards:

Company	Gold	Silver	Bronze	Total
<i>Bell Media</i>	13	17	16	46
<i>Shaw Media</i>	4	1		5
<i>Astral</i>		2	1	3
<i>CBC/Radio Canada</i>		1	2	3
<i>Corus Entertainment</i>	1		1	2
<i>Rogers Sportsnet</i>			1	1
<i>Teletoon</i>			1	1

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For a detailed list of Canadian winners click [HERE](#). Interesting to note that there was no Canadian winner in the *USE OF INTERACTIVE MEDIA* category... *City Television Toronto's Herbie Day* fundraiser saw \$220,000 collected, including \$50,000 from an anonymous donor. The fund provides life-changing surgery for children who cannot otherwise afford it. Over the years since its inception, the Herbie Fund has allowed specialized surgery at *Sick Children's Hospital* in Toronto for more than 720 children from 105 countries... *Kristi Gordon* at *Global BC* is getting international exposure on *YouTube* for dodging a spider. The meteorologist did some major avoidance moves when it seemed that a giant spider was wandering through her hair. The spider had crawled onto a weather camera but the monitor told a different story. Click [HERE](#) to see what happened. Afterwards, Gordon tweeted that she was trying to hide her terror during the broadcast.

SUPPLYLINES: John Naylor has joined *Ross Video* as Marketing product manager and business development manager, *DashBoard*.

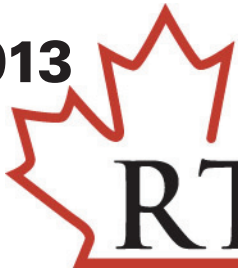
The industry veteran has held engineering, product management, business development and executive positions with *Grass Valley*, *Snell* and *NewTek*.



John Naylor

Great Reading Continues with a Feature Presentation from
The Recent Radio-Television Digital Media Association's
"Bear Pit Session", featuring leaders from CBC, CTV,
Global, Rogers and The Canadian Press.

2013



RTDNA

National Conference

That was **then,** **this** is **now**

by Howard Christensen

As the first session at RTDNA Canada's 2013 conference got underway, word had just been released about conventional TV profits being down 85% from last year.

The shortest and best reaction came from a panel member who reacted to the news by saying, "that sucks!"

And then the participants of the "Bear Pit Super Session" got serious.

Panelists were John Hinnen, VP of news at Rogers Media; Troy Reeb, senior VP of news and current affairs at Shaw Media; Malcolm Kirk, president of The Canadian Press; John Whitten, executive director, news content at CBC; and Joanne MacDonald, VP at CTV News.

Shaw's Troy Reeb observed that the big challenge is going against the unlimited inventory of the digital world which has so depressed ad prices on the conventional side.

John Hinnen of Rogers Media underlined the salient reality of conventional television having just one stream of revenue unlike the specialty channels which also garner subscriber fees. His suggestion for TV news was to model itself, to some extent, after radio and to think local rather than conventional. "If we think of ourselves as local and go after retail dollars, which television really hasn't done well over the years, I think there's an opportunity to save us..."

Hinnen predicted that local TV news content has a great future with the proviso that it find a new way of selling itself.

CTV's Joanne MacDonald said the challenge is in taking advantage of what you've got and maximizing reporting and revenue-generation across all platforms.

Malcolm Kirk,
Troy Reeb,
John Whitten,
Joanne MacDonald
and John Hinnen





Malcolm Kirk

Malcolm Kirk observed that there's a greater role for The Canadian Press to play, particularly when the emphasis of broadcast newsrooms is in monetizing local content. But he also provoked the bear pit session beyond the myopic view of broadcasting.

The key, he said, is finding ways to deliver original, investigative content that distinguishes your brand. At CP, he said, the challenge is to cover all of the platforms; radio, television, online and digital.

John Whitten said CBC's success with cbc.ca has been driven by news people who have moved away from the idea that they're going to do TV stories online and on mobile. Instead, they do stories designed for the platform, designed to live longer than they do in the broadcast environment. They are structured differently. They are more focused on data journalism, he said, and more focused on inlaid video, a mix of text and video.

Whitten pointed to Malcolm Kirk as an example of the new digital environment, describing him as a career print journalist.

"But here he is with the broadcasters," he said. "I think it's something we have to acknowledge that maybe the dynamic of this association needs to change."

The fact is, he said, that all journalists are now in the business of electronic journalism. "Newspaper owners are desperately trying to create more video because there is certainly more money to be made in video online. They are turning into the new competitors for us as we are for them."

Whitten pointed to the recent Toronto Star stories related to the possible use of crack by that city's mayor. There are some, he said, who believe that the investigative reporting is a sign of print's resurgence but that he doesn't think so. He believes it's about the ascension of online and digital, the movement of outlets; the journalism space and what that does. When that story broke, he said, the reporters were all over both the traditional broadcast and on their own websites doing video.



John Whitten

"There is no point for us to try and move forward without the ability to engage online, engage in social media," said Whitten.

Hinnen is concerned about all the news personnel cutbacks that have occurred in recent times, in all forms of media. Investigative journalism as we have known it, he said, is beginning to disappear as an art. The historic checks and balances in politics and in other areas of concern are slipping away. "All kinds of stuff is going unnoticed."

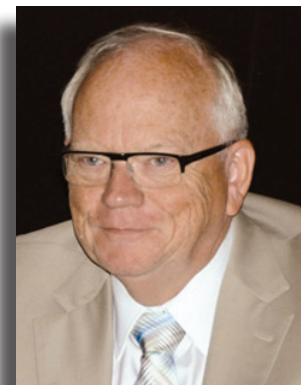
But how Canadians get their news—and what they actually get—was on Hinnen's front burner. "With 140 characters, we are not providing either the right information nor as much information."

And what news consumers get are often rumours, something broadcast journalists never used to do.

"We are not checking our facts as much anymore and Twitter is changing the whole nature of how news and social media is being handled by those of us in the newsrooms."

Encouragingly, Hinnen noted that research Rogers has done suggests that the general population doesn't use Twitter as much as a breaking news source. Instead, they still rely on traditional media, on-air and traditional media websites.

Reeb took exception. He said the stuff that has the longest life is online.



John Hinnen

Once it's posted, people are clicking on it weeks and months or even years later. The Global brand's traction, he said, is investigative content where "you can actually own the story."

MacDonald asked delegates to compare how fast the news cycle moves now and in years gone by. A story that would last for days back then is now dealing with a moment's tornado devastation. "Stories move so quickly . . . that by the end of the night, you are really looking for something that tells you something you (didn't already know this morning)."

Kirk said the issue of multi-media news is critical. In the CP world, the news agency is spending a lot of time trying to fix old processes on how to deliver the various types of media. Customers say they need the information in packages that can easily be deployed to alternate websites with a minimum of intervention. The whole question of how the content is delivered quickly and seamlessly is up against stations' existing resources, he said.

Whitten pointed to the "quaint notion" that news managers can, as they did years ago, get themselves into a room and talk about how they are going to proceed editorially. But, he said, that's not possible anymore, not when a CBC reporter taken into custody in Istanbul distributed the news himself via Twitter.

A few years ago, the strategy would have been figuring out how to release the information and to contact families, plus all the little things that need doing. But in the CBC reporter's case, his self-disseminated news was everywhere within seconds.



Joanne MacDonald

Reeb brought the discussion back to monetization. If journalists are allowed to tweet without building to drive audience back to your platform, what's the point? When reporters are not loyal to their own the loss of monetization is even quicker. It is key, he said, that the social media tools be used to build brand awareness, to have information go out that is useful but that doesn't "give away the farm" in which the broadcast organization has invested.

Beyond every news director's control is the matter of Twitter and other social media being the vehicle for a new "wire service". This informal co-operative news gathering system was created almost by accident. When various reporters look at a story, find individual elements, and then send it in the clear. Information is being shared. That result wasn't planned, it just happened. News directors have to protect their brands and the content that is theirs.

MacDonald reaffirmed Whitten's remarks through the recollection of when she and Whitten competed in Ottawa, he for CBC and she for CTV. In each of their cases, as they worked on the same stories, neither would know what angle the other would take until they saw it on the late night national packages. "Everybody was doing their own thing, and there were many nights when our stories would be completely different."

That rarely happens now, she said. Now everyone knows where everybody else is going, and that "makes it even more important to try and find ways to differentiate themselves and do something which is a little bit different."

Troy Reeb said trying to see 10 or 20 years down the road is beyond his ability. Just trying to deal with what is going to occur next year is the challenge. Things have been happening so quickly that it's tough to stay on top of all the new technologies.



Troy Reeb



RTDNA winners by the numbers

CATEGORY	TELEVISION	RADIO
B.C. Region (33 Awards)	CTV – 11 CBC – 2 Global – 2 CFJC TV – 1 CHEK – 1	CBC – 9 CKNW AM 980 – 5 C-FAX 1070 – 1 B100 CKBZ – 1
Prairie Region (32 Awards)	CBC – 6 CTV – 6 Global – 5	CBC – 11 News Talk 980 CJME – 2 AM 630 CHED – 1 Today's Country 900 CKBI – 1
Atlantic Region (23 Awards)	CBC – 8 CTV – 1 Global – 1 NTV – 1	CBC – 7 News95.7 – 5
Central Region (31 Awards)	CTV – 6 CBC – 3 Global – 3 Rogers TV – 2	CBC – 11 680News – 2 Newstalk 1010 – 2 AM 800 CKLW – 1 94.1 Moose FM CKNR – 1
National & Network Awards (55 Awards)	Global – 10 CTV – 9 CBC – 8 NTV – 1	CBC – 22 Today's Country 900 CKBI – 1 980 CJME – 1 AM 800 CKLW – 1 AMI – 1 CKNW – 1
Total Awards	CTV – 33 CBC – 27 Global – 22 NTV – 2 Rogers – 2 Jim Pattison Broadcast Group – 1 CHEK – 1	CBC – 60 Corus Radio – 7 Rogers Radio – 7 Rawlco Radio Ltd. – 5 Bell Media – 3 Astral Radio – 2 AMI – 1 Jim Pattison Broadcast Group – 1 Vista Radio – 1

Winners of the



BROADCAST Dialogue Essential Reading



The Global team celebrates their Murrows, including becoming the first Canadian broadcaster to win the national Edward R. Murrow Award for Overall Excellence in Network Television



Charles Rusnell, CBC Edmonton



Michael Melling, CTV Kitchener
accepts three Murrows on behalf
of CTV British Columbia



Steve Young, CTV London
for CTV Edmonton



Jeremy Cohn, Dave Trafford and Carmela Gentile,
Global Toronto accept four Murrows



Jeff Bollenbach, Global News
British Columbia



Brent Williamson,
Global News Winnipeg

Winners of the



BROADCAST Dialogue Essential Reading



*Kristin Wever, CTV Kitchener
accepts four Murrows*



Dan Appleby, CTV Windsor



Chris Bassett, Global Calgary



Vince Duffy, Chairman of RTDNA International (middle) presents eight regional Murrow awards to Scott Metcalfe, John Hinnen, Diana Pereira and Rudy Blair of 680News Toronto. Hinnen also accepted a Murrow for 570News Kitchener.



*Hudson Mack accepts two Murrow awards for
C-FAX 1070 Victoria and four for CTV Vancouver Island
plus a national Murrow for Investigative Reporting*



*Ruth Anderson, CTV Barrie
accepts two Murrows*



*Michael Fulmes,
Global News Edmonton*