

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

Thursday, December 5, 2013

Volume 21, Number 29

EVOLVING DOOR: New Rogers Communications CEO Guy Laurence, 52, took over from the now-retired Nadir Mohamad on Monday. Laurence, from Britain, has a reputation as an unconventional executive who upturned traditional work cultures at Vodaphone Group with madcap management tactics... Laurie Graham, a long-time resident in the Niagara Region, has become regional cluster sales manager for Vista Radio's Ontario South Cluster -Niagara Falls, Caledonia and Stratford. She is based in Niagara Falls. Most recently, Graham was GSM at the Bell Media Radio St. Catharines cluster. Before that, she was GSM at CFRB Toronto... Crystal Goomansingh has become *Global Toronto's* weekend evening news anchor and a reporter during the week. She moved from Winnipeg where she was Global National's Manitoba correspondent... GSM Peter Angle of Bell Media's Kelowna radio cluster (SUN FM/EZROCK/AM1150) adds duties as regional sales manager for all Bell radio stations in the B.C. Interior group. Also at the Bell Kelowna cluster, Bruce Irving has been promoted from account manager to retail sales manager... Rishma Govani is the new communications manager at Global News Toronto, succeeding Nick Poirier. She moved City of Toronto's health from the department where she was media relations & issue management manager. Before that,





Crystal Goomansingh

Peter Angle

Rishma Govani

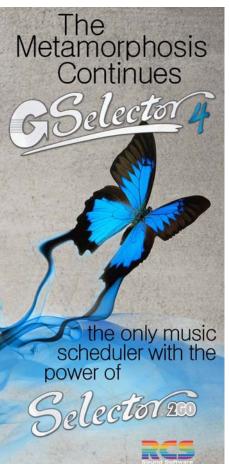
Catharine Saxberg

Darin Banister

Steve Ravenhill

Govani was a TV producer with stops at CTV, TVO, CBC and CNN in Washington... Catharine Saxberg will become head of international relations at SOCAN - the Society of Composers, Authors and Music Publishers of Canada next month. The new role responds to the growth in royalties found outside of Canada and distributed back to SOCAN's 120,000+ members. Until Saxberg begins at SOCAN in January, she will continue as the executive director of the Canadian Music Publishers Association... Mark Nicholls will become the new PD/morning show host at Vista Radio Castlegar/Nelson Jan. 6, moving from sister station 95.7 SUN FM Powell River where he held the same position. He succeeds Darren McPeake who joined Rogers-owned Mountain FM Squamish as morning show host/MD. McPeake succeeded Matt Soper who went to sister station 103.1 JACK fm Victoria for mid-days... Kirstine Stewart, the managing director of Twitter Canada and former CBC English services honcho, has hired Steve Ladurantaye, the media reporter from The Globe & Mail... Darin Banister has been appointed key account Manager at Newcap Calgary. He had been retail sales manager. And Steve Ravenhill has moved into the new role of national sales manager... Huntly Ketchen, a senior account executive at CTV (CIVI) Vancouver Island, and who has been with the station since it launched in 2001, has retired. He left CFAX Victoria to join what was then The New VI.

ADIO: Indie88 (CIND-FM) Toronto has cranked up the power to 2,100 watts from 532, as approved by the CRTC Nov. 1. The bump was needed for the new station to be heard across the Greater Toronto Area... Beginning this morning (Thursday), Classic 107.1 FM (CKCL) Winnipeg launches, succeeding Ignite-FM (CFEQ) which programmed a youth-based Christian rock format. The Golden West Broadcasting station's new sound will comprise a mix of classical and jazz, with the emphasis on classical from Midnight through 9 p.m... Two technical changes in Montreal, one for Cogeco and one for Dufferin Communications. At Cogeco's CKBE-FM, the CRTC granted a power bump to 100,000 watts and the effective antenna height above average terrain to 298.9 metres. Power goes up from 44,100 watts and the antenna height increases marginally from 297.5 metres. At Dufferin's (Evanov's) CHRF-AM, still to be launched, the Commission granted the French-language station a move on the dial from 990 to 980 and to decrease the night-time power from 50,000 to 10,000 watts. Dufferin has requested a delay in launching CHRF to October of next year... 1320 (CJMR) Mississauga raised \$100,000+ and collected 50,000 pounds of food for Mississauga's Seva Food Bank this past weekend... The annual ZED 98.8 and KG Country 95.5 Stuff A Bus campaign raised over \$47,000 and "a mountain of food and toys" for the Red Deer and District Food Bank and the Red Deer Christmas Bureau. Click HERE for the video.



ELEVISION: Sam Norouzi, the manager of ICI (CFHD-DT) Montreal, says the city's newest TV station will launch Dec. 11. It was a year ago that the CRTC granted Norouzi the licence for a multilingual station as part of a deal that saw CJNT-TV Montreal ownership switch to Rogers from *Channel Zero* and for it to become *City Montreal*. For his efforts, Norouzi's ICI will receive \$1.067 million from Rogers for programming plus free content from OMNI. Further, Channel Zero will Click HERE for Details grant ICI a loan of up to \$1 million plus five years of free master control services. Those considerations



go Norouzi's way for taking over CJNT's ethnic programming obligations and clearing the way for a City station in Montreal... Don Cherry made a plea during Hockey Night in Canada's Saturday night broadcast that Rogers leave his Coach's Corner segment the way it is. Rogers has yet to say which of CBC's hockey commentators will survive the transition to the new owner of *NHL* broadcast and multimedia rights in Canada. Beginning next season, although CBC will continue the HNIC broadcasts for the next four years, Rogers will have editorial and marketing control... Halifaxbased DHX Media has paid Bell Media \$170-million for Family Channel, Disney Junior (English and French) and Disney XD. Bell agreed to sell the four specialty channels as part of the approval process for its acquisition of Astral Media... Bell Media will sell French specialty services MusiquePlus and MusiMax to V Media Group. It's the last sale Bell needed to reach to comply with the CRTC's conditions attached to Bell's acquisition of Astral. V Media Group owns and operates V, a French-language conventional broadcaster... Netflix has extended and expanded its licensing agreement with the CBC to include new seasons of Republic of Doyle, Heartland, Mr. D, Dragons' Den, among other titles. The deal also adds Murdoch Mysteries... CHCH-TV Hamilton viewers who use antennae now have a stronger signal. The digital signal was moved from channel 11 to channel 15, resulting in a power jump to 132,000 watts from 6,000 watts... The Academy of Canadian Cinema & Television (ACCT) has elected Robert Lantos and Harris Fricker to its board of directors. Lantos is one of Canada's leading producers while Fricker is a financial expert... Gusto TV, the new food and lifestyle multi-platform channel, will launch Dec. 11. The channel is owned by Ottawa-based Knight *Enterprises*, an independent, privately owned company founded by Chris Knight.



Senior Broadcast Technologist (English Services) - Regina Click HERE Premier technologue de diffusion - Regina Cliquez ici

ENERAL: A Senate committee, led by Liberal Senator Dennis Dawson, will undertake a comprehensive review of the CBC's role in Canadian society through public hearings. The review was prompted by CBC's loss of revenue from *Hockey Night in Canada*. Asked if there was an anti-CBC partisan bent, Dawson said that with the Senate's credibility on the line because of the ongoing spending scandal all senators had extra motivation to deliver a well-researched review. The Senate committee will hear from viewers, stakeholders, CBC management and private sector competitors. The committee also wants to examine how CBC is using about \$1 billion a year of government funding and what it would need to remain relevant and competitive... Nielsen's THE CROSS-PLATFORM *REPORT*, just published, shows that the average American consumes almost 60 hours content each week across TV, radio, online and mobile. The breakdown is: 35.1 hours for traditional TV; 14.0 hours for AM/FM radio; 5.1 hours using the Internet on a computer; 1.5 hours looking at video on the Internet; 1.5 hours on the game console; 1.3 hours watching video on mobile; and 1.3 hours watching DVD/Blu-Ray. The full Nielsen report is available HERE... Sun *Media* is cutting about 200 jobs, a quarter will come from editorial operations. Citing unprecedented changes in the print media industry, Sun says the cuts are necessary to ensure its sustainability. Sun Media, a *Quebecor* subsidiary, has 36 paid-circulation daily newspapers, three free dailies and almost 200 community newspapers, shopping guides

and other specialty publications. These latest cuts follow a similar move earlier this year when 360 jobs were slashed and 11 publications closed (eight community newspapers and Sun Media's *24 Hours* free daily papers in Ottawa, Calgary and Edmonton)... Harry R. Steele of Dartmouth bought 5,000 Class A subordinate voting shares of *Newfoundland Capital* (Newcap), increasing his ownership to 64% of the company. Steele now owns or controls 15,592,417 Class A shares and 3,658,002 Class B common shares, representing 97% of the outstanding Class B common shares... Effective Monday, Dec. 9, the Montreal *CRTC* regional office will in business at its new location, 505, De Maisonneuve Blvd., West, Bureau 205, Montreal, Québec H3A 3C2. Phone and fax numbers stay the same... *Rogers Communications* has acquired the naming rights for Edmonton's future downtown arena. It is scheduled to begin being built next spring, with completion scheduled for 2016. The building will be called *Rogers Place*...

Shaw Communications has revamped its senior management structure. Now reporting to CEO Brad Shaw are:

- Peter Bissonnette, president, has postponed his previously announced retirement until December, 2015.

- Jay Mehr, executive VP/COO
- Steve Wilson, exec VP corporate development/CFO
- Paul Robertson, exec VP/president, Shaw Media
- Jim Little, chief marketing officer, and

- Mark Porter, senior VP, human resources.

The *Women's Executive Network* (WXN) has recognized those who it considers to be Canada's 100 most powerful women. From the communications sector, they are:

Nini Baird	Chair, TELUS Vancouver Community Board
Marilyn Denis	Host of CTV's The Marilyn Denis Show and CHUM-FM Toronto morning co-host on the Roger,
	Darren & Marilyn show
Michelle Dubé	<i>CTV Toronto</i> anchor
Monique Mercier	SVP, chief legal officer/corporate secretary TELUS
Janice McDonald	Canadian Women in Communications and Technology national chair
Shahrzad Rafati	Founder and CEO BroadbandTV Corp.
Sandie Rinaldo	CTV National weekend anchor
Mary Ann Turcke	Exec VP of field operations at Bell Media, inducted into the WXN Hall of Fame.

Stelevision and as a journalist for local Joliet weeklies. Poirier-Lachance was the mother of former CRTC commissioner Louise Poirier... Colin Jamieson, 86, in St. John's. The former broadcaster, publisher and journalist ran the former *Q Radio Network* which had stations in Gander, Grand Falls-Windsor, Grand Bank, Harbour Grace and St. John's. The network was purchased by *Steele Communications*.

Supply LYLINES: Panasonic Canada has completed a restructuring process that combined the projector and display business, and the professional imaging business into a single organization called Panasonic Visual Systems. Lyle Iriam is director of sales and marketing while Terry Horbatiuk remains the national manager for broadcast and professional imaging... Maple Leaf Sports & Entertainment (MLSE) has deployed three Dejero LIVE+ 20/20 transmitters for the capture and transmittal of supplemental video content for home and away games. MLSE, majority-owned through a Bell Media/Rogers partnership, owns the Toronto Maple Leafs, the Toronto Raptors, Toronto FC and the Toronto Marlies.

KEEPING DIGITAL CONTENT SAFE

John Zubrzycki, from BBC Research and Development, recently gave a SMPTE presentation on archiving. While *Keeping Digital Content Safe* isn't as sexy as Ultra High Definition (UHDTV) or 3D TV, the topic requires serious thought because of long term implications for preservation of our media content.

How many broadcasters have important program material recorded on quad tapes that no one wants thrown out but all the machines that could play them disappeared long ago?

There are many flavours of digital with different bit rates, different encoding schemes, some open systems and some proprietary systems. Which version of digital should we use for archiving? How long will it be before the system we pick is obsolete and no longer in use?

A recent personal experience got me thinking about archiving. I was asked for copies of photos I took about 40 years ago. When I located them, they were in the form of photographic positive slides that hadn't been viewed in years because I no longer have a slide

by Peter Warth

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projector, nor does anyone else I know. Undaunted, I tried scanning the slides with my flatbed scanner but the results were horrible. Then I remembered that I owned a slide scanner from maybe 12 years ago so I dragged it out from the back of a closet and fired it up. It was last used with a Windows 95 computer but I just needed to download an updated driver for it on my Windows 7 computer. It turned out that there was no Windows 7 driver. The latest available driver was for XP. I went to my old Windows XP desktop computer but it was dead so I hunted down an old laptop that ran XP and, fortunately, that worked. With an XP driver installed, the slides were scanned into the new digital age-although the photographic chemistry had deteriorated, requiring a bit of Photoshop work. This experience made me painfully aware of some of the archiving issues; formats, hardware, storage medium and software.

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Many organizations, from newspapers and libraries to TV and radio stations now realize that they need to convert their libraries of text, sounds and images into a digital format for easy access and long-term storage. In his presentation, Zubrzycki said that digitizing material for current use may require a somewhat different digital format than digitizing for longterm archival storage. There is a temptation to fix up or restore older content to make it look better before being archived but many restoration techniques actually result in a loss of information. This may not show up now but can be obvious when the material is retrieved and viewed on newer, higher resolution systems.

He suggests that we try thinking of storage for about 100 years. The first step in developing a digital archiving strategy, he said, is to ask some important questions. Why would you want to preserve a particular piece of content? Is it for re-use in other programs, future play-out, sale or heritage preservation? What exactly are you planning to keep? Finished programs, stock footage or original camera rushes? Do you try to also keep the captions, audio description track, scripts?

In my experience, people don't want to throw away anything, but also don't want to pay for the costs associated with keeping it. Clearly the cost in time and effort to properly preserve content has to be measured against its potential future value.

If you do decide to keep an item in the archive it's necessary to identify and catalogue the content with the appropriate information about it. This information is metadata, and the key to finding anything in an archive is the metadata. As Zubrzycki noted, "If you can't find it, you don't have it!"

Zubrzycki described how digital media files are stored in a digital container which has the audio and video along with the technical metadata required to be able to play the content. The container is then put into a digital package that contains descriptive metadata including things like production and rights information which is all the information required to use, exchange or sell the content.

When digitizing audio and video files, especially video, the files can be very large. Today's practice is to use compression to reduce the size of the files. Zubrzycki noted that there are two types of digital compression, one is true lossless digital compression (such as Zip files) where the original file can be fully restored. Unfortunately, almost all the audio and video compression schemes, such as MPEG are not lossless but compress files by removing parts of the image or sound in such a way that eye and ear cannot readily detect the loss. This is usually not a problem when the content is only compressed once.

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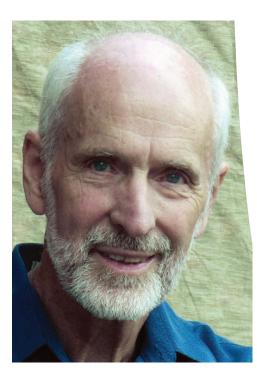
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Over a period of 100 years, it will likely be necessary to re-encode the archived content several times so as to be useable with the formats prevailing at the time. If the content is retrieved, uncompressed then re-compressed with a different compression system and stored again, this can result in serious impairment of the files that quickly becomes very noticeable.

Also, we tend to believe that once a digital 1 or a 0 is stored, it remains the same forever but as the storage medium ages, bit-rot can occur and data can be lost or corrupted. In an uncompressed file a lost byte may pass unnoticed but in a highly compressed file the problem expands to cause a major problem that can extend over many video frames.

In light of these problems, Zubrzycki suggested that the recommended practice should be to archive content in an uncompressed or lightly compressed form (2:1 to 6:1) using an open source compression scheme such as JPEG



2000, and the compression should only be intraframe (within each frame), not inter-frame (between multiple frames).

The next question is what medium to store it on; magnetic tape, optical disks and solid state storage. But Zubrzycki pointed out that in a few decades the technology may not be around to be able to retrieve it. Storing in only one place is not a good idea in the event of disasters such as fire, flood or earthquake so storing another copy somewhere else or using Cloud storage could be a solution.

Ironically, a technology proposed for longterm archival digital data storage is film since we know that film, under the right storage conditions, can last for over 100 years. This data could be retrieved with relatively simple technology as opposed to having to have the right kind of tape machine or disk drive.

The only up side I can see of being entrusted with coming up with a 100-year corporate archiving strategy is that if you make the wrong decisions you likely won't be around to get fired if it doesn't work out.

For those who want to delve further into this complex issue, the work being undertaken by the BBC, EBU and a group known as PrestoPrime are great resources, along with organizations such as SMPTE, AMWA, EBU, FIAT/IFTA and MPEG. A good reference guide to the principles of archiving is the Open Architecture Information System (OASIS) Recommended Practice that can be found at http://public.ccsds.org.

Peter F. Warth P. Eng., is an engineering consultant based in Toronto, a member of SMPTE and president of the Central Canada Broadcast Engineers. He can be reached at pwarth.es@gmail.com.

A radio station is not a shoe store

In recent years, radio stations have been run like haberdasheries, plumbing suppliers and shoe stores by flinty-eyed accountants whose vision ends at the bottom of the spreadsheet.

by Dick Smyth

There were penurious proprietors in my era. I remember one with a fetish about his power bill, turning off any and all light switches or pieces of equipment that happened to be on. He once did it to a tape recorder during the middle of a recording.

Another kept the diamond *styli for the turntables in his office, bringing them ceremoniously to the control room only for his own freeloading pre-recorded travel program. Still another fired his chief engineer by yelling up to him while he was working high on the transmission tower, "Hey, up there. You're fired."

But at least these characters, odd and cheap as they were, still were broadcasters and not bean counters. Once we broke out of the 250 watt'ers, our bosses usually were decent human beings. Radio never was a secure job. But when you got fired, it usually was because your ratings were bad or you had been caught making out with the receptionist in the announcers' lounge. (Yes, even the 250 watt'ers often had a scabby but grandly labeled "announcers' lounge.")

I was fortunate to have worked for the best; people like Tom Darling, Lyman Potts, Cam Ritchie, Bob Buss, Allan Waters, Fred Sherratt, Tony Viner, Sandy Sanderson and Christopher Grossman. They were broadcasters, not bean counters. They understood what makes radio and the people who perform on it—tick. They appreciated talent and nurtured creativity. You will not hear many people say their names contemptuously. Not that they never fired people. They did; but not just to save a couple of bucks.

Somehow the shoe merchants and faucet purveyors took over. They understood only profit and loss. They had no gut feeling for good radio. Rather than innovate, they copied. Their connection to the community, so vital in radio, was impersonal. They simply did not understand that on-air talent often was unorthodox, nonconformist, badly dressed, egotistical, insecure, difficult and unpredictable but that these same people were the assets that often made the difference between a successful, exciting radio station and a plodding failure.

Broadcasters understand that. Toilet salesmen do not.

In recent weeks I have seen several close friends—all brilliant broadcasters with so much more to contribute sacked only because they cost too much. There was no consideration of their special talents, their wide experience, their sources and contacts, their intense loyalty and long seniority. I'm tempted to name them all.

Let's just say this screed was prompted by the most recent: Terry Scott at Canadian Press, a guy who has brought honour and distinction to both CP and to Canadian broadcasting. But someone, oblivious to the subtleties of broadcasting, saw only a cell on a spreadsheet that could be deleted.

I recently attended a party held to celebrate a friend's 40th anniversary with a major Toronto broadcaster. Unfortunately, between the planning and the event, he was summarily fired. The room that night was crowded with colleagues and even competitors swapping stories and reviving good times.

When the same moment inevitably comes for the butchers and bookkeepers who have bloodied broadcasting, will anyone throw a party for them? And will anybody come?

Dick Smyth has been lauded as a "broadcasting giant, a legend, a true original". His commentary intro—"Here's how things look to Dick Smyth this morning"—is one of the most memorable signatures in the history of Canadian radio. He was the first Canadian to win the International Award of the Radio Television News Directors Association for his coverage of the 1967 Detroit riot and he has won several RTNDA Canada awards, including the President's Award, given annually to a Canadian broadcaster for outstanding contributions to the industry. Dick Smyth can be reach at rps@surenet.net.

* needles used for reproducing the sounds of a phonograph record.



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Thursday, December 12, 2013

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ADIO: Corus Entertainment has issued a statement following recent comments made on the Dean Blundell morning show on The Edge 102.1 Toronto about a trial where shoe co-host was foreman. The company said it was "offended and disappointed" by the language used and that the comments made "do not represent the views of our company, our employees and our sponsors, and are contrary to our core values, and who we are as a company"... K 106.7 (CHWY) Weyburn launched Tuesday morning. The new Golden West Broadcasting station, programming Classic Rock at 100,000 watts, joins sister Weyburn GW stations Magic 103.5 FM and AM 1190. Cam Birnie is station manager... 2dayFM Niagara Falls was off the air after someone cut a coaxial cable to its 101.1 frequency at the Vista Radio station's transmitter site. Police said it appeared the person responsible wanted to steal copper. Since 2dayFM's signal operates on two frequencies, Vista tweeted listeners telling them to tune in to 105.1 instead... My Broadcasting has won CRTC approval to acquire CJMB-FM Peterborough. The company has been operating the station as part of an agreement with the former owner...

In Gatineau Feb. 26, the CRTC will be hearing from, among others:

- *My Broadcasting*, which wants an FM licence at Orangeville. It would be at 101.5 with power of 338 watts and programming an AC format.
- *R.B. Communications*, which wants an FM licence at Welland. It would be at 89.1 with power of 564 watts and programming Country.
- South Fraser Broadcasting, which wants an AM licence in Edmonton. It would be at 580 with power of 10,000 watts and be programmed Ethnic.

The deadline for interventions is Jan. 27...

Two former broadcast employees, each from different crafts, have helped and are helping new community radio stations get on the air. In Cobourg, former *Applied Electronics* sales engineer **Trevor Joice** has been working with *CFWN-FM*, serving Cobourg, Port Hope and Northumberland County. The station, which went to air this week, broadcasts at 89.7 with power of 700 watts. And radio veteran **JJ Johnston** will become interim GM at *99.3 County FM* Dec. 16, a community radio station in Ontario's Prince Edward County (Picton). Johnston, whose background includes many years with *Corus* in Toronto, Vancouver and Eastern Ontario, will do the necessary legwork in getting the start-up to air. A *CRTC* licence announcement is expected shortly. He continues as



JJ Johnston



Morning Show Co-Host -- Regina

Click HERE for details and to apply.

president/CEO of JJ International Media and Management Solutions... The annual CKNW Vancouver Orphans' Fund Pledge Day raised a record-breaking \$1,928,378 during a 14.5 hour broadcast last Friday. All funds raised go to children with special needs. The CKNW Orphans' Fund has been a part of the station's charitable works for over 60 years... At 95.9 Sun FM Miramichi, the Raise Paddy In The Air event for the Miramichi Regional Hospital Foundation raised \$6,000 toward the purchase of new equipment. Afternoon host Paddy Quinn was raised one foot for each \$100 donated. While he only got as high as 50 feet, \$1,000 more came in (see the photo on Page 4)... The Moose (CJJM) Espanola helped raise just over \$6,000 for the 37th annual Espanola Elks Christmas Hamper Fund *Radiothon.* The funds will go toward providing Christmas hampers to roughly 140 families in the Espanola area (see the photo on Page 4)... 97.5 The River Kamloops staged its 21st annual buffet-style breakfast at no charge to benefit its Toys for Kids campaign. With almost 900 people attending at the cost of an unwrapped toy or a donation, 1,766 toys were donated to Christmas Amalgamated for distribution to children and donations of \$14,085.47 went to the Royal Inland Hospital's Pediatric Ward... Valley Heritage Radio Renfrew's fifth annual radiothon raised \$10,965.55 for the Champlain Community Transportation Collaborative. The collaborative provides transportation for people to get to medical appointments... According to the inaugural Annual Facebook Performance Report, radio is Australia's top performing industry. Radio was determined, through a media analytics tool, to be Facebook's most engaging. For more, click HERE.

ELEVISION: *ICI (CFHD-TV) Montreal*, the new ethnic station, began broadcasting yesterday (Wednesday)... The *CRTC*, reviewing a complaint that the five *OMNI TV* stations owned by *Rogers Broadcasting* made deep cuts to OMNI's ethnic programming, has determined that Rogers continues to abide by its conditions of licence. However, the Commission, concerned by the potential impact on ethnic communities served by the stations and by the apparent lack of local programming on some OMNI stations, has requested that Rogers submit licence renewal applications a year earlier than its 2015 licence expiry date... *ESPN* has banned the word "sucks" on-air. Talent got the memo late last week co-signed by the exec VP, production and the senior VP, talent development & planning. "*This word is simply not appropriate for ESPN,"* said the memo.

EVOLVING DOOR: David Phillips has become president/COO of *BBM Analytics*. He joined the company as VP/GM when it launched in August, 2006. Phillips moved from Britain to Vancouver eight years ago and joined *BBM Canada* there... Lorie Russell has resigned from her GSM position at *Bell Media's CFRB/Boom/Virgin Toronto*





David Phillips

Lorie Russell AI C

radio cluster in favour of a new (still confidential) opportunity. She remains under contract with Bell Media until the end of this month... Al Campagnola moves from Sudbury to become the regional cluster program director of the *Vista Radio* Ontario South group, based in Niagara Falls. Beginning Feb. 3, he will oversee Vista programming operations at the Niagara Falls and Caledonia as well as the Stratford stations. Campagnola had been the product manager at the *Rogers*



AI Campagnola

Accountant - Greater Toronto Area

Click HERE for details and to apply.

Ontario North Radio Group since August, 2005 until March of this year. Before that, he was PD for five years at *Rogers Ottawa*... Still with *Vista*, Ryan Griffiths moves from *Moose FM Bracebridge* to become regional PD of the company's Ontario North cluster. Based in North Bay, he'll oversee programming at the North Bay, Sturgeon Falls, Espanola, Elliot Lake, Timmins, Kapuskasing and Cochrane/Iroquois Falls stations. He'll also do drive at *106.3 Moose*

FM North Bay. The 17-year Moose FM veteran starts in North Bay Jan. 6. And, Dave Newman has moved to become regional PD for Vista's cottage country cluster (Bracebridge, Huntsville, Parry Sound, Bancroft and Haliburton). He'll also move from mornings to afternoon drive... Phil Keeling became the senior manager, technical services at *Global BC* in Vancouver this past Monday. Keeling had been a consultant with *Cocos & Keeling* the last 15 years. He also was the manager, Western Canada for *CineSys-Oceana* during the last six years... Tom Perlmutter will step down as *NFB* chair/government film commissioner at month's end. He said he will think and write about the long-term issues affecting the arts and public cultural organizations.



Phil Keeling

IGN-OFFS: Bill Jessome, 88, in Halifax. The well-known Nova Scotia broadcaster, a founding figure of Maritime

Sydney. The station eventually became part of ATV (Atlantic Television Network) and then CTV. Jessome, also an actor, hosted the Maritime Mysteries series and was the face of the annual Cape Breton broadcast of the CTV Christmas Daddies Telethon. Earlier this year, he was honoured by the RTDNA with a lifetime achievement award... Leigh Chapple, 58, in Ottawa. The former CTV Ottawa news anchor retired in May of last year after more than three decades with the station. Chapple's career spanned 36 years and she was also a long-time instructor at Algonquin College... Al Thain, 75, at his Logan Lake home, north of Merritt. The long-time C-FAX Victoria broadcaster spent 17 years on the station before his retirement in 2000.



Leigh Chapple

ENERAL: The Governor General of Canada, **David Johnston**, will bestow Order of Canada investitures in Ottawa tomorrow (Friday) at Rideau Hall, honouring 26 Members and 13 Officers. The broadcasters among this elite group are:

(MEMBERS)

Stevie Cameron of Toronto, one of the country's foremost investigative journalists and a committed volunteer; the co-founder of *Out of the Cold* that provides food, medical services and clothing to the homeless.

John M. Cassaday of Toronto, the president/CEO of *Corus Entertainment* and, before Corus, held that same position at *CTV*. He is recognized as a dedicated volunteer who inspires others through leading major fundraising campaigns. Bernard Lucht of Toronto, one of broadcasting's most creative producers. He produced and executive produced for over four decades at *CBC Radio's Ideas* and *Tapestry* programs while also being the driving force behind the *Massey Lectures*.

(OFFICERS)

Francoise Bertrand of Town of Mount Royal, who was president/CEO of *Tele-Quebec*, the first woman to serve as chair of the *CRTC* and who is now the head of the *Federation des chambres de commerce du Quebec*...

The *CBC's* 27th annual *Food Bank Day* in Vancouver raised \$651,727.50. Over the years, the Food Bank Day has seen hundreds of thousands of BC residents benefit through the millions of dollars raised... *CBC Ottawa's* annual charity drive, conducted between Nov. 11 and Dec. 9, raised \$136,389.75 for *The Shepherds of Good Hope*. This year's result was almost \$50,000 greater than last year's \$88,000 effort... *CBC Thunder Bay's* annual *Sounds of the Season*

fundraiser brought \$42,860 for the *Regional Food Distribution Association*. And throughout the day, residents dropped off 281.5 kilograms of food... CBC Sudbury raised \$8,370 and 177 pounds of food for the Sudbury Food Bank during its second annual Sounds of the Season event that featured local artists and singers.

UPPLYLINES: Applied Electronics has two new broadcast, post and data solutions technology sales reps; Jeffrey Furlong in Vancouver and Brian Pshyk in Calgary. Furlong moves from VidCom Technology Sales. He also has 10 years in theatrical and TV production. Pshyk's 25-year career has been based on work in commercial, corporate, non-profit and educational video production... Allan Morris, who had been with Bell Media/CTV for 31.5 years, most recently as



Brian Pshyk

Allan Morris

SVP engineering, operations and IT, has joined Evertz Microsystems in Burlington as VP of enterprise solution engineering and delivery.



Moose FM Espanola morning host Rosalind Russell with Elks Christmas Hamper Radiothon



95.9 Sun FM Miramichi's Paddy Quinn raising money (literally) for the Miramichi Regional Hospital Foundation

Secrets of phantom power revealed



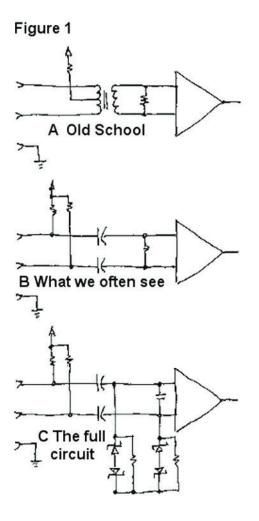
o rundown on the proper care and feeding of broadcast microphones would be complete without a section on the unpublished ins and outs of phantom power. Condenser microphones all require it to function except for the rare ones that have a battery inside, and sooner or later that will become a problem (usually with gradually increasing distortion, eventually followed by the inevitable silence).

The phantom power system for mics has been around for years and it should function fairly seamlessly: it is not complicated. The problems seem to have started because several manufacturers, both of microphones and of devices to power them, have played fast and loose with the rules. As a result, it's caveat emptor all over again.

Phantom power should be +48V supplied through a pair of 6K8 resistors, so let's say 48V at no more than 20 mA or so, if we don't want to load it down too much. Unfortunately, console makers sometimes find that this is too much trouble to develop, so they'll just supply 18V or 15V or even 12V. In my experience, stand-alone mic preamplifiers, if they allow for phantom power at all, will generally supply the full 48 volts. But there's no guarantee.

Over at the microphone, or load side of the equation, while most microphones draw way less than the 20 mA maximum there are some that disregard the rules entirely and require 100-200 mA or more. If these mics don't take out the power supply completely they will inevitably cause you some weird and wonderful problems. I have encountered one brand of mic (which I shan't identify) that included internal ni-cad batteries to try and compensate for the excess load. Massive distortion and gradually decreasing levels ensued each

CAST MALOGUE WESKLY BRIEFING - Essential Reading • December 12, 2013



afternoon. Overnight, the batteries would gradually recharge and in the mornings the mics worked okay. The only way to make these sorts of microphones function properly is to purchase the manufacturer's special power supply, just as you would if purchasing a tube-based mic.

The moral of the story is to just be very, very careful when purchasing microphones from any of the boutique manufacturers. Testing before purchase (with a demo unit) is always a great idea with anything as expensive and subjective as evaluating a microphone.

Another aspect to keep close tabs on is the microphone preamplifier. In earlier times, balanced mic preamplifiers always had a high-quality transformer on the input, and part of its job was to keep the phantom power from cooking the input stage (see Figure 1 (a)). The cost of high-quality transformers has made them very rare indeed, and now the most common solution for preamps is a very high-gain integrated circuit designed for this application on the front end. Blocking capacitors are used to keep the relatively high 48 V from touching the IC. Sadly, this is only part of the protection circuit recommended by the IC maker but the rest seems to have been omitted by several designers of mic preamps perhaps in the interests of expediency or perhaps to keep the component count down (Figure 1(b) is typical). The caps alone are fine for DC but when you try plugging and unplugging your microphones into the energized circuit (as someone is bound to do sooner or later), the resulting overvoltage transients often result in that thin wisp of smoke, and the telltale odour, indicating that the silicon has left the chip (Figure 1(c) shows the chipmaker's recommended circuit).

This is the third in a series on microphones. The first may be found <u>HERE</u>, the second may be found <u>HERE</u>.

Dan Roach works at Broadcast Technical Services in Vancouver. He can be reached at dan@broadcasttechnical.com.

here is a new generation of radio reporters who are as comfortable holding a microphone in one hand and a smartphone in the other to shoot videos of the press conferences and news events they cover. These multi-platform savvy broadcast journalists record audio for their radio newscasts and video for the stations' websites.

For them, posting video is no different than using Instagram on Twitter or sharing videos on Facebook with their friends. This is the sandbox today's reporters play in. It is what they do at work and at play. They shoot "selfies" for their video stand-ups. They use apps to shoot, edit and post the video on the station website. And in the process, they are revolutionizing how radio reporters tell their news stories.

"We don't just work in radio anymore," says Newstalk 1010 Toronto reporter Justine Lewkowicz. "The website is just as important as the product we put together for the air because everyone's online now. People love to watch videos online."

Each video posted online by Newstalk 1010 reporters Lewkowicz, Katie Franzios, Russ Courtney and Amber Gero get a hundred or more hits a week on the station website.

Newstalk 1010 news director Kvm Geddes says when assignments are handed out, part of the discussion with reporters is about what kind of video is needed to illustrate the story on the website.

"All our reporters are multi-platform broadcasters. Eighty percent of their work



Multi-platform radio reporters revolutionizing the craft

by Steve Kowch

IN-DEPT RADI 101

> Left: Newstalk 1010 reporter Russ Courtney Right: Newstalk 1010 Toronto reporter Justine Lewkowicz

IN-DEPTH RADIO 1010

involves the website," says Geddes. That doesn't just include videos, it also involves the reporters writing the news stories posted online.

There are some who might think Bell Media, the new owners of the radio station, are behind this multi-platform approach of covering the news. But this isn't what is happening. The reporters at Newstalk 1010 were shooting video on assignment long before Astral Media was sold to Bell Media.

The radio station website has little, if any, CTV News videos and the Toronto CTV affiliate is not using any of the Newstalk 1010 reporter shot videos on its TV newscasts. Rogers, on the other hand, makes a point of posting CITY news videos on its 680News Toronto radio website. 680News reporters don't post a lot of videos. They tend to post more photos than videos. At Corus, there is hardly any video posted on their talk station websites across Canada. Corus concentrates on posting audio from its programming.

One night, while watching television, I saw Franzios in action standing next to Toronto Mayor Rob Ford during a news scrum. There she was multi-tasking, holding her microphone in one hand and shooting video with her smartphone in the other.

As I was watching this unfold, I wondered how a radio reporter could do this and still be a journalist, still be able to concentrate on what the mayor was saying and ask questions. Well, it didn't take long for me to get the answer. Around the one-minute mark of the scrum, Franzios was right in there with the other reporters asking the mayor her question.

Franzios says what she and the other reporters at Newstalk 1010 are doing is the future of journalism. "I think people consume so much and look for so many things when they're out trying to get the news, being able to give them everything they want will help them see the station as a one-stop shop—be it a report on the radio, a story on the web or a video."

She admits that this new form of journalism has its challenges. "The biggest [challenge] is trying to get at a good angle where you can get not only good video but good audio for video and radio. For a short scrum—like the one with Mayor Ford—those are the biggest concerns. For longer scrums, it's trying to take some sort of notes while you're recording for two platforms. If you're in a 20-minute press conference and can't jot down when someone said something, it makes putting together radio reports a longer process."

The first priority for the reporters is to file audio or a voice report for the next newscast. Then comes the video for the website. The reporters use the smartphone to shoot the video, the movie app to edit the video and another app to post the video online.

"Obviously the on-air product has to come first, but I really think it's a no-brainer," says Courtney. "We push our listeners to the website and I think you've got to have something compelling for them when they visit. There are times when we are limited obviously because radio doesn't come with pictures. But if you can put up a video of a story you've been talking about all day on air, it's something that can drive listeners to the website. You know, we've been telling you about this major crash for hours, so go check out the stunning damage on our website."

Ellin Bessner teaches journalism at Toronto's Centennial College where she discusses with students how to use iPads and iPhones to shoot and edit stories in the field. "It's a skill they need to know in this fast-paced world of live, breaking 24/7 news."

In one of her classes she had a television cameraman teach students to shoot video with a mobile device using the landscape mode and their body as the zoom to get in close or pull back to zoom out.

But not everyone in media thinks it is a good idea to have radio reporters do double duty. Some believe it will have a negative impact on broadcast journalism. Sidney Margles is an award winning Montreal radio newsman who led a team of reporters at CJAD Montreal and today is a broadcast media consultant. "It may be a good method to provide material to several platforms, but there is a significant failure in this system. It seems to me that neither the radio report nor the video will be of superior quality as the one person juggles to serve multiple masters. It may serve the economics of the business but not necessarily the quality and accuracy of reporting."

Courtney disagrees. "The challenge is definitely staying focused on what's being said. It gets tough at times to make sure you are sending the audio back to the station live, with your tape machine coming in at the proper levels and capturing video and, at the same time, retaining that information and taking notes. But it's all part of the job today in radio."

Steve Kowch is a news and talk radio consultant. He ran two of Canada's largest newstalk radio stations for 14 years. He can be reached at steve@kowchmedia.com.

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Howard Christensen Granid Christensen Susan Wahay



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Thursday, December 19, 2013

Volume 21, Number 31

UBLISHER'S NOTE: *Broadcast Dialogue* is taking two weeks off for the Christmas-New Year Holidays. Your regular *BD Briefing* will not be delivered Dec. 26 nor Jan. 2. We will be back with your *Essential Reading* Thursday morning, Jan. 9.



General Manager - Prince George

To apply or for more information, click HERE.

ADIO: *Clear Channel* president of entertainment enterprises, John Sykes, says Beyoncé's new album -- released last Friday with no advance notice -- is a tribute to the music, the star and to radio. The album sold more than 617,000 units on *iTunes*, roughly 150,000 more than the 2012 previous record of 465,000 sold in the first week by Taylor Swift. Because radio didn't get the music ahead of time Sykes said it was an event: *"It was as exciting for radio as it was for listeners. This was news. People were talking about it. No one can respond faster to pop culture news than radio. All day Friday, thousands of stations were playing it. That's how most people discovered it"... The CRTC will hear Newcap's applications for the purchase of Boom 97.3 (CHBM-FM) Toronto; The Flow (CFXJ-FM) Toronto; Shore 104 (CHHR-FM) Vancouver; Virgin Radio 95.3 (CKZZ-FM) Vancouver; and AM 650 (CISL) Vancouver: All stations held in trust as a result of the Bell Media purchase of Astral. The purchase price is set at \$112,000,000. The deadline for interventions is Feb. 10... The Bloomberg Billionaires Index rates Jim Pattison, the Vancouver-based entrepreneur, as Canada's richest person. The Jim Pattison Group has dozens of businesses including the Jim Pattison Broadcast Group — that, combined, puts his estimated personal fortune at \$9.5 billion. His broadcast properties include 30 FM and three TV stations in Alberta and B.C. JPBG awaits CRTC approval on two more radio stations in Winnipeg... The 21st annual CHYM Kitchener Tree of Hope* radiothon raised \$335,011 in support of Family and Children's Services of the Waterloo

Region Foundation. The money raised helps children, youth and families in crisis year-round. Over the 20 years of its existence, the CHYM Tree of Hope radiothon has raised in excess of \$4 million... X92.9 (CFEX FM) Calgary raised \$10,000 for the Canadian Music Therapy Trust Fund Monday. The Harvard Broadcasting station took itself hostage and played nothing but Christmas music until the full \$10,000 was donated. It's an annual fundraiser... Throughout the hockey season, the CFCW Camrose/Edmonton Critters hockey team heads out to different



Alberta communities for charity fundraiser hockey games. And they never lose. Money is raised for such things as local arena renovations, minor hockey leagues, playgrounds and so on. All funds raised stay in the communities. With games played every second Thursday, November through March, the Critters have raised over \$677,000.00 for hundreds of communities and various charities and projects since the team was founded in 1993... The first annual *Twelve Hours of Christmas* radio auction, a joint effort by *Shore 104 Vancouver* and *Fairmont Pacific Rim*, raised \$40,000 for *Make-A-Wish BC & Yukon*. The 12-hour auction had 12 packaged bucket-list experiences from Fairmont Hotels &

Resorts, together with music and sports opportunities... The *Bell Media Kelowna* stations' ninth annual *Stuff A Bus* campaign has helped put food on the table for those in need. *99.9 Sun FM, 101-5 EZ Rock* and *AM 1150* were on location as listeners came by with non-perishable food items, baby basics, toys and clothing as well as cash. Collected was 16,400 pounds of food and \$7,300+ cash, all destined for the *Kelowna and Westside Community Food Banks*... At *104.1 The Dock Midland*, announcers lived on a bus for three days collecting food for *Simcoe County* food banks. Broadcasting live from the bus, which traveled to 10 communities, were Josh Duncan, Kyle Graham, Ryan McLeod, Ted Roop, Brian Wix and Meg Whitton. All told, The Dock collected 2,340 food items and \$7,400... *Bell Media Radio Niagara* saw listeners donate \$253,000 to support struggling families. The ninth annual



Bell Media Kelowna Stuff a Bus

Great Holiday Food Drive had *NewsTalk 610 CKTB*, *105.7 EZ Rock* and *97.7 HTZ-FM* broadcasting from the front lawn of the St. Catharines stations, from 6 a.m. through 6 p.m. last Friday. All non-perishable food items went to help stock the shelves of *Community Care* in St. Catharines and Thorold. Cash, cheques, winter coats and toys were also given. By 10:30 that morning, a bus was filled to the roof... *Power 97/680 CJOB/The New 99.1 Fresh FM Winnipeg* raised \$60,530 for the *Hunger For Hope* division of *Winnipeg Harvest*. *Corus Radio Winnipeg* had hoped its *12 Hours of Christmas* would meet the goal of raising just \$50,000. The \$60,000+ that came in will go toward feeding babies and infants... *CJSS-FM Cornwall's Stuff the Studio* event brought in more than 3,800 pounds of food and over \$1,300 in donations. All donations were sent to the *St. Vincent de Paul Society*.



Program Directors and/or Programming Operations Managers Toronto and Vancouver

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ELEVISION: It turns out that binge viewing isn't necessarily a negative. Canadian cultural anthropologist Grant McCracken – who observed that those who have moved away from channel surfing, schedule-based TV viewing – says those people seem more passionate about what they watch. It's kind of an evolutionary pattern, he said. They're moving away from couch potato-mode to being more concentrated, thoughtful and engaged. He thinks that's happening because TV is getting better. McCracken is a former director of the *Royal Ontario Museum* in Toronto... The *Academy of Canadian Cinema and Television* (ACCT) has announced four *Academy Special Award* winners for the *2014 Canadian Screen Awards*. They are:

For outstanding and enduring contributions to Canadian film and television -- Ted Kotcheff;

The Earle Grey Award - for acting – Colm Feore;

The Academy Board of Directors' tribute (posthumously) - For outstanding and enduring contributions to Canadian film and television — Marge Anthony; and,

Outstanding technical achievement award - For recent Canadian technical achievements in Canadian film and

television - CTV News' iGateway ...

Halifax-based *DHX Media* has agreed to licence U.S. and Canadian rights for some of its children's entertainment content to subscription video-on-demand *SpiritClips* of Los Angeles. DHX reached similar agreements for SVOD services in Germany, Scandinavia and Russia. SpiritClips will licence 173 half-hour episodes of such titles as *Busytown Mysteries* and *The Adventures of Paddington Bear*.

EVOLVING DOOR: Ken Kilcullen, with the *Jim Pattison Broadcast Group* stations in Prince George since Sept., 1998, and GM/GSM for the last 11 years, will become the new GM for the *Bell Media* B.C. Interior group of

stations Jan. 6. Based in Kelowna, Kilcullen will also have day-to-day responsibility for the three stations there, succeeding **Don Shafer**. He is a former two-term president of the **British Columbia Association of Broadcasters**... **Ann MacMillan**, the **CBC** London correspondent, is retiring after more than 40 years in the business. Her last day was Dec. 16. She's worked in the London bureau since 1981. MacMillan started her reporting career at **CHIN Toronto** in 1972,



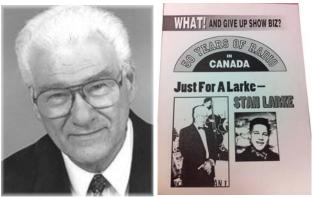
Ken Kilcullen

Ann MacMillan

moved to *Global Television* in 1973 and *CTV* in 1975. In 1976, she became CTV's London bureau chief... Dominique Poirier will take over as the head of the Quebec government office in New York. Poirier worked for more than 25 years at *Radio-Canada*, both on television and radio, as well as at *RDI*... Lynn Chadwick has become VP sales and distribution at Toronto-based *Sinking Ship Entertainment's* new distribution arm. Before joining the company she was VP, network acquisitions and pay TV at *Corus Entertainment*... Mykyta Gulenko is *Bell Media Fort St. John's* new broadcast technician, having arrived from Malaysia were he was setting up microwave and other technical projects.

IGN-OFFS: Stan Larke, 84, at St. Joseph's Hospital in Kitchener.

Larke, a long-time broadcaster, worked at such stations as *CFJB Brampton* (the forerunner to *CHIC* and *CIAO*), *CJRH Richmond Hill* (which became *CKGM* and is now *AM 640 (CFMJ)*, *CKEY Toronto*, *CKO Toronto* and, earlier, the small AM station in Galt (now part of Cambridge). In 1979, he succeeded Phil Stone as program coordinator of *Humber College's* Toronto radio program and held that post until 1989. His book, *50 years of Broadcasting in Canada* was published in 1995. Stan Larke is pre-deceased by his brother, John Larke, who for years was GM at *McLean-Hunter's CHYM/CHYM-FM Kitchener*... Jacques Proulx, 78, of cancer in



Stan Larke

Just for a Larke

Saint-Luc, PQ. Proulx was the morning show host at *CKAC Montreal* from 1968 to 1987. He retired from the station in 2000. Proulx was inducted into the *Canadian Association of Broadcasters Hall of Fame* in 1999 and was made a Knight of the *Ordre de la Pléiade* of the *Parliamentary Assembly of the Francophonie* in 2009... Bill Elliott, age unknown, in Vancouver. The former VP production at *BCTV* in Vancouver helped to sign on *CHCH-TV Hamilton* in 1954. In 1960 he made the move west to BCTV when the station started, then moved up the ranks to his VP role. Elliott

produced various productions for the then-*CTV* affiliate, including **Alan Thicke**. The *BCTV News Hour* also fell under his umbrella.

ENERAL: *TSN* and *RDS* have extended their long-term, multi-year programming agreement with *ESPN International*. As part of the deal, *Bell Media Radio* holds radio broadcast rights while TSN and RDS digital platforms acquire Canadian media rights to ESPN digital content... The booth announcer in last night's Michael Buble Christmas special on *CTV* was Vancouver-based *Rock and Roll Hall of Famer* Red Robinson. He did the narration last year and Buble asked him to do it again... *Bell Media's* national sales teams have moved. The new address for Bell Media Radio Sales- National, Bell Media TV Sales, Bell Media Digital, Bell Media Mix and Bell Media Research TV/Radio is:

50 Eglinton Av East, Toronto ON, M4P 1E6. Main phone is 416-440-6836.



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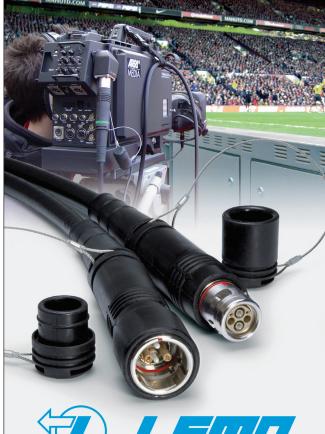
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Whites Digital Sales & Service Inc. (Sales/rental of TV & motion picture equipment, studio/theatre lighting and custom installations) 310 Judson St., Unit 2 & 3 Toronto ON M8Z 5T6 P: 416-467-7700/1-800-465-0160 Ilavoie@whites.com www.whitesdigital.ca

8363 Lougheed Highway Burnaby BC V5A 1X3 P: 604-420-9607

2909, boul Taschereau St-Hubert QC J4T 3K1 P: 514-938-4264 www.whitesdigital.ca

WideOrbit

(Sales, traffic, automation and billing systems for TV, radio, cable networks and operators, mobile video and digital out-of-home networks) 1160 Battery St., Suite 300 San Francisco CA 94111 USA P: 415-675-6700 www.wideorbit.com



WILCAN Electronics Canada Ltd.

(Lightning and power surge protection equipment for transmitter sites and studios) 8560 Torbram Rd., Unit 35 Brampton ON L6T 5C9 P: 888-596-2020 Greg Black industrialsales@lightningtvss.com www.lightningtvss.com

Yamaha Commercial Audio

Systems Inc. (Canada) (Canadian Tech Support Office Appointments Only) 80 Citizens Court, Unit 5 Markham ON L6G 1A7 P: 905-944-2609 infostation@yamaha.com www.yamahaca.com

RESEARCH AND INFORMATION SERVICES

Audience Insights Inc.

(Media research consultancy with a focus of helping build audience, drive ad revenue, prepare for the digital future or navigate regulatory challenges) Toronto ON P: 647-638-8512 www.audience-insights.com



BBM Analytics Inc. (We help clients make sense of broadcast audiences through technology, data and expertise.) 1500 Don Mills Rd., 3rd Floor Toronto ON M3B 3L7 P: 416-445-8881 info@bbmanalytics.ca www.bbmanalytics.ca

13700 International Place, Suite 300 Richmond BC V6V 2X8 P: 604-249-3500 info@bbmanalytics.ca www.bbmanalytics.ca

2055 Peel St., 11th Floor Montréal QC H3A 1V4 P: 514-878-1995 info@bbmanalytics.ca www.bbmanalytics.ca



BBM Canada

(Broadcast audience measurement company) 1500 Don Mills Rd., 3rd Floor Toronto ON M3B 3L7 P: 416-445-9800 info@bbm.ca www.bbm.ca

13700 International Place, Suite 300 Richmond BC V6V 2X8 P: 604-248-0770 info@bbm.ca www.bbm.ca

2055 Peel St., 11th Floor Montréal QC H3A 1V4 P: 514-878-9711 info@bbm.ca www.bbm.ca

BBM Canada

1222 Main St., Suite 2000 Moncton NB E1C 1H6 P: 506-859-7700 info@bbm.ca www.bbm.ca

Boon Dog Professional Services Inc.

(Research and consulting services) Ottawa ON P: 613-834-2740 www.boondog.ca

Cision Canada

(Integrated services and software solutions for reputation and campaign management, media monitoring) 130 Spadina Ave., Suite 806 Toronto ON M5V 2L4 P: 877-269-3367 info.ca@cision.com www.cision.com

CNW Group

(Distribution and archiving; news releases, webcasts and photos; video production and distribution) 20 Bay St., Suite 1500 Toronto ON M5J 2N8 P: 1-877-269-7890 info@newswire.ca www.newswire.ca

Coleman Insights

(Research that helps media companies build strong brands and develop content) P.O. Box 13829 Research Triangle Park NC 27709 USA P: 919-571-0000 www.ColemanInsights.com

Harris/Decima

(Public opinion and market research) 160 Elgin St., Suite 1800 Ottawa ON K2P 2P7 P: 613-230-2200 www.harrisdecima.com

2345 Yonge St., Suite 405 Toronto ON M4P 2E5 P: 416-962-2013 www.harrisdecima.com

1080, Cote du Beaver Hall, 4th Floor Montreal QC H2Z 1S8 P: 514-288-0037 www.harrisdecima.com

Mark Kassof & Co.

(Audience research and strategies) P: 734-662-5700 contact@kassof.com www.kassof.com

Marketwire

(News release distribution, media management, monitoring) 25 York St., Suite 900, P.O. Box 403 Toronto ON M5J 2V5 P: 416-362-0885 www.marketwire.com

MediaLAB/Mediastats Inc.

(Research Services) P: 905-726-2626 info@mediastats.com www.mediastats.com

News Canada Inc.

(Information Services) 920 Yonge St., Suite 509 Toronto ON M4W 3C7 P: 416-599-9900 www.newscanada.com

Nielsen BDSradio

(Music monitoring for the entertainment industry) Vancouver BC P: 604-569-2012 www.bdsradio.ca

Nielsen Canada

(Advertising information services and television audience software applications and analysis) 160 McNabb St. Markham ON L3R 4B8 P: 905-475-3344 www.ca.nielsen.com

6011 Westminster Highway, Suite 211 Richmond BC V7C 4V4 P: 604-270-7444 www.ca.nielsen.com

1111, boul. Dr. Frederik Philips Suite 505 St-Laurent QC H4M 2X6 P: 514-333-1416 www.ca.nielsen.com

Solutions Research Group Consultants Inc

(Full-service market research firm with specialized expertise in media, technology and entertainment) 2190 Yonge St., Suite 602 Toronto ON M4S 2B8 P: 416-323-1337 info@srgnet.com www.srgnet.com

The Canadian Press

(News agency) 36 King St. E. Toronto ON M5C 2L9 P: 416-364-0321 broadcast@thecanadianpress.com www.thecanadianpress.com

Vision Critical

(Building online platforms that facilitate two-way communications with customers, employees and citizens in contexts ranging from market research to civic engagement) 200 Granville St., Mezzanine Floor Vancouver BC V6C 1S4 P: 604-647-1980 www.visioncritical.com

2 Bloor St. E., Suite 1700 Toronto ON M4W 1A8 P: 416-323-5715 www.visioncritical.com

STATION REPRESENTATIVES

Airtime Television Sales Inc. 6 Crescent Rd., 2nd Floor Toronto ON M4W 1T1 P: 416-923-7177

Bel Media

Bell Media Radio Sales—National Bell Media Television Sales Bell Media Digital Bell Media Mix

50 Eglinton Ave. E. Toronto ON M4P 1E6 P: 416-440-6836 www.bellmedia.ca



Canadian Broadcast Sales (CBS) 45 St Clair Ave. W., 5th Floor Toronto ON M4V 1K9 P: 416-961-4770 www.radiocbs.com

Vancouver BC P: 604-683-0860 www.radiocbs.com

Calgary AB P: 403-264-0500 www.radiocbs.com

Edmonton AB P: 780-702-0866 www.radiocbs.com

Winnipeg MB P: 800-374-3315 www.radiocbs.com

Montreal QC P: 514-787-7908 www.radiocbs.com

Halifax NS P: 902-423-6566 www.radiocbs.com

Canadian Media Sales

545 Fifth Avenue, Suite 315 New York NY 10017 USA P: 212-967-1999 www.canmediasales.com

COGECO Force radio

800, rue de La Gauchetiere ouest Bureau 1100 Montreal QC H5A 1M1 P: 514-787-8001 www.cogecoforceradio.com

GOLDEN WEST

Broadcasting Ltd.

Golden West Radio 201-125 Centre Ave. Winnipeg MB ROG 0B0 P: 204-324-6464 www.goldenwestradio.com

Radio Unie Target

Radio Unie Target 7005, boul. Taschereau, Suite 268 Montreal QC J4Z 1A7 P: 450-656-8615 info@radio-unie-target.com www.radio-unie-target.com

Target

Target Broadcast Sales Inc. 280 Avenue Rd. Toronto ON M4V 2G7 P: 416-932-2202 info@targetbroadcast.com www.targetbroadcast.com

1080 Mainland St., Suite 417 Vancouver BC V6B 2T4 P: 604-689-1156 targetbc@telus.net www.targetbroadcast.com

5527 Cogswell St. Halifax NS B3J 1R2 P: 902-802-2681 infoatlantic@targetbroadcast.com www.targetbroadcast.com

WTR Media Sales Inc.

1024-17th Avenue SE Calgary AB T2G 1J8 P: 403-296-1343 www.wtrmedia.com

16715-99th Avenue Edmonton AB T5P 0J9 P: 780-486-4400 www.wtrmedia.com