

# BROADCAST Dialogue

## Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • LOK 1B0 • [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

Thursday, October 3, 2013

Volume 21, Number 20

**REVOLVING DOOR:** Heather Conway has been appointed executive VP of English services at *CBC/Radio-Canada* in Toronto but won't begin until December. She's the chief business officer at the *Art Gallery of Ontario* until then. Before that, Conway was president of *Edelman Public Relations*... With 45 years in broadcasting under his belt, the last 14 of them as GM/GSM of the *Jim Pattison Broadcast Group* stations in Kelowna -- plus being VP sales for the entire group -- Bruce Davis has retired. Before moving to Kelowna he was GSM at *Standard Broadcasting's* Edmonton stations and, before that, was GM at *CHQT/CJCA/K97 Edmonton*. Earlier in his career, Davis worked in Vancouver and at smaller stations in Alberta.



Heather Conway



Bruce Davis

Dave Rutherford, the longtime talk show host at *Corus Radio's AM 770 (CHQR) Calgary* and whose job ended there as this summer's Alberta flooding began, starts at *660News (CFFR) Calgary* next Monday. Rather than a talk show, Rutherford will provide commentary which will air three times daily... Nataline Rodrigues has been appointed director of original programming at *Rogers Media*. Most recently she was executive in charge of production at *CBC*. Before that, Rodrigues worked as an executive in charge of production at *Canwest* and *Alliance Atlantis*.



Nataline Rodrigues



Barry Burns

*CJOB Winnipeg* news anchor Barry Burns, with the *Corus* station for 17 years and in broadcasting for 39 years, will retire Oct. 18... Ron Funnell is no longer with *Bell Media Kitchener Radio* where he was a senior sales rep. The 23-year broadcast veteran's previous position was as GM/GSM at *Sunshine 89.9 Orillia*... Susan Amos becomes *FLY-FM Kingston* morning show co-host Oct. 10. Amos moves to her home turf from *AM 640 Toronto*.



Claude Laflamme

Claude Laflamme has become VP, legal and regulatory affairs at Montreal-based *Stingray Digital*. She had been at *Astral Media* for more than 15 years... Julian Sher has returned to the *CBC's fifth estate*, this time as a senior producer. He worked as a producer for the show from 1990 to 2000. Most recently, he worked as an investigative reporter at the *Toronto Star*... PD Troy Scott has returned to *Vista* sister station *103.9 The Juice (CJUI-FM) Kelowna*. Succeeding him as PD at *89.7 Sun FM*



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(CJSU-FM) *Duncan/91.7 The Coast (CKAY) Sechelt* is Rob Alexander, ex of *Newcap Edson*... Kevin Becker is no longer with *Rawlco Radio's up! 97.7 Calgary*. He had been morning host the last two years. Becker moved to Calgary from his PD role at *Rogers Grande Prairie*... Tyler Godsman has moved to *Harvard's X92.9 FM Calgary* from *Rogers Edmonton* as a broadcast engineer. Before that, he'd been with *Rogers Calgary*.

**R**ADIO: *CBC Radio 2* began airing commercials this week for the first time since the '70s. It is now allowed four minutes of national spots each hour on both Radio 2 and *Espace Musique* but haven't reached that quantity just yet. The traffic system wasn't designed to handle commercials. Guidelines have been set concerning the tone, style and types of advertising suitable for the service... *Golden West Broadcasting* has *CRTC* approval for a new FM station at Portage La Prairie that will replace *CFRY-FM-1 Portage La Prairie*, a rebroad of *CFRY-AM Portage La Prairie*. The new FM station will operate at 93.1 with power of 27,000 watts and program Classic Rock. The Commission received a comment from the province's *Emergency Measures Organization* asking that it be kept informed of the steps Golden West would take to broadcast emergency messages. (*Ed's Note: See the feature in this week's Broadcast Dialogue about the National Alert Aggregation and Dissemination (NAAD) System for the distribution of alert messages*)... Most of *Bell Media's* sports-formatted stations have rebranded to *TSN*, the latest two occurring this week. *TEAM1200* is now *TSN 1200 Ottawa* and *TEAM1260* is now *TSN 1260 Edmonton*. The two join *TSN 1050 Toronto*, *TSN 690 Montreal* and *TSN 1290 Winnipeg*. Still holding on to the *TEAM* brand are *TEAM 1040 Vancouver* and *TEAM 1410 Vancouver*. A spokesman said there are no immediate plans to rebrand to *TSN* radio in Vancouver... *Rogers Communications* and *Sprint* have reached an agreement to bring in-car infotainment to Canadians. Car manufacturers deploying *Sprint Velocity* in Canada will leverage Rogers's wireless networks to connected vehicles; a combination of smartphone, tablet and in-dash capabilities. *Sprint Velocity* will also deliver safety features and communicate vehicle maintenance information to manufacturers. The in-dash touch screen will give access to news, weather, sports, navigation, climate control, security, emergency services and vehicle diagnostics... The 12-hour *Cape Breton Cares Radiothon*, staged by *The Cape 94.9/1270 CJCB/Max 98.3 Sydney* for the *Cape Breton Regional Hospital Foundation*, raised \$607,893.46 over a 12-hour period. Last year, the radiothon's total donations hit \$576,000. The money goes toward buying equipment and funding upgrades and programs at the Cape Breton Regional Hospital.

**G**ENERAL: As previewed in last week's *Broadcast Dialogue*, the *CRTC* has issued its annual *Communications Monitoring Report*, the overview of Canada's communication system.

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The radio highlights are:

- In 2012, 1,156 radio services were offered to Canadians; 878 English, 246 French and 36 in other languages
- The average time spent listening to radio went from 17.7 hours per week in 2011 to 17.5 hours in 2012. Private stations had 77.1% of the weekly radio tuning share, while CBC had 13.4% and others had 9.5%
- In 2012, private stations contributed \$54 million to creating Cancon and supporting Canadian artists, up 2% from 2011
- Private station revenues increased by 0.4%, from \$1.61 billion in 2011 to \$1.62 billion in 2012
- In 2012, 13% of Canadians subscribed to satellite radio.

The television highlights are:

- In 2012, there were 743 TV services, 468 English, 141 French and 133 services in other languages
- Canadians watched an average 28.2 hours of TV a week, down slightly from 28.5 hours in 2011
- Overall private TV revenues grew by 1.9%, from \$6.4 billion in 2011 to \$6.5 billion in 2012
- In 2012, private conventional TV stations invested \$662 million in Canadian programming
- Investments in Canadian programming by specialty and pay television services totaled \$1.4 billion
- CBC/SRC invested \$734 million in Canadian programming
- Private conventional TV station revenues decreased 5%, from \$2.14 billion in 2011 to \$2.04 billion in 2012
- Specialty, pay and pay-per-view TV and VOD services saw revenues increase by 5.9% from \$3.8 billion in 2011 to \$4 billion in 2012, and
- CBC/SRC's TV stations reported \$508 million in ad and other revenues, up 1.6% from \$500 million in 2011.

The broadcasting distribution highlights are:

- 12 million Canadians subscribed to TV services in 2012, a 1% increase over the previous year. Of those, 64.2% subscribed to cable, 23.6% to satellite and 8.4% to IPTV
- There are nearly 250 cable and satellite TV providers
- BDUs directed \$394 million in 2012 to support production of Canadian programming, including for community channels. This was 1.6% higher than the \$388 million in 2011
- Revenues generated from TV distribution grew 1.1%, from \$8.6 billion in 2011 to \$8.7 billion in 2012
- The five largest cable and satellite companies accounted for 88% of all TV distribution revenues
- Eight percent of Canadians neither subscribed to cable nor satellite nor watched OTA TV stations.

The digital media highlights are:

- In 2012, Anglos spent 20.1 hours online per week, up from 18.2 hours in 2011. At 13 hours per week, francophones spent roughly the same amount of time online in 2012 as in 2011
- Typical users watched over 3 hours of Internet TV per week, up from 2.8 hours in 2011. 33% of Canadians watched TV online while 4% report watching only Internet TV



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- Six percent of Canadians watched TV on a tablet or smartphone
- Subscriptions to Netflix grew from 10% in 2011 to 17% in 2012
- Of audio content, 20% of Canadians streamed an AM or FM station, 14% streamed audio on a tablet, 13% streamed a personalized Internet music service and 8% streamed audio on a smartphone, and
- Canadians downloaded an average of 28.4 gigabytes (GB) and uploaded 5.4 GB per month in 2012.



**The Ontario Association of Broadcasters  
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Thursday, November 7, 2013

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Toronto's *Ryerson School of Journalism* celebrates its 60th anniversary this weekend with an event recognizing leading journalists who have passed through its doors. They include broadcasters Ernest Tucker who worked as a reporter for *CBC* in Toronto and Montreal, Maggie Siggins, who has written-produced more than 30 documentaries, Kevin Tibbles, a *NBC* correspondent and regular contributor to *NBC Nightly News with Brian Williams*, Shelley Ambrose, who produced *CBC's Morningside* with Peter Gzowski for more than a decade, and Zarqa Nawaz, creator

of *Little Mosque on the Prairie* on CBC-TV... The *Broadcast Executives Society* in Toronto says it's time to start making plans for their annual *BES Christmas Party*. It's set for Thursday, Dec. 5, at the downtown Sheraton Hotel.

**T****ELEVISION:** *CBC/Radio-Canada* has re-launched its e-commerce websites, *CBCShop.ca* and *boutique.radio-canada.ca*... British Columbia's *Knowledge Network* started its new broadcast season by launching *Knowledge HD*, the hi-def channel of the public TV service. Distribution will roll out across the province throughout the fall.

**S****IGN-OFF:** James (William) Anderson, 83, in Edmonton. Anderson was an engineer at *CBXT-TV Edmonton* until his retirement and was instrumental in the set-up of the *CBC-TV Edmonton* facilities during the early '60s.

# Images from the Central Canada Broadcast Engineers Conference courtesy of

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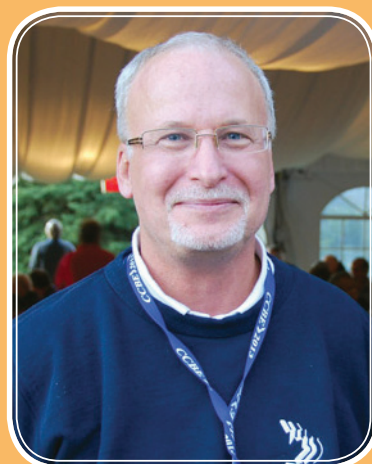
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*Peter Warth and Stuart Hahn, Hahn Broadcast Engineering, King City on a tree trek*



*Chicks in Broadcasting, at their annual CCBE meeting, toast this year's host, Tracey Walsh in the CBC Transmission suite*



*Tyler Everitt, Pippin Technical, Saskatoon*



*Francis Lacombe, Technostrobe, Coteau-du-Lac; William Johnson, Grundy Telcom and CCBE President Peter Warth*



*Larry Mortley, Quinte Broadcasting Belleville*



*Trevor Joice, Toronto; Al Pippin, Pippin Technical Saskatoon; and Ray Carnovale, Toronto*



*Sylvia Gombik of Anixter, Mississauga, claims her ticket draw prize*



# Images from the Central Canada Broadcast Engineers Conference courtesy of



*Rapt attention at the Nautel session*



*Lining up for a soup and sandwich lunch*



*Roger Cole,  
Corus Entertainment Kingston*



*Gus Sondermeyer presented with the CCBE 2013  
Lifetime Achievement Award, accompanied by  
his wife, Anja, and CCBE's Peter Warth*



*Diana Stokey,  
RCS, White Plains, NY*



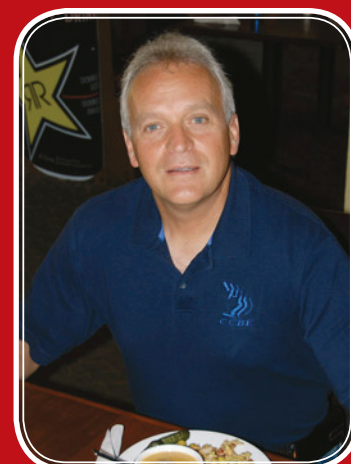
*Annette Chiasson and Jim Moltner, Teknyx, Oakville*



# Images from the Central Canada Broadcast Engineers Conference courtesy of



Tracey Walsh; Jane Rusch; Carol Fawcett; Lorraine Bouvier-Germain; Sylvia Fantin; Johanne Lebluis; Fran Buck; Zeno Jaworski; Véronique Lafrenière; JoAnne Desmerais; Diana Stokey; Anja Sondermeyer; Geneviève Nou; and Ingrid Christensen



Denis Barriault, Dougall Media, Thunder Bay



Frank Grundstein, Logitek Philadelphia and David Turecki, Dougall Media Thunder Bay



Sebastien Gasse, CBC Montreal



Friday night barbeque



Scott MacLeod of Nautel



Michael St. Amand, MS Technical Services, Petawawa



Siegi Purkott, Homeworthy Products, Toronto and Ron Combden, Durham Radio Oshawa



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Paul Thomas, Shaw Media, presented with the Rohde & Schwarz Engineering Excellence Award by Husam Hassan, R&S Munich and Peter Warth, CCBE president



Patrice Lemée,  
COMMSPEC, Montreal



Eric Heidendahl,  
Loyalist College, Belleville accepts  
the McCurdy Bursary Award



Charles Rousseau, CBC Montreal



Rich Chernock, Triveni Digital



Jane Rusch, SBRF, presented with the 2013 Ambassador of the Year Award by Peter Warth



Bruce McLeod, Ryerson University, Toronto and Glen Craven, TVO Toronto



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The current and previous winners of CCBE's Ambassador Award: Jim Adamson, LarcAN; Ron Paley, Ron Paley Broadcast; Sylvia Fantin, Tektronix; Jan Rusch, SBRF; Howard Tulloch, Novanet; and Howard Christensen, Broadcast Dialogue



Jim Adamson, LarcAN, Mississauga



Véronique Lafrenière, Octave Communications, Gatineau and CCBE president Peter Warth



Joanne Firminger, Central Canada Broadcast Engineers, Paris



John McCloy, Dundas and Wojciech Kobylinski, D.E.M. Allen & Associates Winnipeg



John Ahern, Davicom, Quebec City



Mary Ann Seidler, Tieline, Yarmouth, ME and Ron Paley, Ron Paley Broadcast, Winnipeg



Louis Sebastiani of Incospec leads session





# Public Alerting in Canada



Meteorologica  
 SEVERE WEATHER BU  
 BY ENVIRONMENT CA  
 AM EST MONDAY 13 M  
 WATCHES/WARNINGS  
 QUEBEC...  
 RAINFALL WARNING F  
 \* METRO MONTREAL -  
 \* VAUDREUIL - SOULA



## Canadian broadcasters

Generally, everyone knows what public alerting is but I'm not so sure we understand how it works in Canada.

The Government of Canada, in concert with all the provinces and territories, has endorsed the concept of a National Public Alerting System (NPAS). It is best described as the process whereby:

- government authorities identify a threat that warrants a public safety message;
- they construct that message for the public, identifying the nature of the threat, its location and instructions for the public to ensure their safety;
- using the National Alert Aggregations and Dissemination System (NAAD), Pelmorex makes that public safety message available to broadcasters and other “last mile distributors”, and;

## and public alerting

by Paul Temple



# The NAAD System is Flexible

## Supports a Mix of Text, Images and Audio

**Actual Amber Alert issued by OPP and distributed over NAADS on January 5, 2012**

THE TIMMINS POLICE SERVICE HAS REQUESTED AN "AMBER ALERT" FOR 2 ABDUCTED CHILDREN IN THE TIMMINS AREA. Victim's name: AIDEN JOHNSON Male Date of Birth: 14 April 2008 Age: 3 years Victim's name: KARA JOHNSON Female Date of Birth: 21 October 2010 Age: 1 year Believed to be in the company of: Zachary Johnson (Father) Date of Birth: 30th August 1977 Physical Description: 5' 10" tall, skinny build, short curly dark brown hair with some grey, grey/green eyes Last seen in the Timmins area @ 5:45PM 04 Jan 2012. Johnson's vehicle has since been located with no sign of him or the children



Audio Files Distributed when Available

Central Canada Broadcast Engineers Conference – September 25, 2013

 Pelmorex  
Communications

5

- they in turn, warn the public, who are then able to take appropriate action based on the information in the public safety message.

Sounds like a relatively simple process. The Americans have been doing much the same thing for 50 years. So what is the status of the national public alerting system in Canada?

Pursuant to undertakings to the CRTC, the NAAD System operated by Pelmorex provides facilities that allow any authorized government user to log in and create public safety messages in accordance with agreed-upon standards and business rules.

Additionally, we provide the national distribution backbone that allows for the delivery of public safety messages Canada-wide to TV and radio broadcasters and other distributors. The system has been fully operational since June, 2010 and allows authorized government users to create text-based messages as well as to attach audio files and images. For example, a recent Amber Alert that was sent over the NAAD System by the Ontario Provincial Police included an audio recording in addition to the message text and picture of the abducted child.

Once the message content is assembled, Pelmorex validates the warning message to ensure it is compliant with agreed-to standards and business rules. Non-compliant messages are rejected and do not pass through the system. With proper authentication and validation, the warning message is sent through the backbone dissemination system within seconds, making it freely available to any broadcasters or other distributors.

Alert messages must comply with standards and business rules adopted by the Pelmorex Alerting Governance Council. The Council includes participants

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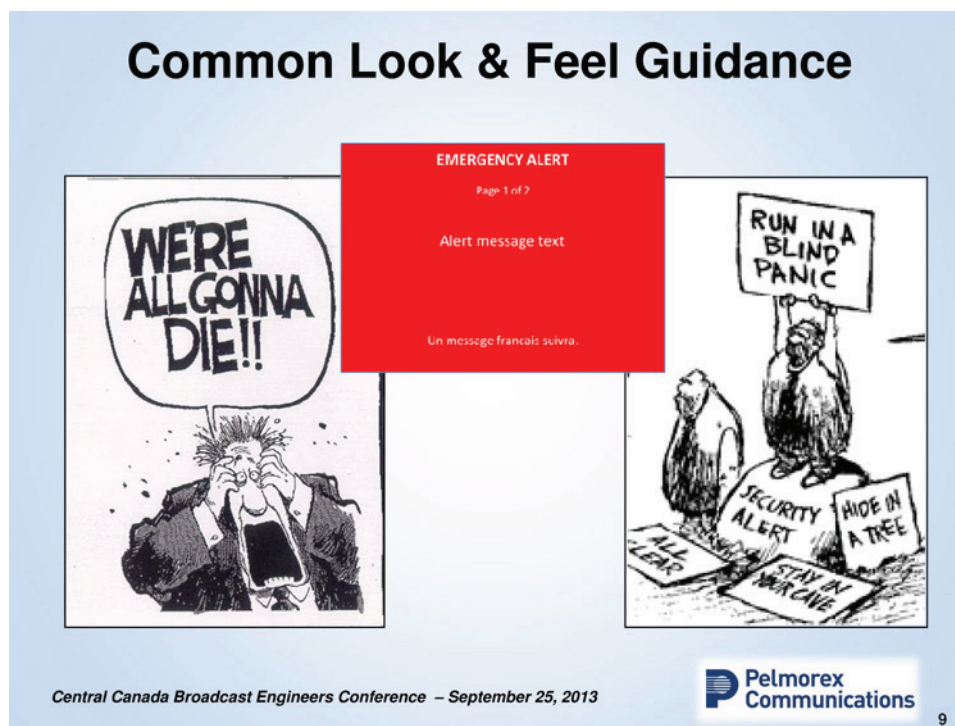
from each province and territory, various federal departments as well as broadcasters and distributors.

Among its standards, the NAAD System requires compliance with the Common Alerting Protocol including a Canadian Profile (CAP-CP) developed specifically to meet the alerting needs of Canadian authorities. CAP-CP is flexible and allows for the distribution of a broad range of public safety messages, not all of which are serious or a threat to life. Environment Canada is the perfect example with their alerts distributed through the NAAD System ranging from frost advisories to tornado warnings.

Using the CAP-CP standard allows a broadcaster, in an

automated fashion, to easily identify and broadcast only the most serious and relevant warnings. Use of these standards allow broadcasters to select:

- only warnings for the communities they serve, using the Statistics Canada Geographical codes adopted by the CAP-CP standard;
- only relevant types of warnings, based on a fixed menu of standard event codes, such as tornado or industrial fire, while ignoring frost warnings or an airport closure advisory; and
- only warnings representing imminent threat-to-life situations.



Of particular note, threat-to-life alerts are flagged in the xml/CAP file as “broadcast immediately”. The list and criteria for threat-to-life alerts was developed by senior emergency management officials and the list was filed with the CRTC and adopted by the Council.

Moving from the structure, the CAP-CP files may contain information for the public in more than one language. Again, the obvious example would be Environment Canada weather warnings. As a federal government agency it is required to provide services in both official languages. Provincial warnings may not necessarily contain messaging in both official languages. Regardless, the messaging content of each language is always clearly identified in CAP-CP. This is true of audio files as well.

Not all alerts will contain an audio file but the main equipment vendors provide reasonably good text-to-speech capabilities built into their products to allow for the creation of an audio message. However, whether an audio file containing the alert message is provided or not, an audio tone similar but not the same as



used in the U.S. has been adopted by all government agencies in Canada. The Canadian tone should precede any alert broadcast. Neither the government authority nor the NAAD System will include the audio tone in the public safety message. Instead, the audio tones should be incorporated by vendors into the equipment they provide to broadcasters.

So, what will the public see or hear when an alert is broadcast? That depends. A government working group, with broadcaster input, developed a document called the Common Look and Feel Guidance. It provides a broad range of advice, dealing with:

- warning messages in more than one language;
- the recommended display of warnings, whether as crawls or full page displays; and
- the appearance of the message, including font size, colour and so on.

The Guidance document sets parameters for public safety officials to ensure their messages are as broadcaster-friendly as possible. It recommends that authorities limit text messages to 1,800 characters or less and to no more than two minutes and preferably 60 seconds of audio.

Government authorities understand that individual stations may not be able to comply with all the recommendations but that is not

an excuse to do nothing. The expectation is that broadcasters will broadcast threat-to-life alerts as best they can.

Accessing the alerts is also simple. Alerts distributed via the NAAD System are available by means of data feeds distributed over Telesat's Anik F1R C-band and Anik F2 Ku band satellites. This ensures complete Canada-wide coverage. Simply use what is best for you. In addition, Pelmorex also provide access to the NAAD System's alerting data by means of an Internet TCP Streaming Feed. It is easily accessible and there is nothing complicated or proprietary about accessing the TCP/IP feed.



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Complete documentation of how to access the satellite and/or Internet-based feed is available online in both official languages at [www.alerts.pelmorex.com](http://www.alerts.pelmorex.com). Regardless of how you access the NAAD System alerting feed, there are vendors who can supply the access equipment that meets Canadian standards and guidelines. Their information is also posted on our website.

Approximately 50 to 150 Environment Canada weather warnings and advisories are sent through the NAAD System every day. Several provinces are also using the system to issue their own warnings with the remainder expected to be active within the year. However, very few of these public safety messages deal with imminent threat-to-life events.

Only one percent of the 38,000 alerts in the last 12 months would have been classified as threat-to-life warnings warranting immediate broadcast. Realistically, this means perhaps one or two warnings for an individual TV or radio station in a year.

It's not many on an individual basis—but it's important when lives are at stake. That's why Canadian broadcasters are expected to do their part. Collectively, government at all levels, the CRTC and Canadian listeners and viewers expect local broadcasters to promptly air relevant threat-to-life messages affecting the communities they serve.

While the Commission has encouraged voluntary participation by broadcasters, last year the CRTC made the broadcast of NAAD System warnings a condition of licence for CBC's radio stations. Several provinces are now intervening in broadcast licence applications raising the issue of applicants' intention to broadcast public safety messages. Last month (September), federal, provincial and territorial ministers responsible for public safety announced plans to write to the CRTC asking to make broadcasting of public safety messages mandatory.

Simply put, this issue is not going to go away, and very likely voluntary is going to turn into mandatory.

Traditionally, our industry has been astute at taking initiatives to self-regulate and avoid the burden of government enforced rules. It might be time to get off the public alerting sidelines.

It's the right thing to do and a valuable service to our listeners and viewers.

*Paul Temple is Senior VP, regulatory and strategic affairs at Pelmorex Media and was the keynote speaker at last weekend's Central Canada Broadcast Engineers conference near Barrie. He can be reached at [ptemple@pelmorex.com](mailto:ptemple@pelmorex.com).*





# BROADCAST Dialogue

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**T**ELEVISION: Television continues to be the dominant advertising medium in Canada with \$3.6 billion in revenue, according to *TVB*. And online TV revenue was determined to be \$110 million in 2012, up 10% from the previous year. Before this report, the dollar amounts for ad revenues online had combined TV with newspapers, magazines and radio. Online video advertising revenues grew to \$92 million last year... TV and *Twitter* have taken their newfound relationship to the advertising world. With 1.24 million tweets about *Breaking Bad's* finale and 24 million tweets during the *Super Bowl*, a community has been created that forms a bond between people that doesn't exist without Twitter, according to *eMarketer* analyst *Debra Williamson*. Already, partnerships have been struck with *CBS*, *MTV* and the *NFL* through a program Twitter calls *Amplify*. In June, *Broadcast Dialogue* reported that *Shaw Media* had joined the Twitter Amplify program so as to give Canadian users in-Tweet video clips that complement *Global Television* broadcasts. Global expected to have TV content on Twitter during this fall's new TV season. The platform lets content owners beam real-time video clips to Twitter users while allowing marketers to extend commercial pitches to smartphones and tablets. *Nielsen's* new *Twitter TV Ratings* report measures the TV-related conversations. It found that 19 million people wrote 263 million tweets about live TV events in the second quarter of this year, up 38% from the same period last year... An *MTM Market Reports* study has found that Canada's regional diversity extends to technology, e.g.:

- Vancouver has the highest penetration of tablets in Canada.
- Albertans lead in the ownership of smartphones, particularly iPhones.
- Torontonians are more likely to watch Internet TV and less likely to subscribe to a digital TV service.
- Quebecers are the most likely to subscribe to digital cable.
- Western Canadians are the most likely to subscribe to *Netflix*.

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Jim MacMullin, Vice-President  
Acadia Broadcasting

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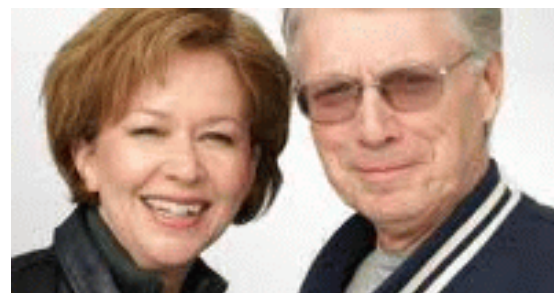
**REVOLVING DOOR:** Virginia Gibberd, after 25 years of service with *Rogers Media*, will leave her VP of operations & engineering position Oct. 31. She and husband Chris Rose, himself a former broadcaster, will retire to B.C. Gibberd's achievements include the launch of *Sportsnet's* first HD channel (2003) and



Virginia Gibberd

wireless highlight *Video on Demand* services during the 2006 *FIFA World Cup*. Her team was also responsible for building an integrated broadcast plant facility at Rogers's main office and integrating a media asset management system a year later. In 2012, Gibberd received the *Leadership Excellence Award* from *Canadian Women in Communications*. Click [HERE](#) for a short video... Paul and Carol Mott (*The Motts*) are back at *NEWSTALK 1010 (CFRB) Toronto* doing weekend mornings. The couple did a midday talk show at CFRB for 16 years before Astral let them go. In November of 2011, they returned to Astral doing weekends at *CKTB St. Catharines* while maintaining their Monday-to-Friday gig at *CHES-FM Erin*, a community station. The Motts stopped producing their program in the Erin studios at the end of August but the station continues to air re-runs of their show Tuesday to Thursday and on weekends on CHES

and sister station *CICW FM Fergus*...



Carol & Paul Mott

Cash Connors, the afternoon drive host at *KISS 92.5 Toronto* the last four years, is no longer with *Rogers Media*. Blake Carter is co-hosting in the interim with Adam Wylde...

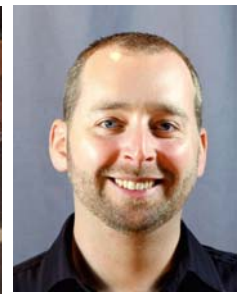
PD Murray Brookshaw of *96.9 JACK FM/SONiC Vancouver* has added PD responsibility for *103.1 JACK FM Victoria*. Russell James returns to *Rogers Vancouver* after a six-year stint at sister station *91.7 The Bounce Edmonton* to lend his CHR skills, on-air and off-air and aid in the continuing growth of SONiC. Russell takes over as the day-to-day PD for SONiC under the direction of Brookshaw. He also is host of PM drive. Kenny Jones, who had been doing afternoons at SONiC to moved middays at *96.9 JACK FM* ... At *Evanov Radio Winnipeg*, Heather Milne becomes promotions manager. She's ex of *Corus Winnipeg* and succeeds Holly Andryo who moved to senior account



manager. At Evanov's *Energy 106 FM Winnipeg*, Jordan Knight is the new evening announcer, ex of *Virgin 103 Winnipeg*... Shawn Whalen becomes promotions manager at *Indie88 (CIND) Toronto* Oct. 21, moving from *Bell Media Kingston* where he's been the last five years. Most recently, Whalen was promotions and marketing director/assistant PD at *98.3 FLY FM/98.9 THE DRIVE*... Mike McGuire, PD/afternoon host at *The One 93.1 Leduc*, is no longer with the station. He joined the operation in October last year and helped with its launch April 16 of this year.



Jordan Knight



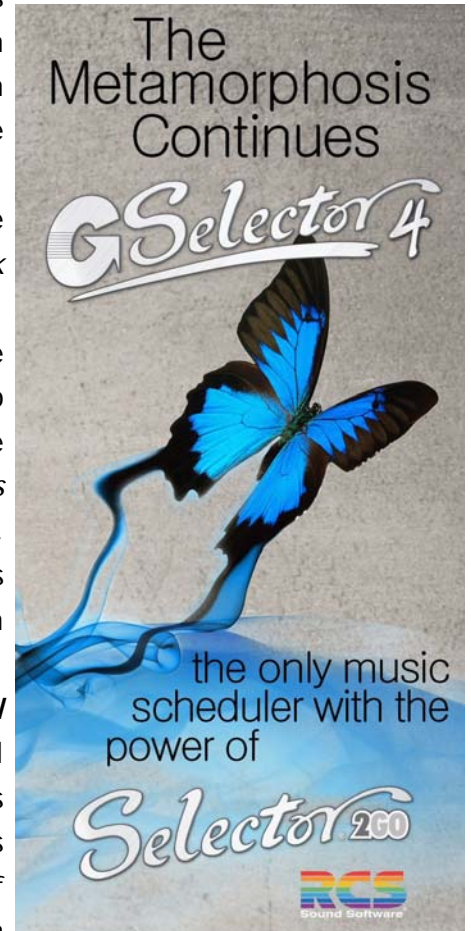
Shawn Whalen

**RADIO:** Dave Rutherford has created headlines in Calgary three times this year, first for his departure from long-time employer *Corus* during Southern Alberta's flooding earlier this year, next was his recent signing with *660News Calgary* as a commentator, and now it's about his coming to the rescue of a motorist from a blazing truck after the driver suffered a diabetic reaction. Even as smoke overwhelmed the vehicle passersby, including Rutherford, were trying to get the man out. "But he didn't want to go," said Rutherford. "It took all the strength we had to pull the guy out"...

Music being the integral programming element that it is, the music city alliance agreement between Austin, TX and Toronto deserves mention. The goal is to develop partnerships to build trade, commerce and share government and private industry knowledge; to "work collaboratively to develop and expand all elements of the music industry, including but not limited to artists, venues, festivals, studios, management and promotion"... *Apple* apparently intends to offer its *iTunes Radio* streaming music service in Canada early next year, according to an insider but an *Apple* spokesperson declined comment...

*CFCB Corner Brook's* annual radiothon to support the *Western Memorial Hospital Foundation* raised \$316,607, plus another \$150,000 from the provincial government. The money will go toward buying new equipment for various departments, including emergency, radiology, the intensive care unit, orthopedics and surgical... *Medicine Hat* city council has voted unanimously in favour of naming the broadcast-media booth at the city's new events centre after veteran broadcaster **Bob Ridley** of *CHAT Medicine Hat*. Ridley has spent the last 43 seasons covering the *Medicine Hat Tigers*

and also happens to be the driver of the team's bus. He's a member of the *Alberta Sports Hall of Fame* and received an *RTNDA Canada Lifetime Achievement Award* in 2007... *CFSX Stephenville's* annual day-long radiothon for the *Sir Thomas Roddick Hospital Foundation* raised \$109,000. In a concurrent fund-raising effort, Port aux Basques listeners donated \$82,000 for a similar fund-raising goal for their area. The funds raised for Stephenville will go toward several new pieces of medical equipment at the Sir Thomas Roddick Hospital.



**GENERAL:** *Pew Research* says the shrinking news audiences noted over the last decade will likely only get worse. Younger and middle-aged audiences seem unlikely to match the news interest of the generations they'll eventually succeed. And that takes into account their transition to the Internet as the principal source of news. *Pew* finds that Gen Xers (33-47) and Millennials (18-31) have shown little indication that they will become heavier



news consumers as they age. The statistics in a 2012 Pew Research U.S. national poll found:

- Members of the Silent generation (67-84) spending 84 minutes watching, reading or listening to news the day before the survey interview.
- Boomers (48-66) were at 77 minutes.
- Xers and Millennials spent much less time: 66 minutes and 46 minutes, respectively.

For news media organizations, the troubling trend shows little indication that consumption increases among members of the younger age groups as they age. For example, in 2004 Xers reported following the news about as often as they did in 2012 (63 minutes versus 66 minutes). The eight-year trend for Millennials was equally flat (43 minutes versus 46 minutes)... It was back in June of 2008 that *CTV* acquired the exclusive rights to what once was the *Hockey Night in Canada* theme. As a result, HNIC and *CBC Music* launched *Song Quest*, a competition to find a piece of music that would be the original theme's successor. A studio version of the winning song will be performed Jan. 18 during *Scotiabank Hockey Day in Canada*.

**SIGN-OFFS:** Peggy Miller-Day in Edmonton after a short illness. Her broadcast career began at *CJCA Edmonton* in 1945 when she started as a receptionist/telephone operator. From there, Miller was moved into the continuity department where she wrote copy and scripts for programs. She then became continuity editor, manager of commercial production, and community liaison. In 1968 she moved to *CKWX Vancouver* as manager of station promotion. Upon retirement, she and her husband moved back to the Alberta capital where, in 1998, she co-founded the *Edmonton Broadcasters Club*. In 1964, Peggy Miller became the first lady to be named an *Honorary Lifetime Member* of the *Western Association of Broadcasters*. In 2005, she was inducted into the *Canadian Association of Broadcasters Hall of Fame*... Brian Wrobel, 67, in London after a short illness. Wrobel, a long-time broadcast journalism professor at *Fanshawe College* who retired in 2002, began his radio career at *CKOX Woodstock* in the '70s. He was a news anchor at *CBC-TV Calgary*, news director at *CKWS-TV Kingston* and did a stint at *CFRB Toronto*.



Peggy Miller-Day



Brian Wrobel

**SUPPLYLINES:** *LEMO Canada* moved its head office to 44 East Beaver Creek Road, Unit 20, Richmond Hill L4B 1G8. New phone number is 905-889-5678.

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by Charles Rousseau, ing.

Most of us are familiar with Google Earth and its ability to let you navigate anywhere on Earth to view satellite imagery, maps, terrain, buildings in 3D, etc. Google Earth is also free software that can be used by everyone. The CBC Transmission engineering team frequently uses Google Earth as a broadcast engineering tool and, up until now, it is our clients and stakeholders who benefit the most from this application.

## Google Earth:

### Broadcast engineering tool for coverage simulations, field strength measurements and Safety Code 6 measurements

We use Google Earth for three major tasks as part of our engineering work: Coverage planning, FM, and DTV field strength measurements and Safety Code 6 measurements.

#### Coverage Planning

One of our major tasks is coverage analysis for our six CBC broadcast services. During this process, we verify that the parameters of the station under study—such as transmitter power, antenna gain, height of the centre of radiation, etc.—are adequate to better serve the area to be covered.



Figure 1 CBC Radio One – Tillsonburg Gap Filler

In the Figure 1 example, we can observe the coverage of three Radio One stations. The contour lines are the traditional F5050 curves, also named ‘protected contours’ by Industry Canada.

The green and blue fill (or splatter) are our realistic simulations using a propagation model that takes into account the terrain level and the clutter (forest, water, urban, dense urban, etc.). The brighter coverage is a proposed gap filler to better cover the Tillsonburg region. It is then possible to remove/add the coverage by clicking on the chosen parameters in the Google Earth legend on the left. It is extremely efficient and dynamic in helping our clients and stakeholders to understand, and for us to provide, coverage recommendations.

Download Google Earth and try it yourself by clicking:  
<https://docs.google.com/uc?export=download&id=0B353bGGh9-YINHU0aURYSTINZmc>.

## Field Strength Measurements Analysis

When a new broadcast station is put on the air, we conduct RF field strength measurements to validate the new coverage. These measurements confirm that the transmission site performs according to the parameters from our engineering brief and is approved by Industry Canada. These measurements are made by car with a dipole mounted on the roof and an automatic field strength meter. GPS does the rest.

With this set-up, we can measure the amplitude of the electric field at the chosen frequencies with the corresponding GPS coordinates. Measurements are taken every three- to five-seconds. Then the data is exported to Google Earth and layered on top of the coverage simulations.

Click on this link to see the CBC Radio One station in Leamington that recently went on the air:

<https://docs.google.com/uc?export=download&id=0B353bGGh9-YIVmdBOVJYZIRuVmc>.



*Charles Rousseau, ing.*

## Safety Code 6 Measurements

Safety Code 6 compliance is a responsibility for all broadcasters. We use Google Earth to display our Safety Code 6 measurement data in a user-friendly environment. With the use of data extractor software developed internally by Pierre-Alexandre Nolet, a junior engineer working for CBC Transmission Engineering, we can now export our measurement data directly from the Narda SRM-3006 to a Google-Earth format. As a result, we can automatically associate the geographical location of each measurement point with the associated field strength level of all frequencies measured at that point.

Once this file is open in Google Earth for analysis, it is possible to click on a point to have a list of all frequencies measured and their RF contribution in percentage of the Safety Code 6 limit. With that process we reduce our analysis time to a few minutes between the end of the field measurements and the analysis and conclusion of the results.

Click this link to view the measurement campaign performed in Ottawa:  
<https://docs.google.com/uc?export=download&id=0B353bGGh9-YId3JBaDh6akNpMG8>.

## Conclusion

Google Earth is a free tool that greatly improves the efficiency of broadcast engineers. Reports and maps are clearer than ever before and the benefits are for broadcast engineers, and for clients and stakeholders. They can use the program to get a better understanding of the various coverage analysis, simulations, measurements and recommendations that we do on a daily basis.

*Charles Rousseau, ing., is senior engineer, spectrum engineering/premier ingénieur, Ingénierie du spectre, Services Technologiques aux médias at CBC/Radio-Canada. He can be reached at [charles.rousseau@radio-canada.ca](mailto:charles.rousseau@radio-canada.ca).*



# BROADCAST Dialogue

## Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • LOK 1B0 • [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

Thursday, October 17, 2013

Volume 21, Number 22

**G**ENERAL: The speech from the throne, as billed, dealt with cable and satellite bundling. The government believes we should be able to choose the combination of TV channels we want which will require unbundling. Shortly after Governor General David Johnston completed the speech, *Rogers* said pick-and-pay cable pricing could be coming as early as next year and that consumers could see smaller cable bills depending on the channels they order. But it won't all be smooth sailing. One large obstacle is the contracts between broadcasters and BDUs, and the likelihood of some channels rarely watched by viewers disappearing. Under pick-and-pay there is the potential for broadcasters to be worse off, according to one high profile industry member. There's a general feeling that even if a push is put on pick-and-pay, extensive regulatory and consultative administrative work could push any implementation back to at least 2015, possibly longer...

For the first time in the history of the national *Edward R. Murrow Awards*, the prize for *Overall Excellence* in network television went to a Canadian network. Troy Reeb, the VP news of *Shaw Media/Global TV*, was in New York City earlier this week to accept on behalf of *Global News*. The 2013 National Edward R. Murrow Awards recognize work of the highest quality produced by radio, television and online news organizations around the world. Also at the annual awards dinner and show was Hudson Mack, the director of news and Information programming at *Bell Media Vancouver*



Troy Reeb



Bernadette Lee

*Island*, who accepted the award for *Small Market Television Investigative Reporting*...

Bernadette Lee, the VP of global partners and media solutions at *Marketwired* in Toronto, has been recognized by the *UN Women National Committee* for contributing to advancing women's rights and achieving gender equality. The award acknowledges her *Contribution to Excellence in News Communications*. Amanda Lang of *CBC* was recognized for her *Contribution to Women's Achievement in Business Journalism* and Sophie Gregoire Trudeau for her *Contribution to Human Rights*...

*Rogers Communications* says it plans to buy back its publicly-traded wireless division. The company wants all the

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outstanding Class B restricted voting shares of *Rogers Wireless Communications* by way of a share swap, 1.1 Class B shares of *Rogers Communications* for each Class B share of the wireless division.

**RADIO:** *Jewel 92.5 Clarence-Rockland* (on the Ottawa River in Eastern Ontario) is the newest *Evanov Communications* station, launched Tuesday as the area's first local full service radio station... The *Saskatoon Media Group*, owner of *92.9 The Bull/CJWW/Magic 98.3 Saskatoon*, has funded the single and video recording of Donny Parenteau's song about bullying, *Imagine A World*. The video and song are available for free download at [www.donnyparenteau.com](http://www.donnyparenteau.com)... *CBC Saskatoon* is holding an open house next Thursday morning to celebrate the on-air launch of *CBC Radio One's Saskatoon Morning*, the city's newest morning show... In honour of the *Kitchener-Waterloo Oktoberfest* celebrations, which run through tomorrow (Friday), *107.5 DAVE-FM Kitchener* temporarily rebranded itself as *107.5 DIETER FM*... Timothy Casgrain, the chairman of *CBC/Radio-Canada* from 2007 to 2012, has been appointed to the *Sirius XM Canada Holdings* board of directors. He replaces *Suzanne Morris* as *CBC/Radio-Canada's* nominee... *The Motts*, who returned to *CFRB Toronto* last weekend, will also do weekend mornings at *610 CKTB St Catharines* beginning this Saturday. Larry



Dennis Snowdon

Fedoruk, who'd been doing mornings at *CFRB Toronto*, remains in afternoons at *CKTB* doing talk... On Sunday, Dennis Snowdon, the Glasgow-born veteran broadcaster, will begin his 49th year as host of *A Little Breath of Scotland*, airing late Sunday afternoons on *The New AM 740 Toronto*. He began in 1964 at *CHWO Oakville* which morphed into its current branding after the station was sold to Moses Znaimer. In all those years, Snowdon has always done his show live...

Stations across the country did various promotions and community service leading up to -- and including on the weekend -- of Thanksgiving:

PD/morning show host Jody Seeley said *AM 1140/99.7 Sun Country High River* collected non perishable items for the *High River Food Bank*. For every donation, people were entered to win a fresh turkey from a local butcher. Seeley said that it has "been a tough year for our community with the flood but we were able to gather some donations and gave away five turkeys per station"...

PD Trevor Wallworth of *Q104 Halifax/Dartmouth* said that on Oct. 10-11, *Q104* held its *10th Annual Q104 Hunger Strike for Feed Nova Scotia*. Bobby Mac of *Q104* mornings jumped in bed and broadcast live for 39 hours without food from a local furniture store. *Q-Nation* rallied and brought in over 5,000 pounds of food and close to \$12,000.00 in cash

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in support of Feed Nova Scotia. *"That was enough cash,"* said Wallworth, *"to distribute food to 17,675 people for one day and enough food to feed 300 families of four for a day"...*

PD Bill Toffan of *KX 94.7 FM Hamilton* assisted the *Brantford Food Bank* on the Saturday...

PD John Knox at *Country 93.3/ROCK 97.9 Fort McMurray* dropped virtual turkeys from the virtual station helicopters, *ROCK Copter 1* and *Air Country 1*. Each virtual turkey was worth \$25 in Thanksgiving groceries. Knox is happy to report *"that no real turkeys were harmed in our Thanksgiving promotion"...*

PD Mark 'Trapper John' Shoemaker at *Rock 105.3 Medicine Hat*, in post Thanksgiving mode, said the station will be broadcasting from a local furniture store this coming Friday, Saturday and Sunday to *"Fill Poncho's Pickup"* with donations for the food bank. *"Their shelves,"* he said, *"have been depleted after Thanksgiving and the flooding that hit Medicine Hat hard this summer. Poncho is our morning show host"...*

PD/morning host *Darren McPeake* at *Mountain FM/103.5 The Bridge Castlegar* said that the station *"Paid it Forward"* last Friday, giving away food at the A&W drive-through. *"Any order under \$10 was on us,"* he said...

Tia Daniels, the director of programming and music at *Country 95.5/B-93.3 Lethbridge* said All Hits B-93 did some turkey bombing all last week in conjunction with *Save On Foods*. *"Ryan and Corlee from the morning show went to the west location of Save on Foods each day and randomly picked a shopper they turkey bombed, meaning they dropped a free turkey into their shopping cart and sent them on their way for the long weekend,"* said Daniels...

Joël Lamoureux of the *Joël and Mary Anne* morning show at *Country 101.1 Ottawa* said that the station had a number of community event drives to donate food to food banks in Ottawa and the Ottawa Valley. Lamoureux said that they are *"struggling again this year so we're doing what we can to count on our Country 101.1 listeners to help out."* The photo has Mary Anne accepting donations in the station's events truck...



At *92.5 The Beat Montreal*, PD Leo Da Estrela said that on the Friday morning before Thanksgiving *The Beat Breakfast* sent Stuntman Sam

downtown dressed in a turkey costume to twerk for charity. For pocket change, the Twerking Twurkey, um, Turkey would twerk while people shot videos and took pictures. All money collected was turned over to the *Welcome Hall Mission* which provided Thanksgiving suppers for the homeless...

Operations manager *Dwayne Keller* at *Max 98.3 FM Sydney* said that unlike the gang at WKRP, his station didn't throw turkeys from a helicopter but that they did drive around the listening area handing out a turkey to the first person to arrive at the mobile's broadcast location, which changed every hour of the work-day through Thursday and Friday of last week...

And *Rod West*, the ops manager/PD/morning host at *97.7 The Beach Wasaga Beach*, did his morning show from the *Wasaga Food bank*. During just three short hours, 500 pounds of food was collected and over \$7,000 was raised.

**R**EVOLVING DOOR: Kevin Einarson, the GM/GSM at *Vista Radio Castlegar/Nelson* and a 15-year radio veteran, has resigned. He will, however, stay in place until a successor is found. His



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background includes *Telemedia* and *Standard Radio*... Marc Mulvaney succeeds ND Jennifer Faerber as ND at the Courtenay-based *Vista Radio Coast* Oct. 21. Mulvaney, who had held the ND position for four years prior to Faerber's arrival three years ago, has been a reporter since then. Faerber is returning to Australia... Kathleen O'Keefe, a seven-year *City Toronto* veteran, has left the company. Most recently she was senior director of news and special programming...

A new morning show at *up! 97.7 Calgary* sees Jay Donovan and Lori Gibbs joining Leslie Stein for the *Jay, Lori and Leslie Show*. Donovan and Gibbs became a part of the morning show on Monday. Donovan moved from *Clear FM Winnipeg's* morning show where he'd been for about eight years and Gibbs arrived from *X92.9 Calgary* and is also a stand-up comedienne... Lacey Kapler, ex of *Rogers Radio Calgary*, is *Hot 107 Edmonton's* new promotion & marketing director/APD. Her first day at the *Harvard Broadcasting* station was Oct. 15... Robert Upward is the new ND at *106.9 The Goat Lloydminster/99.7 The Wolf Bonnyville*. He began last week after moving from the *Canadian Traffic Network* in Toronto. Upward succeeded Robin Prebble who left the industry.



Jay Donovan, Lori Gibbs and Leslie Stein

Lacey Kapler, ex of *Rogers Radio Calgary*, is *Hot 107 Edmonton's* new promotion & marketing director/APD. Her first day at the *Harvard Broadcasting* station was Oct. 15... Robert Upward is the new ND at *106.9 The Goat Lloydminster/99.7 The Wolf Bonnyville*. He began last week after moving from the *Canadian Traffic Network* in Toronto. Upward succeeded Robin Prebble who left the industry.



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**TELEVISION:** An upgraded *Dyle* mobile TV receiver, backed by a dozen U.S. broadcasters, works with iOS and Android devices. The first version could only plug into older iPads and iPhones via 30-pin hardline interfaces. The new receiver captures OTA Dyle TV signals on a specialized antenna but needs to be in areas where it can receive the strongest signal. Importantly, it doesn't rely on broadband or cellular networks. Broadcasters must spend about \$100,000 on upgrades to deliver the mobile TV feed alongside the primary HDTV broadcast signal. The service is available in 38 U.S. markets that cover about 57% of the U.S... Prime-time ratings for the fall U.S. TV season grew by 2% among the 18-to-49s, compared with a 14% dip last season. *NBC* increased its audience by 6% and *ABC* by 3%. *CBS* was off by 2% and *Fox* numbers were unchanged... A new *Pew Research Center* analysis of *Nielsen* data shows that despite fragmenting media use, TV is still the dominant way Americans get news at home. The largest audiences tune in to local and network news but it's national cable news that gets most viewers' attention... *CBC-TV* has expanded local coverage in its six largest markets with new, one-hour shows called *Our Toronto*, *Our Vancouver*, *Our Calgary*, *Our Edmonton*, *Our Montreal* and *Our Ottawa*. They all began last weekend and are airing Sundays and Mondays at 11 a.m., as well as at 6 a.m. Saturdays... Conrad Black and Denise Donlon have launched their new show, *theZoomer*, on *VisionTV*. It's a weekly 60-minute current affairs program.



# BROADCAST Dialogue

## Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • L0K 1B0 • [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

Thursday, October 24, 2013

Volume 21, Number 23

**T**ELEVISION: CRTC Chair Jean-Pierre Blais officially announces the Commission's plans for *Let's Talk TV: A Conversation with Canadians* today, first at the *University of Laval* in Quebec City and later at *Ryerson University* in Toronto. Let's Talk TV is the national discussion on the future of the television system. His presentation begins at 9 a.m. in Quebec and at 6 p.m. in Toronto. The CRTC wants to know what Canadians watch and how they watch it. Asked why universities were the venue for these sessions, a Commission spokesperson said that they were chosen to "engage" all Canadians as well as those younger minds whose questions and observations may bring more insight into television's future...

*Netflix* financials are in the news this week, both for the head-shaking market success and for CEO Reed Hastings saying that the success has been motivated by "*momentum-investor-fuelled euphoria*". *Netflix*, at a 248% stock price increase, is the second-best performer in the *S&P 500* this year. According to *Bloomberg*, *Netflix* shares trade at 190 times estimated earnings. In the third quarter, *Netflix* generated net earnings of about \$32-million (U.S.) or less than \$1 per subscriber. *Netflix* sees the U.S. market rising to just three times the current level, about 90 million subs...

That protest by *First Nations* people over shale gas exploration near Rexton, N.B. saw *Global TV* reporter Laura Brown confronted by demonstrators who demanded that she leave her news vehicle and camera behind and to exit the area. Later in the day, both the vehicle and the camera were returned undamaged. *CTV*, too, saw one of its news crews told to leave their satellite truck and equipment...

*Nielsen's* latest quarter ad figures show that TV remains the biggest of all mediums for advertising. In the second quarter, television accounted for 57.6% of all ad spend globally. The next-closest was newspapers at nearly 19%, magazines at 10% and Internet display ads at 4.3% of all spend. Internet continues to be the fastest-growing of all mediums, growing by nearly 27%, nearly six times as much as TV spend. The 27% growth to 4.3% spend for Internet ads, however, means that last year's figure was 3.14% worldwide...

China says its satellite TV stations can buy the right to broadcast only one foreign program each year from 2014. It's part of new restrictions to push morality-building and educational shows... *CTV's* new app, called *CTV Mynews*, allows registered viewers to submit photos and videos of breaking news for potential use in coverage of local and national news. The app allows larger file uploads and incorporates push alerts, a media map and geolocation... *City* has launched



*Breakfast Television for iPhone* which offers a new way to experience the local morning show. It has custom local content for each of City's six local editions between Montreal and Vancouver. Viewers can wake up to the app's built-in custom alarm clock, and watch a live video stream of their local show...

**OMNI Television** National VP **Madeline Ziniak** has been presented in Toronto with a Lifetime Achievement Award at the *2013 Cambridge Awards of Excellence*, presented by the *Cambridge Food and Wine Society*, *Multicultural History Society of Ontario* and the *Ontario Restaurant, Hotel and Motel Association*. Ziniak was recognized for her contribution in driving and fostering multicultural media in Canada...



Madeline Ziniak

The *Canadian Broadcast Standards Council* (CBSC), in a decision concerning *The Source* on *Sun News Network* earlier this year, determined that host Ezra Levant misidentified protestors in a video clip. While Sun was in violation of the *CAB Code of Ethics* for the error, CBSC did not require an on-air announcement because Levant had already acknowledged the error in a later show. Details at [www.cbsc.ca](http://www.cbsc.ca)...

The *2013 WIFT-T (Women in Film & Television-Toronto) Crystal Awards*, which promote and celebrate the outstanding achievements of Canadian women and men in screen-based media, will be presented Tuesday, Dec. 3. Winners are:

Director/Producer/Screenwriter **Semi Chellas** -- *Creative Excellence Award* for her work as a co-executive producer and writer on *Mad Men*.



Semi Chellas



Lalita Krishna

Filmmaker/Director/Producer/Writer **Lalita Krishna** -- *Mentorship Award* for, in part, her documentaries about children and teens making a difference in the world.

President, Canada and COO, *Entertainment One Television* **Margaret O'Brien** -- *Outstanding Achievement in Business Award* for, in part, her commitment to Canadian talent that continues to secure strategic partnerships with top Canadian independents.



Margaret O'Brien



Sheila Hockin

Producer **Sheila Hockin** -- *Special Jury Award of Distinction*.

**GENERAL:** The *CRTC* has issued a call for comments on tangible benefits and determining the value of a transaction. The Commission wants comments on its view that at least 80% of tangible benefits for TV services should be allocated to specific third-party funds and that the allocation of no more than 20% of tangible benefits should be left to the discretion of the purchaser. Further, it wants comment on its view that tangible benefits should generally be provided as part of the transfer of ownership or control of all radio and TV services. At the same time, the *CRTC* is seeking input on the appropriateness of its method for calculating the value of a transaction and how to clarify and codify its practices. Deadline for receipt of comments is Dec. 5...

The mid-August concert for *Alberta Flood Aid* held at Calgary's *McMahon Stadium* raised nearly \$2.2 million for flood recovery in Southern Alberta. *TELUS* funded the live, online broadcast across Canada...

The *Aboriginal Peoples Television Network*, *Rogers Communications* and *TELUS* have been listed among *Canada's Top 100 Employers*. *The Globe and Mail* and *Eluta.ca*, in their annual competition, evaluated the physical workplace; work atmosphere and social; health, financial and family benefits; vacation and time off; employee communications;



performance management; training and skills development; and community involvement...

Quebec opposition parties want clarity on the political role being played by Karl Peladeau, the chairman of *Quebecor* and who is also chairman of *Hydro-Quebec*. Peladeau's Quebecor dominates the private multimedia landscape in Quebec and owns *Sun TV* based in Toronto, major market *Sun* newspapers and a string of newspapers in secondary English Canada markets. In his Hydro-Quebec role, he's been sitting in on PQ cabinet meetings related to green-transport projects. His *Journal de Montreal* provided positive coverage in exclusive reports about the project two weeks ago. His wife, Julie Snyder, is among prominent feminists who organized a grassroots campaign in support of the PQ's values charter...

The federal *privacy commissioner's* office, while saying only that is investigating, is looking into *Bell's* harvesting of users' TV and web habits while tracking when they make phone calls. The new policy is set to begin Nov. 16. Bell says, essentially, that its users want to be monitored, profiled and tracked so that online advertising relevant to them can be delivered. Because investigations are conducted in private, the privacy commissioner's office was unable to talk about it...

A three-month multimedia campaign, which ran from June 1 to Sept. 6, generated close to 44 tons of returned medication. The plan was to clean households of unused and expired prescription drugs as well as over the counter medicine so as to reduce the amount of drugs available for abuse by teenagers. *Immersion Media* in Toronto did the creative. Former radio broadcaster Marc Paris is executive director of the *Partnership for a Drug Free Canada*...

Mervin Block, the grandfather of broadcast news writing in the U.S., has a new book out: *Weighing Anchors: When Network Newscasters Don't Know Write from Wrong*. The book documents deceptions, distortions and delinquencies by Anderson Cooper, Wolf Blitzer, Scott Pelley, Diane Sawyer, Jake Tapper, Brian Williams and others. Block wrote for Walter Cronkite at *CBS Evening News*, for Frank Reynolds at *ABC Evening News* and for several anchors at *NBC*. He also taught broadcast news writing at *Columbia Journalism School* for 30 years.



#### Executive Administrative Assistant - Toronto

For Info and to Apply, click [HERE](#) .

**R**EVOLVING DOOR: Nathalie Cook has been appointed VP of sales and brand partnerships at *TSN*. Most recently, she was VP of marketing and innovation at *Bell Media*... Laurie Graham will become the *CTV Ottawa* deputy bureau chief Nov. 4, backing up Bureau Chief Robert Fife. She moves from her position as a *CBC The National* reporter based in Toronto... Jenny Hacker, the head of comedy and drama at *CBC-TV* has departed the public broadcaster. Succeeding her are Helen Asimakis as senior director, drama, and Michelle Daly as senior director, comedy. It's a promotion for Daly while Asimakis arrives from *Sarrazin Couture Entertainment*. Both will report to Sally Catto, the exec director of commissioned and scripted programming... Ian Koenigsfest is the new brand director for *CKNW Vancouver*, moving up from assistant BD. He adds that responsibility to similar duties at *AM 730 (CHMJ)*



Nathalie Cook



Laurie Graham



Ian Koenigsfest

**Vancouver.** Koenigsfest had been the news director at CKNW before his promotion to BD at AM 730. (Mr.) Terry Schintz became CKNW ND about a year ago and reports to Koenigsfest... Marc Riddell has joined *Global BC Vancouver* in the newly-created role of managing editor-digital. His background includes *CBC*, *CTV* and *Global National*... Darren McPeake has resigned as PD/morning host at *Mountain FM Castlegar*. He's moving to another opportunity within the industry. McPeake's background includes MD/announcer at *Clear Channel San Francisco*, APD/MD/host at *Cumulus Media Ventura* and host at *100.3 The Q Victoria*.



Marc Riddell



Operations/Programming Manager - Lethbridge

For Info and to Apply, click [HERE](#).

**RADIO:** Toronto city Councillor Paul Ainslie says he wants Mayor Rob Ford and Councillor Doug Ford, the mayor's brother, to be yanked from *CFRB Toronto's* air, describing the weekly Sunday afternoon show a poisonous "bully pulpit". His complaint to the *CBSC* alleges that the program is a tool for "blatant political campaigning". Ainslie says elected officials get called wimps and reporters are called maggots, and he wants certain standards to apply... Bob McCown of *Sportsnet 590 The FAN Toronto* has been recognized for his outstanding career and contributions to Canadian sports journalism with the *Career Achievement award* at the 18th annual *Sports Media Canada Achievement Awards* held in Toronto... *C95 Saskatoon's* 36-hour *C95 Radio Marathon for Breast Cancer Research* raised \$287,388. Broadcasting live for the 13th successive year from the city's Centre Mall, the marathon has exceeded \$3 million in total donations. *The Ya-Ya Sisterhood*, roughly 45 grade 7 and 8 girls, presented a \$6,200 cheque for the cause after spending the last year raising money through bake sales and bottle drives... *CJOC Lethbridge* has won the *2013 Business Excellence Award* from the Lethbridge Chamber of Commerce. Cited were *CJOC's* recognition for financial and operational success, community involvement, employee relations, customer service, innovation and charitable contributions... *Jewel 92.5 (CHRC-FM) Rockland*, the new Soft AC station, launched at mid-October with *Boogie Wonderland* by *Earth, Wind & Fire*. Ted Silver is PD in addition to his PD duties at *98.5 The Jewel Ottawa* and *107.7 The Jewel Hawkesbury*. Derrick Scott and Christina Hajjar host the morning show. Both have experience at stops in various parts of Canada and are originally from the Rockland area... The *Canada Calling* radio network will be back on air for its 60th winter season across the U.S. sun belt and the Bahamas beginning Monday, Nov. 4. The news-from-home programs with Prior Smith will air Monday through Saturday until the first week of April. Canada Calling is second only to the *Grand Old Opry* as the longest running network radio show in North America.



Click [HERE](#)

**SUPPLYLINES:** *CBC* is the first Canadian broadcaster to partner with *Facebook's Keyword Insights API* and *Public Feed API*. They allow *CBC* to air real-time feeds of public posts in their broadcasts while measuring the engagement around keywords from specific programs. The first *CBC* show to employ these new tools is *Battle of the Blades*... *Groupe Média TFO's* Francophone emergent music franchise, called *BRBR TFO*, will begin offering a web radio station in December using the *Deezer* web-based music streaming service.



# BROADCAST Dialogue

## Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • L0K 1B0 • [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

Thursday, October 31, 2013

Volume 21, Number 24

**T**ELEVISION: In announcing *Let's Talk TV: A Conversation With Canadians*, CRTC Chair Jean-Pierre Blais noted that the last wholesale television review was in 1993 at the advent of the transition from analog to digital. In addresses to students in Quebec City and Toronto late last week, Blais said he wanted input on three key themes; programming; technology; and something he called the viewer toolkit (“*Do you have enough information to make informed choices and seek solutions if you're not satisfied?*”). Further, he said, the Commission is looking for guidance on how to reconcile the interests of citizens, creators and consumers as TV evolves. It wants “flash conferences” with friends, family and colleagues where the topic of TV’s future is discussed. Then, says Blais, they should report their findings to the Commission... Beginning next fall, *Nielsen* will include mobile phone and tablet viewing in its U.S. TV ratings using embedded codes. Traditional metrics, suggests Nielsen, may not be counting about 6% of audiences... *CBC/Radio-Canada* has launched a new educational web portal for educators. Curio.ca allows educators to access CBC’s wide range of content for in-classroom learning... At *TVB’s* annual Sales Advisory Conference (SAC), held in Toronto Monday, station winners of *Retail Commercial Awards* (RCA) were honoured. The top 10, as determined by consumers, are:

- 1 *Global Calgary* (Gold)
- 1 *CKPG TV Prince George* (Gold)
- 2 *CTV Vancouver Island* (Silver)
- 2 *CTV London* (Silver)
- 2 *CTV Ottawa* (Silver)
- 3 *Global BC* (Bronze)
- 4 *CKPG TV* (Certificate)
- 5 *City Edmonton* (Certificate)
- 5 *Channel Zero Toronto* (Certificate)
- 6 *Channel Zero* (Certificate)
- 7 *CFJC-TV Kelowna* (Certificate)
- 8 *Global Calgary* (Certificate)
- 9 *CTV Atlantic* (Certificate)
- 10 *CKPG TV* (Certificate)

Now in its 42nd year, TVB’s Retail Commercial Awards are Canada’s only competition for TV commercials judged solely by consumers... The *Smithsonian Channel*, a rebranding of *EQHD*, will launch Nov. 13. The *Blue Ant Media* commercial-free specialty service will offer a two-month preview at no charge... *The Devils Ride*, a reality show about two warring motorcycle gangs in San Diego, may be geared to an adult audience but the *Canadian Broadcast Standards Council* has decided that a promo for the show which aired on *Discovery* did not breach the *CAB Violence Code*. Details can be found at [www.cbcs.ca](http://www.cbcs.ca).

**R**EVOLVING DOOR: John Hinnen, VP of news for *Rogers Radio* and GM at *680News Toronto*, will retire at the end of December. He joined Rogers in 1974 as a weekend sportscaster/weekday sports reporter. In 1976, he was promoted to sports director and in 1981, Hinnen was appointed the station's ND. In 1993, he was instrumental in launching 680News... Brad Kubota, *Shaw Media's* regional sales director for BC, has resigned. Kubota moved to Shaw in Sept., 2009, from his VP conventional sales position at *Bell Media*. Before that, he held positions of increasing responsibility at *Canwest*... Steve Muscat starts with *Bell Media Toronto* Nov. 12 as group manager, Mix (TV, radio, digital and out-of-home). Muscat had been national sales director at *Rogers* for five years. Before that, he spent eight years as national sales director at *CHUM Television*... Mike Collins, GM/GSM at *Rogers Radio Kitchener*, adds GM duties at *1023 BOB FM London*. Also at Bob FM, Pete Travers is new PD having moved from his PD gig at *570 News Kitchener*. He succeeds PD Gerard Derikx who has become creative services director... Stuart McIntosh becomes group PD for *Newcap's* Alberta North West division effective Nov. 12. He moves from *Country 93.3 (CJOK) Fort McMurray* where he was afternoon drive host/MD to his new base in Edson... Mark Connolly and Portia Clark, formerly hosts of the *CBC-TV Edmonton* local supper hour news, are now the permanent hosts of the *CBC Radio One* morning and afternoon shows, respectively... Drew Keith, PD/ops mgr at *Vista Radio Niagara*, is no longer with the stations. He joined the company in Dec. 2012 after leaving his PD/ops mgr position at *1150 CKOC/820 CHAM/K-Lite 102.9 FM (CKLH-FM) Hamilton*... Jennifer Martin has stepped down as co-host of *CTV's Alberta Primetime* after four years with the show. Martin will join *Shaw Communications* in November as manager of programming for northern Alberta... Chris Leitz has been promoted to creative director at the *Virgin/Shore/AM650 Vancouver* cluster. He moves from *Corus* where he was a writer the last seven years. Melanie Last, ex creative director at *Rogers Vancouver*, has moved to *Virgin/Shore/AM650* as a creative writer... Julie Nolan begins as an anchor at *CTV Edmonton* Nov. 12. She joined *CTV British Columbia* earlier this year as a reporter/producer/writer. Before that, she was with *Global Vancouver* for almost three years... Lee Sterry, ops mgr/host at *CKCB-FM Collingwood* for close to a year, has seen that position eliminated in favour of creating two news positions in Collingwood and at *Corus Barrie*... Cynthia Schyff has been appointed chief financial officer at *Blue Ant Media* in Toronto. She succeeds EVP/CFO Frank Bertolas... At *KOOL Victoria*, Ceara K has returned from mat leave to join Paul Allen and Robin Farrell in mornings. Allen had been filling in for Ceara. Brittany King moves from middays to pm drive. A former *Jack FM Victoria* morning host, Craig Richards, takes over middays... Rick Baverstock, the producer at *NCI Winnipeg*, adds MD duties. This follows PD Gerry Barrett's departure.



John Hinnen



Brad Kubota



Steve Muscat



Pete Travers



# Let's Talk TV: A Conversation With Canadians

CRTC Chair Jean-Pierre Blais wants your input on three key themes:

Programming — What do you think about what's on TV?

Technology — What do you think about how you receive TV programming?

The "viewer toolkit" — Do you have enough information to make informed choices and seek solutions if you're not satisfied?

*"At a more fundamental level, we are looking to Canadians for guidance on how to reconcile the interests of citizens, creators and consumers as TV evolves, while respecting the objectives of the Broadcasting Act. We are open to any suggestion, question or idea you want to bring forward. As long as it falls within the boundaries of our legislative mandate, just about everything is on the table. If you care about television, we need to hear from you."*

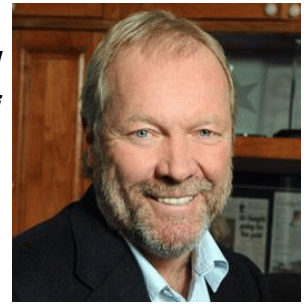
— Jean-Pierre Blais

As an individual involved in Canadian broadcasting, your thoughts and ideas related to those three questions are extremely important. Respond to one or respond to them all but, please, respond.

Send your comments to [talktv@crtc.gc.ca](mailto:talktv@crtc.gc.ca).

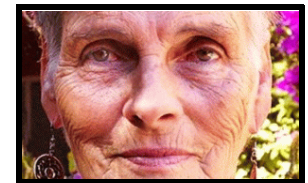


**GENERAL:** The *Slaight Family Foundation* has donated \$10 million each to five Toronto health care facilities: *University Health Network*, *Centre for Addiction and Mental Health*, *St. Michael's Hospital*, *Sunnybrook Health Sciences Centre* and *Mount Sinai Hospital*. Gary Slaight, the president of *Standard Radio* before those stations were sold to *Astral Media*, said specific projects at each of the hospitals was determined over the better part of a year for initiatives that would make a significant improvement in health care for everyone... Tom Wheeler, a former cable and wireless telephone lobbyist, has been confirmed as the new chair of the U.S. *Federal Communications Commission*. He succeeds Mignon Clyburn, who's been running things as acting chairwoman since Julius Genachowski stepped down earlier this year... The *Province of Ontario* will launch the *Ontario Music Fund* Nov. 7 to support and create jobs, and position Ontario as a leading destination to record and perform. Announced in the 2013 Budget, the fund is a \$45 million grant program over three years and will be administered by the new *Ontario Music Office* located within the *Ontario Media Development Corporation*... *Corus Entertainment* says profits were nearly half in the fourth quarter as compared to the same period last year as expenses climbed and radio advertising declined. Further, said Corus, it doesn't expect ad dollars to be any better in the next year. Net income attributable to Corus shareholders fell to \$11.9 million (14 cents per share) from \$23.3 million (28 cents a share) in the same period last year. Revenues declined to \$193.6 million from \$195.6 million in the comparable period ended Aug. 31 a year earlier... *Rogers Communications* had a slightly higher quarterly profit with adjusted net income up 1% from last year to \$501 million. It earned 97 cents per share on a diluted basis, up from 96 cents or \$495 million in the third quarter of 2012. Operating revenue grew 2% to \$3.22 billion from \$3.18 billion in the same period last year. CEO Nadir Mohamad attributes much of the growth at *Rogers Media* to *Sportsnet*, advertising and subscription revenues, and to *The Shopping Channel*. At the same time, he said, radio and TV held growth steady through the quarter. Net income under standard accounting was \$464 million, or 90 cents per share, roughly the same as last year when it was \$466 million, or 90 cents per share... Consolidated revenue at *Shaw Communications* was up 3% in its latest quarter and 2013 financial year. Annual revenue rose to \$5.14 billion, including \$1.25 billion in its fiscal fourth quarter ended Aug. 31. Despite the top-line growth in all three of Shaw's main business segments, fourth quarter net income was down from a year earlier. Net income for the three months ended Aug. 31 was \$117 million, or 24 cents per share, down from \$133 million or 28 cents per share last year. Shaw cable revenue was up 1.9% cent, rising to \$818 million, and up 2.3% for the full year, rising to \$3.3 billion. The company's *Global Television* and specialty TV channels had the fastest revenue growth -- 6.5% -- of Shaw's three main business segments. Shaw's annual net income was \$784 million or \$1.63 per share, up from \$761 million or \$1.61 per share in fiscal 2012.



Gary Slaight

**SIGN-OFF:** Rosalie Gower, 82, of cancer in Nelson B.C. She had been a *CRTC* commissioner, beginning in a part-time capacity in the '70s and moving to Ottawa in 1980 after having been appointed a full-time commissioner. Upon her retirement in 1992, Gower built an organic farm on the hills above Vernon.



Rosalie Gower

**RADIO:** *K-Rock 101.9 (CKKY-FM) Wainwright* has succeeded *KEY 83 (830 CKKY-AM)* and offers Classic Rock from the '70s and on, including current hits that appeal to 25-54s. The station is owned by *Newcap*... There will be a hearing in Surrey, B.C. Jan. 27 to hear, among other applications:

- *South Fraser Broadcasting's* plan for 107.7 in Surrey with power of 1,066 watts for a combined AC, gold-based AC and Contemporary Triple AAA music format.
- *Idea Broadcasting* also wants 107.7 for an ethnic station in Vancouver with power of 820 watts.
- *Sky Radio Broadcasting* wants 107.7 in Surrey for an urban dance format and power of 2,500 watts.



- *Mosaic Media* has applied for 107.7 in Surrey for an Adult Hits format at power of 2,500 watts.
- *Surdel Broadcasting* wants 107.7 for a Fusion format targeting the English-speaking South Asian community in Surrey. Power requested is 2,000 watts.
- *New Vision Broadcasting* seeks to establish an ethnic commercial specialty station in Surrey at 107.7 with 660 watts.
- *South Asian Link Directory* also wants 107.7 in Surrey for an ethnic format with 1,390 watts.
- *Akash Broadcasting* for an ethnic format at 107.7 at 820 watts in Surrey.
- *South Asian Broadcasting* wants 107.7 in Surrey as a repeater for its *CKYE-FM Vancouver*.
- *I.T. Productions* wants 107.7 as a repeater of its ethnic *CJRJ Vancouver*.
- *2308739 Ontario* wants 600 AM at 10,000 watts in Vancouver for business news and information.
- *Sher-E-Punjab Radio Broadcasting* also wants the 600 frequency in Vancouver for an ethnic format.
- *0971197 B.C. Ltd.* for 98.3 in Vancouver at power of 2,080 watts for specialized spoken word.
- *Clear Sky Radio* for Cranbrook and repeaters in Fernie, Sparwood and Invermere. The originating station at Cranbrook would be at 107.5 and programming Country.
- *Newcap* for an originating station in Cranbrook and a repeater in Fernie. The originating station at Cranbrook would be at 96.5 with power of 2,600 watts.

The deadline for interventions is Nov. 28.

**SUPPLYLINES:** The U.S. industry magazine, *Broadcast Engineering*—well-known to radio engineers—marks the end of its 54-year run today (Thursday). It is not known if the move was due to challenges in the publishing industry or was more of a reflection on the fortunes of the broadcast engineering trade... Eugene and Colleen Johnson are celebrating their 20th anniversary as the owners of *Ward-Beck Systems*.

## In case you were wondering...

What year did my local radio or TV station start broadcasting?  
 What's the difference between analogue and digital signals?  
 When did the first Canadian radio station go on air?  
 Why can't I see the U.S. commercials during the Super Bowl?



You can find the answers to these and thousands more questions about Canadian Broadcasting at:  
[www.broadcasting-history.ca](http://www.broadcasting-history.ca)  
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# SAC 2013

## – TV Everywhere

TV Everywhere was the focus of this year's Television Bureau of Canada Sales Advisory Conference (SAC) event held in Toronto this past Monday. The SAC mission is to provide TVB member organizations with insightful and actionable intelligence on issues related to the cross-platform television advertising marketplace.

While TV Everywhere was the theme for the 2011 SAC conference, TVB concluded that the theme remains, more than ever, relevant.



*James Stuart, John Voiles and JP Wright, Bell Media Vancouver*



*Sylvia Augaitis, Monica Korry, Duncan Robertson, Kirk Donaldson and Monika Naumovski, TVB Toronto*



*Geoff Thrasher, CHCH Hamilton, Ken Lydford, Bell Media Advertising Sales, Toronto; Cal Millar, Channel Zero Toronto*



**SAC 2013**

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The Voice of Broadcasting in Canada
-  JD & A
-  TVB



# RCA Award Winners



- ① *Greg Campbell of Global Calgary accepts the Consumers' Choice/Gold Award for Trans Canada Trail (Trans Canada Trail Foundation)*
- ② *Tom Fitz-Gerald of CTV 2 London accepts the Silver Award for NICU (Children's Health Foundation)*
- ③ *Sandra Bonnell of CTV Ottawa accepts the Silver Award for Golf (Madden Hearing)*
- ④ *Kevin Bell of TV Vancouver Island accepts the Silver Award for Happy Dance (Peninsula Co-op)*
- ⑤ *Ron Eberle on behalf of Global BC accepts the Bronze Award for Music Makes More Milk (BC Dairy)*







# ANNUAL PUBLIC MEETING



**MATT  
GALLOWAY**

HOST,  
*METRO MORNING*,  
CBC RADIO ONE  
TORONTO



**REBECCA  
MAKONNEN**

HOST,  
*CIRCUIT MAKONNEN*,  
ESPACE MUSIQUE



**STEVE  
PATTERSON**

HOST,  
*THE DEBATERS*,  
CBC RADIO ONE



**JEAN-SÉBASTIEN  
BERNATCHEZ**

HOST,  
*L'HEURE  
DU MONDE*,  
ICI RADIO-CANADA  
PREMIÈRE



**ANNA MARIA  
TREMONTI**


HOST,  
*THE CURRENT*,  
CBC RADIO ONE

## TODAY'S RADIO: BROADENING OUR **CONVERSATIONS**

**RADIO IS CHANGING.** HEAR HOW  
NEW TECHNOLOGY IS ENRICHING THE  
CANADIAN CONVERSATION.

At the recent CBC/Radio-Canada annual public meeting, its fifth in this series, topics ranged through change, relevance, funding, content and distinctive offerings. But radio held the spotlight.





CBC President Hubert Lacroix described CBC/Radio-Canada's English and French radio stations as being "part of the communities we serve". Further, he said, "we're changing, we're evolving, we're challenging the status quo. We are trying to create a personal, intimate relationship with each of our listeners."

Key radio accomplishments, according to Lacroix:

- CBC Radio had strong audience performance last year with a combined 15.3 audience share, the highest fall share for Radio One and the highest fall share for Radio 2 since 2008
- ICI Radio-Canada Première and Espace musique had combined shares at 18.5, exceeding the 16.0 target
- Last year, 20 of 23 of local CBC Radio One morning shows placed in the top three. Twelve CBC stations were rated #1.
- On ICI Radio-Canada Première, on-the-hour newscasts in all regions and 30-minute mid-day slots in eight regions across the country were introduced.


CBC/Radio-Canada personalities addressed the question: "How is new technology enriching the conversation on radio?"

Anna Maria Tremonti, host, *The Current*, CBC Radio One: "Radio allows me to move quickly. You can literally turn on a dime with radio. Radio is an old medium that is new again, going through a renaissance. When people are listening to you [they feel they're part of the program]. They're not stepping back and watching it, they're literally engulfed by the sound. It is still theatre of the mind."

Jean-Sébastien Bernatchez, host, *L'heure du monde*, ICI Radio-Canada Première, said radio should not be measured in profits but rather in the wealth of programming and the conversations established. He believes that in the universe of new technologies the conversation is even more interesting and more dynamic. Further, he said, when you missed a program in the past, it was over. Now you can subscribe to a podcast.

Does the Internet and social media compete with you?

Matt Galloway, host, *Metro Morning*, CBC Radio One: "You have to be smart enough to understand that it is competition. People can listen to anything in the morning. You have to create things that will in that space compete and in that space be relevant and important and be must-hear radio. At the same time you must not fear that technology. Now we have the opportunity to communicate with people not just one-to-one, not just two-to-one but the show is this live conversation where 30 or 40 people at the same time are talking about things that we're talking about. They're carrying on their own conversations with something that we've started and [we have to figure out a way to harness that technology and enhance the conversation]."



Rebecca Makonnen, host, *Circuit Makonnen*, Espace musique observed that it's a generational challenge. "There is a new generation representing new clients for us and they don't want to be told when, where and how they have to listen. And you can be heard around the world as evidenced through listener feedback. No matter what happens with new technology, it always comes back to the talent, the person who is in front of the microphone, who has the privilege to be at the mic, the privilege of talking and communicating."

There seems to be this notion of nostalgia for radio. I don't see the same thing for TV. With all the new technologies, how do you know your audience and respect the fact that there is this nostalgia for radio?

Steve Patterson, host, *The Debaters*, CBC Radio One: "The difference from my perspective from someone who has done a bit of both is [that] there is nowhere to hide in radio. The content in my opinion has to be stronger. The words have to be stronger. So, I think the reason that more nostalgia would be created is because the content is better. There is more competition, of course, everywhere. I'm not sure that all the kids are on Facebook. I love Twitter as a joke-writing exercise and we get feedback all the time. We have an immediate connection with our people. The short answer is that nostalgia is created by quality content. You have to have more quality in your words on radio than on television. We see people who are listening to radio who never listened to radio before because of technology. I broadcast to a city that is incredibly multicultural and part of our success is trying to figure out how to tell all those stories. During Citizenship Week new Canadians and people who were about to become Canadians were telling stories of how they were in Korea listening to Metro Morning to learn English before they came here. When they arrive and are doing ESL classes, our programs are played as a way to learn the language and also learn informal customs of the city. When you can figure out the stories and you can figure out the content and figure out a way to reach people in a meaningful way, people will always give you their time if you promise something and deliver on that promise.

Anna Maria Tremonte: "People get so consumed by working through their communications on Twitter or Facebook or on their computers that they sometimes can feel disconnected. What radio does is give you that voice. No matter where you actually access it from, it's a human voice and so it kind of transcends that disconnect."

—BD