

# BROADCAST Dialogue

## Essential Reading

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

Thursday, January 9, 2014

Volume 21, Number 32

**R**ADIO: *Jim Pattison Broadcast Group* has CRTC approval to acquire *Bell Media's Kool FM 101.5 (CKCE-FM) Calgary, QX 104 (CFQX-FM) Winnipeg* and *FAB 94.3 (CHIQ-FM) Winnipeg*. JPBG had already won approval for a new FM station in Calgary, *The Peak (CHPK-FM)*, but before going ahead with a build on that single station it opted to await the release of this Commission decision. The two FM'ers in Winnipeg take the Pattison group's broadcast ownership beyond its B.C. and Alberta operations. JPBG now owns and operates 33 radio and three over-the-air TV stations... *Corus Radio* has cancelled the *Dean Blundell* morning show on *102.1 The Edge (CFNY) Toronto* after show producer *Derek Welsman* talked about a court case in which he served as the foreman on a jury and made crude jokes about the gay accused and the complainants. Corus said it will be taking the station in a new direction, returning to "a more music-based format"... *The Breeze (CFJL-FM) Winnipeg* is now *Jewel 101 FM*, the sixth *Evanov Radio Group* station to be so branded. The on-air line-up remains unchanged... *Harvard's Lite 95.7 (CKEA-*

*FM) Edmonton* has moved from AC to Adult Hits and a new station ID: *95.7 CRUZ FM*. First song up under the new format was *We Will Rock You* by *Queen*. Adult Hits captures tunes from Classic Rock, Classic Hits, Mainstream Rock, Pop, Pop/Rock and New Wave from the '70s, '80s, '90s and 2000s or, as the station's news release says, "Music that was popular when you were". CRUZ FM promises no song repeats between 9 a.m. and 5 p.m. If a listener catches one, he/she gets a pay-off of \$10,000... Farther north, *Harvard's* recently acquired *K-Rock (CHFT-FM) Fort McMurray* (formerly *Newcap*-owned) has also been rebranded as *CRUZ*. The change drops Classic Rock in favour of a Greatest Hits format. *Andrew Wilcox* is PD/afternoon host and *Newcap's* other on-air personalities have been kept by *Harvard*... *Lite 95.9* has been rebranded as *KISS 95.9 Calgary*. The music and announce staff remain the same. The move follows similar *Rogers* rebranding at its *EZ Rock* stations in northern Ontario; all now ID'ed as *KISS*... *World Radio Day 2014* is set for Feb. 13. The annual event, created in 2011 at the *36th General Conference of UNESCO*, seeks to raise awareness about the importance of radio, facilitate access to information through radio and enhance networking among broadcasters. Upwards of one-billion people still don't have access to radio... The new *680News Toronto* mobile app for iOS and Android devices has been launched and is said to work just like the radio station. The app can be used to check multiple times over the course of the day to quickly get news, traffic, weather, business updates and



The Metamorphosis Continues

# Selector 4

the only music scheduler with the power of

# Selector 260

RCS Sound Software

sports scores. Added are video clips, live streaming video of breaking-news events, photo galleries and on-demand audio reports... *Kiss 100.5 (CHUR) North Bay*, for the 18th year on the final Friday before Christmas, saw its morning show throw the format out the window and broadcast from Twiggs Coffee Roasters to help raise money for the *Santa Fund*. In three hours, \$50,000 came through the door or was committed through an auction line. Money raised went toward stocking and then delivering Christmas baskets to needy families... The *CFOS Owen Sound/Sun Times Christmas Fund* broadcast raised nearly \$22,000. Monies raised go toward fetal heart monitoring equipment at the *Women and Childcare Unit of Owen Sound Hospital*, the *Keep Our Kids Warm* campaign of the *Bruce Grey Child and Family Services Foundation*, the *Owen Sound Hunger and Relief Effort (OSHaRE)* and other local charities that have an emphasis on children, youth or seniors... The *up! 97.7 Calgary Hunger Game* raised \$4,500 for *The Calgary Food Bank*. Playing off of the popular *Hunger Games* movie, the daily radio game ran for two weeks raising awareness and cash... Thanks to private radio, \$234,578 will be distributed to 27 campus and community stations across Canada through the *Community Radio Fund of Canada*. This follows a *CRTC* call for the funding of the *Radio Talent Development Program* and the *Youth Internship Program*.

**T**ELEVISION: *Global Television* just turned 40. What began as an Ontario-wide network ramrodded by *Al Bruner* is now a national network of stations owned by *Shaw Communications*... The *CRTC* has approved *CHEK Victoria's* application to be recognized as a small market, independently owned TV station eligible for support from the *Small Market Local Production Fund (SMLP)*. Although *CHEK* does not fulfill eligibility criteria related to population, the Commission determined that the 340,000 Victoria-area population doesn't greatly exceed the maximum of 300,000 set out for the *SMLP* fund... The *CRTC* says *BDUs* (cable and satellite companies) have to give customers the option of subscribing to any Canadian news service they want no later than mid-March. It's seen as a "give" to *Sun News Network* after the Commission rejected *Sun's* bid last summer for mandatory carriage. At the hearing, early in 2013, network exec *Kory Teneycke* said a "must-offer" designation "would be a death sentence"... *Stornoway Communications* has engaged Toronto-based *Airtime Television Sales* as its national sales representative... The *CRTC* has okayed *Corus Entertainment's* purchase of the remaining half of *Teletoon* from *Astral Media*. The sale was a *CRTC* condition of the *BCE-Astral* deal. The Commission also approved the *Corus* acquisition of *Astral's Historia* and *Series+*, which was owned 50% by *Astral* and 50% by *Shaw*. *Corus* closed the acquisitions Jan. 1.

**R**EVOLVING DOOR: *Len Cochrane*, who came up with the idea of an animation specialty service in 1997, is retiring this month as president of *TELETOON*. The retirement follows *Corus's* acquisition of the remaining 50% of the company from *Bell Media*. *Cochrane* is a founding board member of *TELETOON Canada* and became president of the company in October 2001... *Darrel Janz*, after four decades as an anchor at *CTV Calgary*, has retired. Back in 1973 when he began at *CFCN-TV Calgary*, the station's city hall reporter was the late *Ralph Klein*, later to become premier of Alberta. *Janz* spent 37 years working full-time and three as the part-time weekend anchor. He also taught at the *Southern Alberta Institute of Technology (SAIT)* for more than a decade and *Mount Royal College* for another 15 years, always pushing his students to be themselves, be natural and to write the way they talk... The new GM/GSM of the *Jim Pattison Broadcast Group's Power 104 (CKLZ-FM)/Q103 (CKQQ-FM) Kelowna/1075 Kiss*



Len Cochrane



Darryl Janz

(CKIZ-FM) Vernon is Stu Crouse. It's a return to the stations he worked for in the early 2000s. Crouse, who began Jan. 1 in Kelowna, was promoted from JPBG-owned *Island Radio* in Nanaimo where he was retail sales manager... Dan Champagne, most recently GSM at *CTV Ottawa*, has joined *Newcap Ottawa* as its senior partnership manager, managing key client relationships while developing new business partnerships. His broadcast career began at *CHEZ-FM Ottawa* in 1987 before moving to his 23-year career with CTV Ottawa... Lucy Collin has been appointed VP, marketing and innovation - integrated sales for English Canada at *Bell Media*

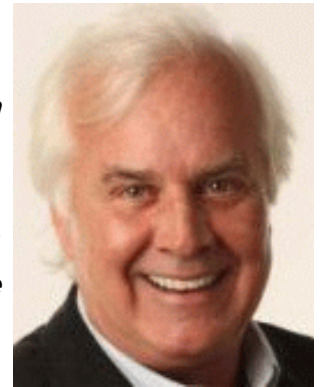


Stu Crouse



Lucy Collin

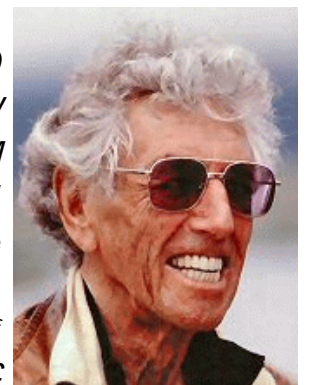
*Sales* in Toronto. Her background includes being publisher of *Marketing* magazine and stints in sales and marketing with such broadcast companies as *CBC* and *Corus*. Collin sits on the boards of the *Broadcast Research Council of Canada*, the *Canadian Advertising Museum* and the 30th anniversary gala of the *National Advertising Benevolent Society* (NABS)... Paul Ackerman has been promoted to director, regional sales at *Global BC*, moving from his GSM role at *Global Edmonton*. Succeeding him in Edmonton is Neil Cunningham. He was director of sales at *Corus Radio Western Canada* based in Edmonton before moving to *Spence Diamonds* at the end of 2011... Allan Schwebel and Gary Sappleton have joined Toronto-based *Stornoway Communications*. Schwebel, whose background includes being VP, affiliate sales and marketing at *CHUM Television* and exec VP/GM for *CHUM Satellite Services* is



Kevin Shea

Stornoway's new content distribution consultant. Sappleton is director of marketing, moving from his position as senior director, marketing at *GameTV*. Before that, he was brand manager-dramatic networks for *Shaw Media*... Rob North of *CBC Radio Halifax*, after 35 years, is retiring. The broadcast journalist covered everything, from the Westray Mine disaster to odd smells on the Dartmouth waterfront... Mario Caccamo, 86, after 52 years of bringing the music and news of Italy to *CKPR Thunder Bay* listeners, retired Dec. 22 citing declining health. His show aired every week on Sunday mornings... Kim Seale has joined *Rock 101 Vancouver* mornings as a co-host on the *Willy (Percy) In The Morning Show*. She had been an airborne traffic reporter with *Rogers Radio Vancouver* for almost 11 years... Ted Bird and Java Jacobs have returned to morning radio in Kahnawake, this time at Country formatted *KIC 89.9 (CKKI-FM)*. Bird and Jacobs worked together as the morning team at *K 103 Kahnawake* from 2010 to 2012 when Bird left for *TSN Radio Montreal*. He was let go from that job in September. Bird was a long-time morning show host at *CHOM-FM Montreal*... Kevin Shea is now an executive advisor to Toronto-based *Influicity*, a social media company. Shea was the founding president of *Sirius Satellite Radio Canada*, COO of *CanWest Global* and CEO of *YTV Canada*. He is also chairman of the *Ontario Media Development Corporation*.

**SIGN-OFFS:** Geoffrey R. Stirling, 92, in St. John's. He launched *CJON-AM (now OZ-FM)* *St. John's* in 1955, then *CJON-TV (NTV)* and, later, *CKGM Montreal* (1959), *CKWW Windsor* (1964), *CKPM Ottawa* (1964), *CHOM-FM Montreal* (1965) and *CJOM-FM Windsor* (1966). He also expanded his broadcast holdings in Newfoundland, adding TV repeaters in Grand Falls, Grand Bank, Gander and Corner Brook. He was the first to introduce 24-hour television in North America. Stirling was also a printer, publisher, author and film maker and, in 2001, was inducted into the CAB Broadcast Hall of Fame... Marg Meikle, 57, of Parkinson's disease in Vancouver. She was known during the 1990s as *The Answer Lady* on *CBC Radio* both in Vancouver and on national radio, and was renowned for her tenacity in finding



Geoff Stirling

answers to listeners' questions. A Vancouver Sun reporter said her responses were "matched only by her wit and acerbity in presenting them". Meikle's determination to find a cure for the disease led her to set up the *Porridge for Parkinson's* campaign, which raised more than \$1.6 million for the *Pacific Parkinson's Research Centre* at UBC... Larry D. Mann, 91, in Los Angeles. Before making his name in acting he was a *CHUM Toronto* announcer (1949). His best-known Canadian TV exposure was in a *Bell Canada* series of spots called *The Boss* which aired over a 10-year period beginning in 1981. In 1953, Mann was on *CBC* with puppet *Uncle Chichimus* on the show *Let's See*. Mann appeared in more than 20 movies, with roles in *The Sting* and *In the Heat of the Night*. His dozens of TV credits include *Gunsmoke*, *Bewitched*, *Hogan's Heroes*, *Green Acres* and *Hill Street Blues*.



Marg Meikle

**GENERAL:** Broadcasters among new *Order of Canada* appointments include: Louis Audet, Jeanne Beker, Dick Irvin, Steve Paikin, Sarah Polley and Marie-José Turcotte. Named as *Officers of the Order of Canada* are Paikin, for his contributions as a journalist, and Polley for her contributions to Canadian cinema and television as an actor, writer and director. *Members of the Order of Canada* are: Audet, for transforming the family business into one of the top Quebec telecommunications companies, and for supporting a wide range of community organizations; Beker, for her contributions to the fashion industry on television and in print, and for her promotion of Canadian designers; Irvin, for his contributions to hockey as a broadcaster and author; and Turcotte, the first woman to do sports reporting on Quebec television... *CBC* will close its Grand Falls-Windsor, NL location and move editorial employees to Gander, probably by this summer, in a move to save money. None of the three staffers will lose their jobs. The leasing of smaller square-footage facilities and the sale of large locations follows a trend in other NL locations, including Corner Brook, where a building was sold with staff moved to leased space in a shopping centre... *CBC Toronto's Sounds of the Season* raised \$580,355 and 7,082 pounds of food, all of it bound for the *Daily Bread Food Bank*. This year's donations exceeded the previous record high... Turkey donations from across Newfoundland and Labrador helped set a record for *CBC's* annual turkey drive, with the final turkey tally set at 9,367. That eclipsed last year's number by more than 2,500. *CBC* organized drive-through drop-offs in St. John's, Gander, Corner Brook and Happy Valley-Goose Bay. This season's turkey drive included a social media campaign through *CBC* and *Facebook*. The donated turkeys were all distributed to needy families either directly or through food banks... *CBC Edmonton*, at last count, had raised \$487,000 in the 18th annual *Turkey Drive* in aid of *Edmonton's Food Bank*... *The Kamloops Daily News*, owned by Glacier Media, is closing its doors after a long struggle with declining revenues. The paper began publishing over 80 years ago and has a circulation of nearly 27,000... *Bell Media's* local TV and radio stations, through 71 campaigns in 19 communities, raised \$5,590,434 in donations, collected more than 585,000 toys, gathered 5,540 items of winter clothing and amassed nearly 136 tonnes of food.

**SUPPLYLINES:** *Nautel's* free webinar educational programs are back, all of which begin at Noon ET on three dates; Jan. 22, Feb. 5 and Feb. 12. For information or to register go to [www.nautel.com/webinars](http://www.nautel.com/webinars).

(For the people who supply products and services to the Canadian broadcasting industry, click [HERE](#).)



# Broadcasters lost in 2013

## Thank you for your contributions to the broadcasting industry

**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.

**Marjorie Anthony Linden**, known as **Marge Anthony**, 77, in Malibu of numerous illnesses. The former VP at CTV in the '80s became one of Canadian TV's earliest performers on the CFCF-TV Montreal show, *Carte Blanche*. She was president of the Broadcast Executives Society in Toronto, served on the CRTC's Task Force on Sexual Stereotyping in Broadcasting and was inducted into the Canadian Broadcast Hall of Fame.

**Ted Arnold**, 64, in Calgary. Arnold is best remembered as the news director at CFAC-AM/CFAC-TV Calgary during the '70s and '80s.

**Roger Barnett**, 59, of cancer in Grand Falls-Windsor, NL. The veteran newsman and news director worked with the VPCM broadcasting stations, including Steele Communications, in Grand Falls-Windsor since 1973.

**John Edward Barron** in Edmonton. Barron's broadcast career began in 1949 at CFGP Grande Prairie. He then moved on to CFAC Calgary, CKYL Peace River and to CFRN Edmonton. He was an announcer, writer, producer, interviewer, book reviewer, cooking show host and men's fashion commentator.

**Virginia Maude (Mindy) Bawlf**, 58, of breast cancer in Victoria. She launched her career in radio at private stations in Nanaimo and Victoria before spending 17 years on-air with CBC Radio in Whitehorse, Quebec City and Victoria. She left radio in 2005.

**Richard Beaton**, 60, of a stroke in St. John's. Beaton read newscasts on CBC Radio and from 1979 to 1990 was the host of Dialogue, a CBC-TV program that focused on religion, spirituality and the humanities. He retired from CBC in 1997.

**"Iron" Mike Bensson**, of cancer, in St. Catharines. A 97.7 HTZ-FM St. Catharines stalwart since 1995, Bensson was host of afternoon drive for nine years before moving to mornings at the station. Seven years later, he moved back to afternoons.

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

**Roy Bonisteel**, 83, of cancer in Trenton. The former CBC-TV host/journalist was a mainstay from 1967 through 1989 with the show Man Alive. After that, Bonisteel was a public speaker, writer and citizenship judge. Earlier in his broadcast career, Bonisteel worked in radio at Belleville, St. Catharines and Vancouver.

**Ron Bottos**, 71, in Thunder Bay of cancer. His career spanned years with local stations CFPA Thunder Bay and CKPR Thunder Bay. Highlights for him were MC'ing the annual Cystic Fibrosis Telethon and the many years he was host of Reach For The Top.

**Bill (Harry Greig) Bright**, 87, at Woodstock Hospital. He is best remembered for his days at Standard Broadcasting, first as a newscaster at CFRB Toronto and later as the ND/feature newscaster at sister station CFKM Toronto. Bright's career also included a stint at CKOC Hamilton.

**Ian Brownlee (Iain Hutchinson Brownlee)**, three days short of his 70th birthday, of cancer at the Haldimand War Memorial Hospital in Dunnville. Born in Scotland and raised in Midland, Brownlee began a long broadcasting career as a newsman at CKBB-AM/CKVR-TV Barrie, then in Toronto radio from the 1960s through the '80s at CHUM, CKEY, CKO and CFRB. He also taught broadcasting at Niagara College in the 1970s and was the narrator of TV's Wild Animals of the World.

**Kim Calloway**, 69, of cancer in Kelowna. It was just two weeks after Calloway's departure from Q103 Kelowna as an anchor/reporter because of health concerns putting him on a full-time disability. Calloway worked for several Kelowna stations during his 20 years in that market.

**Don Chamberlain**, 73, after a 10-year fight to stave off cancer. The Saint John native began his broadcast career in Atlantic Canada and became a part-owner of CHYR Leamington and CKJD/CJFI-FM Sarnia and, later, a part-owner of CJBK/CJBX-FM London. Earlier, Chamberlain played an integral role in **Jack Schoone's** Eastern Broadcasting chain of stations. Schoone was his majority partner in the Sarnia and London stations. Chamberlain was also the son of Charlie Chamberlain, long an entertainer on the old CBC-TV show, Don Messer's Jubilee.

**Leigh Chapple**, 58, in Ottawa. The former CTV Ottawa news anchor retired in May of 2012 after more than three decades with the station. Chapple's broadcast career spanned 36 years, and she was also a long-time instructor at Algonquin College.

**Brian Chater**, 73, in Toronto of cancer. In his 39-year music industry career, he served as a record executive, music publisher, president of the Canadian Independent Record Production Association from 1987 through 2006 and as a consultant. His lobbying led to the formation of FACTOR in 1982 and his efforts were instrumental in helping establish Neighbouring Rights. During the 2005 CRTC review of commercial radio airplay, he lobbied against lowering the 35% Canadian content quota.

**Alan Clapp**, 83, of brain cancer in Victoria. Clapp pioneered BCTV's nightly news program in the early '70s when the station switched to a 60-minute supper hour newscast. In the mid '70s, he set up Habitat Forum to address issues such as homelessness and poverty in conjunction with the UN conference on human settlements.

**Robert Cole**, 73, in Montreal. Cole was general sales manager at CFCF Montreal in the early '80s and had a rep shop for border TV based in Montreal.

**Ralph Connor**, peacefully in Sudbury. The life-long broadcaster began his career in 1950 as a late night jock on CKSO Sudbury, working his way up in five short years to become GM of the company's TV and radio properties. He made CKSO-TV the first privately-owned station in Canada to broadcast in colour. In 1975 he worked as a broadcast consultant, establishing CJAX 92.5 Edmonton and CJAY-FM Calgary. Though he spent much of his life in Alberta, Connor always said his heart was in Sudbury.

**François Conway**, 53, in Chateaugay. He was one of the key players in Canada's early work on DAB while still with the CBC and managed their spectrum engineering shop in Montreal. He was also a member of Industry Canada's Broadcast Technical Advisory Committee (BTAC). Conway worked on many cooperative projects over the years with private broadcasters and engineering consultants.

**Robert 'Bob' Walter Crouse**, 63, of cancer in Salmon Arm. He was news director/anchor at CKXR Salmon Arm and the Big R network for 30 years. Before moving west, Crouse worked radio in North Bay, Timmins, Kapuskasing and at CHML Hamilton. He also worked at the two Penticton radio stations.

**John Dickins**, 85, at Niagara-on-the-Lake, of heart-related causes. He pioneered talk radio at CFPL London back in the '60s, then moved to Toronto in the early '70s where he was—for many years—the guiding hand behind the National School of Broadcasting, a few doors up from CFRB/CKFM. Dickins was the son of Punch Dickins, who gained fame as a Canadian pioneering aviator and bush pilot.

**Hugh Doherty**, 78, in an Ottawa hospital of prostate cancer. While his career in journalism began with newspapers in Sherbrooke, Montreal and Victoria, Doherty began with CBC in 1974 and never looked back. He was a producer at The National, executive producer in Edmonton and St. John's, a senior producer back at The National, and senior news producer at CBC Newsworld before retiring in 1994.

**Terry Dolan**, 79, in Surrey, BC. Dolan worked in the news business, in radio, TV (CHAN-TV Vancouver) and newspaper before his 31-year reporting career at CBC News. He retired in 1994.

**Ray Dolby**, 80, in San Francisco of leukemia. The inventor and audio pioneer who founded Dolby Laboratories had been living with Alzheimer's disease for several years.

**Francis (Frank) Joseph Dolphin**, 84, in Edmonton of complications related to pneumonia. He worked in radio at CHED, CKUA and at CBC-TV Edmonton where he was the legislative reporter.

**John Driftmier**, 30, in Kenya after the small plane he was riding in crashed during a location shoot. The Ottawa-based TV director and cameraman had been shooting footage for the Discovery Canada doc series Dangerous Flights, which follows ferry pilots responsible for delivering small, private planes to customers around the globe.

**Joe Easingwood**, 75, in Victoria of complications related to brain cancer. The former C-FAX Victoria morning show host retired in 2010 after almost 63 years in broadcasting, 29 of them at C-FAX. He began as a 10-year-old sweeping floors at CKNW Vancouver in 1948. He was also with CJVI Victoria for many years.

**Gordon Elder**, 86, of complications related to Alzheimer's disease, at his home just north of Toronto. He began working as a broadcast consultant in 1960 and retired in 2008, and was the long-time owner/operator of Elder Engineering.



**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.

**Jim Elliott**, 71, of a heart attack in Edmonton. Elliott, whose career in broadcasting was varied, began as a library assistant at CKRD Red Deer while still in school. In the early '60s, he worked at CHEC and at CJOC in Lethbridge. In the '70s, he did drive at both CFRN and CJCA in Edmonton, eventually moving into sales at CJCA. He was a GM at CHEC Lethbridge/CKTA Taber in the early '90s, GM at CKDK Woodstock later that decade, and in sales at OK Group in both Kelowna and Fort St. John. In 2004, he joined Newcap's engineering group in Edmonton.

**Johnny Esaw**, 87, in Toronto of respiratory problems. The former CTV executive and sports broadcaster began his 40-year broadcast career in Regina; then moving to CKRC Winnipeg and then CFTO-TV as sports director. Esaw became VP/executive producer of CTV Sports in 1974. He is also a member of the Canadian Association of Broadcasters' Hall of Fame.

**Max Ferguson**, 89, in Toronto of a heart attack. In his 52 years at CBC, Ferguson became a celebrated satirist and award-winning broadcaster. He was best known for his long-running programs *Rawhide* and *The Max Ferguson Show*. Ferguson retired in 1998.

**Barry Fontayne (Ron Quail)**, 76, at Deep Bay, B.C. He had a 44-year broadcast career, first as an announcer and then in sales and sales management at CKDA, CFMS-FM, C-FAX and *The Ocean/Jack FM*; all in Victoria.

**David Frost**, 74, of a heart attack aboard the Queen Elizabeth bound for a Mediterranean cruise. Frost, who sparred with former U.S. President Richard Nixon over Watergate for hours, elicited some of the most extraordinary comments ever made by a politician on U.S. television.

**Richard Garneau**, 82, in Montreal. The veteran Quebec journalist and sports commentator is well known for his several decades of sports reporting on Radio-Canada, including 23 years as a hockey commentator.

**Omer Girard**, 93, in Magog. Girard was the founder of Quebec cable company Transvision Magog in 1957 and who went on to found five other cable companies. He was also a co-founder of the Canadian Cable Television Association and became president of CCTA in 1968. His cable operations were later acquired by Cogeco.

**Geoff Gowan**, 83, in Halifax of Parkinson's disease. The longtime coach and CBC Sports track and field commentator, and a member of the Order of Canada, had a career that spanned decades. He covered many Olympics and world championships.

**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.

**Paddy Gregg**, 80, in a Fredericton hospital after a long period of failing health related to his diabetes. Gregg, a longtime CBC journalist, began his career with the public broadcaster in the '50s as one of its first national TV reporters. He covered the Vietnam War from Saigon, later becoming executive producer of CBC Fredericton before taking over as host of Information Morning Fredericton in the 1980s.

**Norm (Harold) Haines**, 73, in Calgary. He began as an announcer at CFTJ Galt in 1958 and worked at the forerunner of today's CKGL Kitchener, CFCO Chatham, CKWS-AM/TV Kingston and CFOX Montreal. Later, he moved to Calgary where he was president of Voice of the Prairies Ltd. (CFCN Radio). In taking on CFCN in 1973, he developed CJAY-FM, Canada's first new generation FM station.

**Ian Hall**, 81, in Vancouver. Hall was GM of Glen Warren Broadcast Sales in the '70s, and based in Toronto. GWBS handled sales for Baton Broadcasting, which owned CFTO-TV Toronto (now CTV Toronto). Later, he asked to be moved to Vancouver and ran the company's office there.

**Greg Haraldson**, two weeks before his 63rd birthday, in Calgary. He began on-air at CKXL Calgary in 1970, became PD at CKLG Vancouver, moved back to CKXL as PD, was PD at CHQR Calgary, PD at CKRY Calgary and in sales at CKMX Calgary.

**Greg Hebert**, 37, of a rare cancer in Ottawa. Hebert was the business editor at CFRA Ottawa.

**Phil Hitchcock**, 76, in Hamilton of cancer. The familiar radio voice began his career at CJKL Kirkland Lake and then moved to Thunder Bay. In the early '60s, he signed-on with CHML Hamilton and remained there until he retired in 1999.

**Doug Hobbs**, 68, in Hamilton. For many years he was the sports director at CKTB St. Catharines. He was also the official scorekeeper of the Toronto Blue Jays.

**George William Horton**, 95, at Edmonton's University Hospital after a year of failing health. He had been an engineer with Sunwapta (CFRN/CFRN-TV) Broadcasting from 1963 through 1982 when he retired. Radio transmitters were his greatest expertise and he spent a lot of time on the road maintaining CFRN-TV's many repeaters.

**John Steven (Jack) Hundley**, 75, in Vancouver. Before moving to the private sector, Hundley worked for 30 years at CBC as a writer and in public relations.

**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.

**Bill Jessome**, 88, in Halifax. The well-known Nova Scotia broadcaster, a founding figure of Maritime television, was the evening anchor at the (Norris and Marvin) Nathansons' CJCB-TV 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 in the year, he was honoured by the RTDNA with a lifetime achievement award.

**Maura Kealey**, 50, in Montreal of surgery complications. She began at CBC Radio working as a feature reporter, then moved into television where she produced such titles as Dogs with Jobs, Popular Mechanics for Kids, To the Max and In Real Life.

**Ralph Klein**, 70, of chronic obstructive pulmonary disease. The former Alberta Premier's broadcast career began (and ended) at CFCN/CFCN-TV Calgary where he spent a couple of years on the radio side before moving to TV, first as a weatherman. Later, he was assigned to cover city hall. Still later, he ran for mayor and won, then moved to provincial politics.

**William (Bill) Langstroth**, 82, in Moncton. He began in broadcasting at CBC-TV Halifax producing such shows such as Gazette and Don Messer's Jubilee. Langstroth also produced and co-hosted Singalong Jubilee during his 40+ year career at CBC in Halifax and Toronto. He was once married to Anne Murray who he met and courted early in her career.

**Stan Larke**, 84, 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 CFGM 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.

**Brian “Buzz” LeBoe**, 68, following a massive heart attack in Vancouver. LeBoe was a C-FUN Vancouver “Good Guy” in the early ’60s, became CKIQ Kelowna’s first morning host in 1971, was with CKLG-FM Vancouver and CKWX Vancouver in the mid ’70s, at CJAY-FM Calgary in the late ’70s and back at CFUN in the early ’80s.

**Douglas Leiterman**, 85, at Vero Beach, FL. The TV producer and journalist co-created (with Patrick Watson) the popular and controversial CBC public affairs show *This Hour Has Seven Days*. CBC calls it “the most defiant and controversial program in Canadian broadcasting history”.

**Kerry Lockhart**, 47, in Winnipeg after suffering from cancer for four years. He spent more than 20 years at CJOB Winnipeg on-air.

**Neil Lutes**, 68, in Edmonton. Lutes, the chief engineer at the CKUA Radio Network up until his retirement in 2009, was the initiator and architect of Alberta’s Emergency Public Warning System.

**Bill MacEwen**, 74, in Charlottetown. The longtime Prince Edward Island broadcaster began in 1971 at CHOO Ajax. Later, he moved to CFCY Charlottetown where he did his popular *Country Roots* program.

**Gayle Madely**, 67, in Ottawa of cancer. Widely-known throughout the Canadian broadcast community as the wife of CFRA Ottawa morning host Steve Madely, she never avoided the subject of her cancer and he frequently talked on-air about it. Madely said that when his wife, already a cancer survivor, was re-diagnosed five years ago, they decided to do two things; try to raise money and awareness and, if that meant talking about her illness on the radio, then so be it.

**John Manol**, 79, of cancer at Lakeridge Hospital in Oshawa. The long-time VP/GM of CHUM-owned Energy 99.7 (CKPT)/Country 105(CKQM) Peterborough (now Bell Media-owned) worked for CHUM for more than 35 years before retiring. Current VP/GM Steve Fawcett was hired by Manol in the mid ’80s.

**Joe Mariash**, 74, of cancer in Picton, Ont. Mariash anchored the evening news on CFTO-TV Toronto, now CTV Toronto, in the late ’60s and early ’70s.

**John McFadyen**, 73, of cancer at Hamilton’s Juravinski Hospital. McFadyen was an accomplished broadcaster for more than 30 years and upon retirement returned to his passion, acting. His early days in broadcast news included CKPC Brantford before he moved to CKFM Toronto where he served as ND from the mid-’70s through the early ’80s. Later, he was in news management at the CKO news network, CKWS-TV Kingston and CHCH-TV Hamilton.

**Allan Lindsay “Chopper” McKinnon**, 66, in Ottawa of natural causes. He was a CKCU Ottawa radio announcer for 33 years, hosting a weekly folk and roots show. McKinnon also chose music for a number of years at CBC Radio Ottawa.

**Ken Meeker**, 83, of cancer in St. John’s, NL. During a TV journalism career that spanned decades, he was a regular on CBC’s *Here & Now* where he specialized in segments such as *Collect A Wreck*, which focused on the then-common habit in some communities of dumping old car wrecks in ditches, woods and streams. Meeker began at CJON St. John’s in 1961 and later worked at the *Newfoundland Herald* before joining CBC.

**Marg Meikle**, 57, of Parkinson’s disease in Vancouver. She was known during the 1990s as *The Answer Lady* on CBC Radio both in Vancouver and on national radio, and was renowned for her tenacity in finding answers to listeners’ questions. A *Vancouver Sun* reporter said her responses were “matched only by her wit and acerbity in presenting them”. Meikle’s determination to find a cure for the disease led her to set up the *Porridge for Parkinson’s* campaign, which raised more than \$1.6 million for the Pacific Parkinson’s Research Centre at UBC.

**Peggy Miller-Day**, 89, in Edmonton after a short illness. Her broadcast career began in 1945 at CJCA Edmonton as a receptionist/telephone operator. Later, she moved into the continuity department and, later, 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 moved back to Alberta where, in 1998, she co-founded the Edmonton Broadcasters Club. In 1964, Miller-Day was the first woman to become an Honorary Lifetime Member of the Western Association of Broadcasters. In 2005, she was inducted into the Canadian Association of Broadcasters Hall of Fame.

**Rae-Anne Morin**, 44, in North Vancouver following a lengthy illness. Morin had been a senior producer-news responsible for creating and launching *Global BC’s Morning News* and *News Hour Final* newscasts. Previously, the multiple RTNDA and LEO Award winner worked at ITV Edmonton (now Global), RDTV (CKRD TV) Red Deer and PGTV (CKPG TV) Prince George.

**Eileen Neumann** aka **Bugs Neumann**, 60, of cancer in Toronto. She was the copy director at CHUM and CHUM-FM Toronto.

**Frank Ogden**, 92, better known as **Dr. Tomorrow**, at Maple Ridge, B.C. Ogden, whose business card had a full-colour image of his brain scan, worked from his high-tech houseboat in Vancouver’s Coal Harbour. He was an in-demand speaker on the conference circuit who once keynoted the Canadian Association of Broadcasters’ annual convention in Vancouver. He was GM at CKGM Montreal during the FLQ crisis. He also was host of the daily syndicated radio series *Dr. Tomorrow...Today*.

**Lyndon Olson**, 77, in Edmonton. He began at CFCW Camrose in 1956 as a writer, then became an announcer and an operator and later, still at CFCW, became chief engineer. Olson retired in 2001.

**Paul O'Neill**, 84, in St. John's. The broadcaster, writer, actor and historian began with CBC as a producer, working on a number of shows over a 32-year career, including Skipper and Company, Reach for the Top and Musicraft. O'Neill wrote several books on Newfoundland and Labrador history and its folklore, and was named to the Order of Canada in 1990.

**Ronald W. Osborne**, 66, in Florida. Most recently he was chairman of the board at Postmedia Network. His broadcasting background includes the presidency of Maclean Hunter, which owned consumer magazines, broadsheet newspapers and broadcast assets (radio in Chatham, Kitchener, Guelph, Toronto, Calgary). In 1994, he fought off a hostile takeover bid from Rogers Communications. After a protracted battle, a deal was inked for \$3.1-billion. The following year, he became president/CEO of Bell Canada.

**Ken Palmer**, 65, at London's University Hospital, of pneumonia following a heart transplant. He was a former CBC radio host, helped shape Fanshawe College's radio station and ran a record retail outlet in London. He was also in the Dixie Flyers, a London bluegrass band, and a former artistic director of the Home County Music & Art Festival.

**Jim Parslow**, 61, in Edmonton. Parslow began at CBC Edmonton 38 years ago in the duplicating/mail room, then landed a summer relief position in radio technical, a passion for the medium that he would work in for the rest of his career. He became a supervising technician and also had a stint in CBC management.

**Jan Nablo Pierre**, 73, in Vancouver of complications from diabetes. Born in Toronto, Pierre moved west in 1968 and wrote for the CBC, including the long-running Beachcombers series. He also worked with Red Robinson on the Timmy's Telethon. After earning his Masters degree, Pierre became a founding member of the film program at Capilano University.

**Wayne Vernon Plunkett**, in his early 70s, in Toronto. He was a chartered accountant by training, worked at Rogers Radio in the 1970s, and later worked as an independent consultant for smaller broadcasters, helping with CRTC applications and interventions. Plunkett was considered a "knowledge box" who cared about radio.

**Jacqueline Poirier-Lachance**, 93. She spent a long career as a host at CJLM Joliette, in community television and as a journalist for local Joliet weeklies. Poirier-Lachance was the mother of former CRTC commissioner Louise Poirier.

**Billy Powers** and **Donna Lee Powers**, murdered in their Calgary home. Powers, before he retired in 2009, was sports director at AM770 (CHQR) Calgary. A member of the Alberta Hall of Fame, Powers was just short of 50 years in the sports broadcasting and communications business, though most of his work was in radio and calling Calgary Stampeders football.

**Stan Pratt**, 75, in Sault Ste. Marie. The longtime Sault Ste. Marie broadcaster, in Ontario and in Michigan, was on-air at WSOO in the '60s and '70s before moving across the international bridge to work in sales at 1050 CFYN and 100.5 CHAS-FM. He was also host of a popular Saturday night CHAS-FM big band show. Pratt graduated from George Washington University with a law degree before turning to radio.

**Jacques Proulx**, 78, of cancer in 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.

**Marg Pullishy**, 68, in Victoria of cancer. She was the owner of Endeavours Communications where she produced the 32-year weekly segment, Wednesday's Child, for CTV Edmonton.

**Joy (Cecily Hugh) Roberts-White**, 102, in Edmonton. The journalist and correspondent, author and producer, editor, broadcaster, playwright, instructor and entrepreneur worked as a reporter and feature writer for Reuters and BBC in London. She also owned a public relations firm in London. In Edmonton, she managed the Studio Theatre (U of A), produced at CFRN-TV, taught at NAIT, interviewed guests at CBC, edited in Hansard (Alberta), researched at ACCESS TV, opened a store, published articles and reviews, entertained and supported Edmonton's arts community.

**Hal Rodd**, 91, in Vancouver. Born in Edmonton, he began his radio career in Hollywood as a sound technician on the Ozzie & Harriett Show (radio). After moving back to Canada, he worked in the Vancouver newsrooms of CKMO, CJOR, KKNW and CFUN, where he was also ND.

**Susan Douglas Rubes**, 87, in Toronto. A pioneer of children's theatre who founded the Young People's Theatre of Toronto, Rubes was an actor, producer and director. In the 1980s, she was head of CBC Radio Drama and later president of Family Channel.

**Geoffrey R. Stirling**, 92, in St. John's. He launched CJON-AM (now OZ-FM) St. John's in 1955, then CJON-TV (NTV) and, later, CKGM Montreal (1959), CKWW Windsor, (1964) CKPM Ottawa (1964), CHOM-FM Montreal (1965) and CJOM-FM Windsor (1966). He also expanded his broadcast holdings in Newfoundland, adding TV repeaters in Grand Falls, Grand Bank, Gander and Corner Brook. He was the first to introduce 24-hour television in North America. Stirling was also a printer, publisher, author and film maker and, in 2001, was inducted into the CAB Broadcast Hall of Fame.

**John Sykes**, 75, at the Abbotsford Regional Hospital. He began his career in 1959 at CKJL St. Jerome doing news, sports and DJ work, moved to CKGM Montreal doing sports from 1960-67, CFOX Montreal '67-'69, then PD/sports director at CFUN/CKVN Vancouver '69-'73, and sports director at CJOR Vancouver '73-'75. A short break from broadcasting then sports director at CJJC Langley in 1976 and CFVR Abbotsford 1985-'93.

**Robin Taylor**, 80, in Basingstoke, England. He was a former executive producer of CBC's The Fifth Estate and head of current affairs programming. Before that, Taylor held posts at CBC Winnipeg, CBC Edmonton and CBC St. John's.

**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.

**John "Jack" Thorne**, 91, in Vancouver. He was with CBC Radio Vancouver in the 1930s, joined the Royal Canadian Air Force for WWII's duration, was one of CBC's first TV producers and remained with the Corporation for the rest of his career. A highlight was giving the first cue when CBC-TV Vancouver joined the national network. In 1970, he moved to CBC Montreal and became responsible for children's and music programming.

**Geoff Venables**, 95, in Victoria. He was the last surviving founding member of the Hometowners, heard weekly on CJVI Victoria and coast-to-coast on CBC Radio during the 1950s and 1960s.

**Judy Webb (Judith Anne Root, nee Sumner)**, 73, in Toronto. Webb was co-host of Hour Toronto Magazine with Dave Agar on CKFM Toronto and the syndicated weekly show, Real Radio with the late Fred Davis.

**Eugene Whalen**, 88, of complications from a stroke suffered last summer. Whalen, a former federal agriculture minister served continuously from 1972 to 1984, except for Joe Clark's brief tenure as prime minister in 1979-80. After politics, he was the host of CFRA Ottawa's Agriculture Hour.



**Jacob “Jack” Wiebe**, 78, in Port Moody. Wiebe started in the early '60s at Stan Davis Broadcast Technical Services (BTS) in Vancouver, providing maintenance services to various B.C. radio stations. By installing microwave systems in the far north, said Dan Roach of BTS, Wiebe took on pioneer status. In the early '80s, Wiebe joined Selkirk/Maclean Hunter/Rogers Radio Vancouver as chief engineer and retired in 2000.

**Gord Wilson**, in B.C. His on-air background included CKIT-FM Regina (1984-1990), CFRN Edmonton (1990- 1992) and CHQT Edmonton (1992-1997).

**Lew Wood**, 84, of kidney failure in Los Angeles. Wood, who marched with Martin Luther King, covered John F. Kennedy’s assassination and was a news anchor for NBC’s Today show, began his broadcast career at the dawn of television.

**Denis Woollings**, 75, in Toronto. Woollings worked as a broadcast journalist in Toronto for many years, primarily as an anchor at CHUM, CKO, CKEY, CFTR and, most recently, was a writer for City Toronto. His first job after he turned 17 was at CJKL Kirkland Lake, the starting point of a lifelong career in media.

**Brian Wrobel**, 67, in London after a short illness. Wrobel, a longtime 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.

**John Zwolak**, 68, at his home in Victoria. Known on-air as **Johnny Z**, his career in radio spanned over 40 years, starting at CKNW Vancouver in the late 1960s, and then as a production manager at C-FAX Victoria for 36 years before retiring in May, 2009.

# BROADCAST Dialogue

## Essential Reading

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

Thursday, January 16, 2014

Volume 21, Number 33

**T**ELEVISION: The top 2014 tech prediction in *Deloitte Canada's* annual list is that more than 2.5 million Canadian households will pay for both traditional cable/satellite and at least one online TV service such as *Netflix*, up more than 150% from 2012 levels. They won't cord-cut nor cord-shave because they like certain specialty channels, such those providing live sports. **Duncan Stewart**, Deloitte's director of research in Toronto, says that by the end of 2014, the number of households that will pay for a second TV content service will be more than 100 times greater than the number of households that cut the cord in 2013; "cord stackers" rather than cord cutters. "Virtually nobody in Canada is actually stopping paying for TV," he said. Meanwhile, *Rogers* won't comment on a published story about the launch of an online streaming service later this year...

In another *Deloitte Canada* 2014 prediction, the global value of premium sports video rights will increase by 14% this year compared with growth of 5% from 2009 to 2013. The surge, says Deloitte, will be led by North American leagues, including the recent 12-year, multibillion-dollar deal between the *NHL* and *Rogers* for TV and multimedia broadcast rights...

*Videology*, in releasing the findings of a study by *Forrester Consulting*, found video advertising decision makers are optimistic about the continuing shift of video viewing across devices. That comes despite lingering challenges surrounding measurement and the best use of technology to recognize the advertising benefits. The survey included 150 advertisers, media companies and agencies across the U.S. and Canada. A breakout of the survey based on the Canadian respondents is available at [www.videologygroup.com/forrester](http://www.videologygroup.com/forrester)...



Shown a photograph of *NBC Evening News* anchor **Brian Williams**, just 27% of Americans could identify him. Thirty years ago, 47% could identify *CBS Evening News* anchor **Dan Rather**. The online *Pew Research* reflects a large decline in the audience for nightly network news since the 1980s. In November, 1985 an average of 48 million Americans watched one of the network newscasts. By 2013, the number had fallen to half that (24.5 million). Demographics plays a part in this. Only 15% of those under 30 identified Williams, compared with about 30% of older age groups...

The federal government is spending \$4 million on a TV and Internet ad campaign called the *Stop Hating Online* to raise awareness about cyberbullying and the legal consequences of using intimate images to torment people... *Rogers Media* will launch *FXX* April 1. The new premium specialty channel is described as a "younger-skewing funnier extension of *FX Canada*."

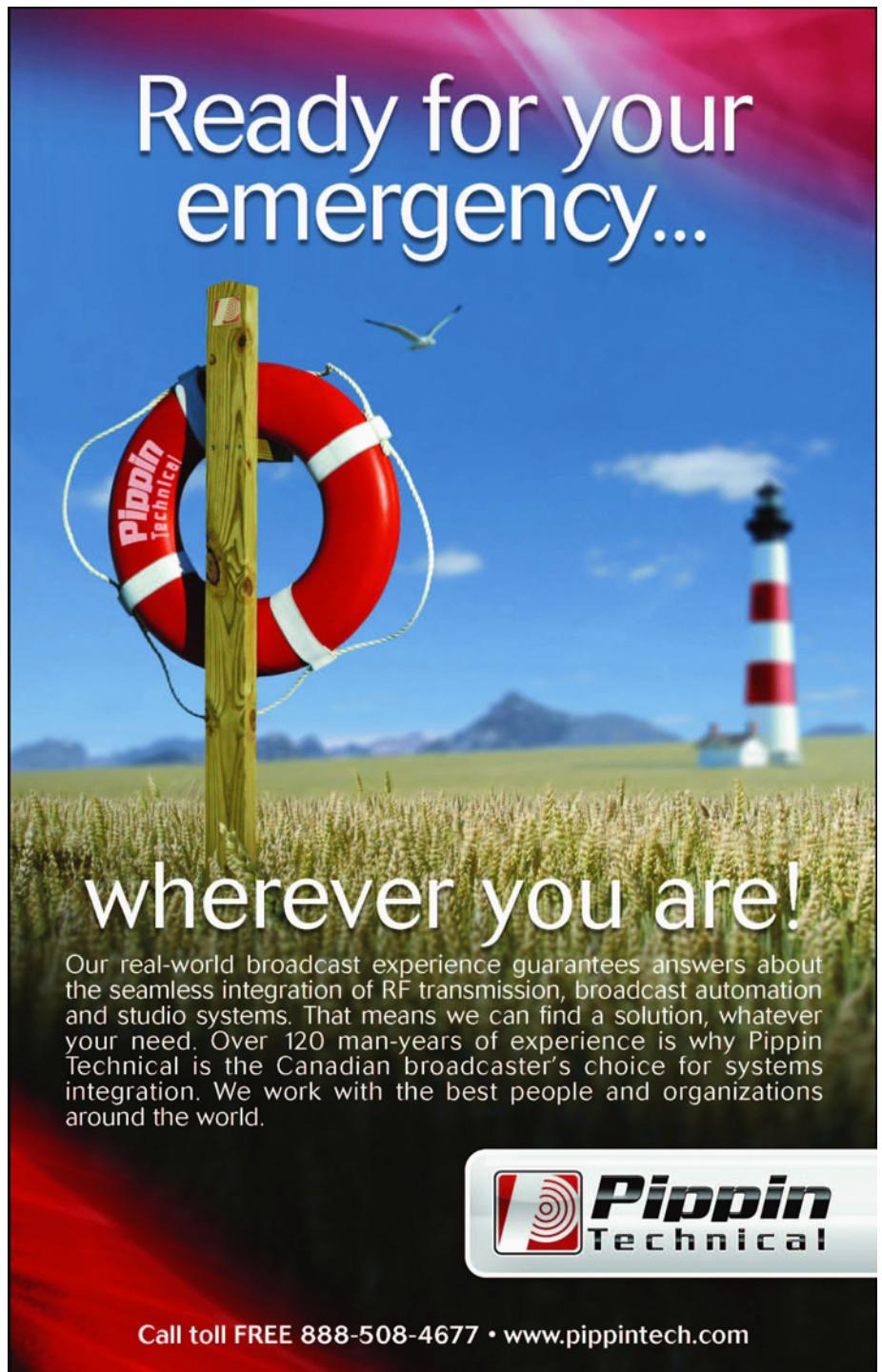


Program Director - Calgary

For details or to apply, click [HERE](#).

**RADIO:** While streaming music apps may be hot, traditional AM/FM radio is still the most popular way for people to listen to music, news and talk. More than half of the 2,000 people surveyed by media agency *MediaVest* and *Clear Channel Media & Entertainment* said they listen to AM/FM radio at least once a day. That's more than any other platform. The two companies also say that technology has had an impact, with about 24% of U.S. residents saying that they watch music videos online every day through such services as *YouTube*. As well, streaming AM/FM radio through computers and mobile apps is pegged at 13% and 11%, respectively. *Pandora*, *Spotify* and *Rdio* got around 22% while 14% of people use satellite radio... Meanwhile, *Sirius XM Canada* reports record first-quarter revenue of \$76.4 million and a 7.3% increase in quarterly profits. Last year's same period saw revenue of \$68.9 million. Net profit was \$3.5 million, up from \$3.2 million last year. Self-paying subscribers increased 8.5% to 1.8 million from 1.6 million a year ago while the overall subscriber base grew to 2.4 million from 2.2 million... In related news, *SiriusXM Canada* and specialty channel *Business News Network* (BNN) have a new partnership, with BNN programming simulcasting live each weekday on the satellite radio operation's current affairs and entertainment channel, *Canada Talks*... *Mohawk College* in Hamilton has re-branded its campus station from *Indie 101.5 FM* to *The HAWK*.


**REVOLVING DOOR:** Stephen Peck, after three years as GM/GSM at *Rogers Radio Fort McMurray*, will move to Ontario March 1 as the new GM/GSM at *Rogers Radio Kingston*. Peck will remain in Fort McMurray until the end of February... Rick Brace is the new chairman of *Bell Media's MuchFACT* (Foundation to Assist Canadian Talent). He succeeds David Kines, the president of Toronto-based *Hollywood Suite*, who'd been in the position since March, 2011. Brace recently retired from Bell Media as president, specialty channels and CTV production after a near-40 year career... Domenic Vivolo has been appointed exec VP, content sales, and distribution marketing at *Bell Media* in Toronto. He joined Bell last year as part of the Astral transaction. He had been senior VP/GM, pay TV at



# Ready for your emergency...

## wherever you are!

Our real-world broadcast experience guarantees answers about the seamless integration of RF transmission, broadcast automation and studio systems. That means we can find a solution, whatever your need. Over 120 man-years of experience is why Pippin Technical is the Canadian broadcaster's choice for systems integration. We work with the best people and organizations around the world.



Call toll FREE 888-508-4677 • [www.pippintech.com](http://www.pippintech.com)



Stephen Peck



Dominic Vivolo



Kim O'Hare



Cory Bashford



Gerry Dixon



Linda Fraraccio

Astral... Lorie Russell, former GSM at the *Standard/Astral/Bell Media* Toronto radio cluster, has joined *Newcap* in the newly created position of corporate consultant. For the time being, she will be involved in many aspects of Newcap's business with a clearer duty definition after the *CRTC* decides on Newcap's application for the purchase of two Toronto stations (*The FLOW 93.5 [CFXJ]*, a former Bell Media station, and *boom 97.3 [CHBM]*, formerly owned by Astral) and now held in trust as a result of the BCE purchase of Astral... Kim O'Hare has become chair of the *School of Media* at Toronto's *Seneca College*. He'd been with *Camosun College* in Victoria for many years and North Bay's *Canadore College* before that. O'Hare will be overseeing the post-secondary programs of radio, television, journalism, event and media production, and media fundamentals... Glenn Goldup, the general sales manager at *Sportsnet The Fan 590 Toronto*, has retired after 18 years with *Telemedia/Rogers*. His successor will be named shortly... Jenn O is moving to mornings at *Vista Radio's 997 The River (CIQC) Campbell River*. She leaves *Bell Media's* morning show at *98.9 The Drive (CKLC-FM) Kingston* where she was co-host/news anchor... Cory Bashford, with *CBC/Radio-Canada Transmission* for 31 years, left his Manitoba supervisory position Dec. 31 for a new endeavour. He began his CBC career in June, 1982 as a remote area transmitter technician based in Dauphin. Later, he was promoted a couple of times until becoming supervisor for the Manitoba region in 2004... Gerry Dixon, after almost 40 years working in the industry, will retire at the end of January as manager, creative services/marketing/community relations and commercial production at *CTV Montreal*. He's worked at almost all of the Montreal TV stations and was executive producer/director of a TV travel series. Succeeding Dixon is Linda Fraraccio who has been at *92.5 The Beat Montreal* for almost five years, the last four as its promotions director.

## CMS STATION BROKERAGE

Full-Service Media Broker  
for Canadian Broadcasters



Roger Rafson

[cmsstationbrokerage.com](http://cmsstationbrokerage.com)  
(647) 352-1439  
[rafson@cmsradio.com](mailto:rafson@cmsradio.com)

## 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?



CANADIAN COMMUNICATIONS FOUNDATION

You can find the answers to these and thousands more questions  
about Canadian Broadcasting at:

[www.broadcasting-history.ca](http://www.broadcasting-history.ca)

The Definitive History of Canadian Broadcasting.

THIS MOST VALUABLE NON-PROFIT FOUNDATION RESOURCE NEEDS YOUR TAX RECEIPTABLE DONATIONS!

**SIGN-OFFS:** Jean (Elizabeth) Caine, 90, at her Oakville home. She and husband Howard Caine founded *CHWO Oakville* late in 1956. Before that both worked at *CKOC Hamilton*, she as a writer and women's editor and he as a newscaster. Jean Caine became president/GM of CHWO upon Howard Caine's passing in 1967. Expansion came in 1974 when she and her son, *Michael*, won *CRTC* approval for a new station, *CJMR Mississauga*. In



Jean Caine



Ernie Steele



Anna Cameron

June, 2000, the mother and son team won 740 AM which had been vacated by *CBC Toronto*, a 50,000 watt non-directional, clear channel frequency. The station became known as *AM 740 - Prime Time Radio*. In 2008, it was sold to Moses Znaimer. Jean Caine was inducted into the *CAB Broadcast Hall of Fame* in 1995... Ernie Steele, 93, in Ottawa. Steele was president of the *Canadian Association of Broadcasters* from 1978 through 1985. He followed Jim Allard in that role. During his time at the CAB he also served as chairman of the *University of Ottawa's* board of governors, succeeding Pierre Camu, a former chairman of the *CRTC*. Steele held several top public service positions in the 1960s including secretary of the *Treasury Board*, assistant deputy minister of finance and undersecretary of state. He left the public service in 1968... Anna Cameron, 87, at a Cole Harbour, NS, nursing home. During the late '50s and '60s, Cameron was one of Canada's best-known television personalities, first as host of the *CBC's Open House*, then *Take Thirty*, and for her guest appearances on *Front Page Challenge*.

**GENERAL:** Rick Arnish, the chairman of the *Jim Pattison Broadcast Group*, will be celebrating his 45th anniversary on Monday, Jan. 20. He joined *CFJC-TV/CIFM-FM/CKBZ-FM Kamloops* Jan. 20, 1969. Upon JPBG's purchase of the stations in 1988, Arnish was appointed GM. Later, he became president and held that position for many years until his recent promotion to chairman... *MTM* (Media Technology Monitor), looking at seniors and their adoption of media and technology, describes them as "the epitome of traditional" who've lived in the golden years of radio and TV. *MTM* found that they are heavy users of traditional TV and radio, and spend 56% more time watching TV than non-seniors and 27% more time listening to the radio. And while one-third of seniors watch online video, the majority of that viewing is to *YouTube*...



Rick Arnish

Sunni Boot, who departed her CEO position at *ZenithOptimedia Canada* Dec. 31, will be presented with the 2013 *Paul Mulvihill/NABS Heart Award* at the *National Advertising Benevolent Society* (NABS) 30th Anniversary celebration Jan. 30 in Toronto... *Faith FM Kitchener* manager Dave MacDonald, perhaps better known for his 42 years as the weather reporter at *CTV (CKCO-TV) Southwestern Ontario*, says he's going to be running for mayor of Waterloo in October's municipal election. He came within 323 votes of winning a Progressive Conservative seat when he ran in the 2011 provincial election...



Sunni Boot

*Shaw Communications* beat analyst estimates in its first quarter, earning \$245 million or 51 cents a share in the quarter ended Nov. 30. Revenue was up 3.3%, rising to \$1.362 billion from \$1.32 billion. In the same period last year, there was a profit of \$235 million or 50 cents a share. Shaw cable saw \$844 million in revenue, up 4%; satellite revenue increased to \$218 million, from \$214 million; and the media business (*Global TV* and specialty channels) was up 2% to \$325 million... *Corus Entertainment* reported a profit of \$150.9 million or \$1.78 per diluted share for the quarter ended Nov. 30 compared with \$52.2 million or 62 cents per diluted share a year ago, though that included a \$127.9-million gain on the value of its stake in *Teletoon* and \$21.9 million in acquisition and restructuring costs as well as

other one-time charges. Excluding the one-time items, Corus said it earned an adjusted profit of \$55.2 million or 65 cents a share, up from \$52.2 million or 63 cents per share a year ago. Revenue for the three months ended Nov. 30 was \$226 million, up from \$209 million a year ago. The growth came from the company's television side, rising to \$177.9 million from \$157.6 million revenue. Radio revenue declined to \$48 million from \$52.3 million... *Cogeco* and *Cogeco Cable* have both reported big increases in fourth-quarter revenue and net earnings. Cogeco said profit attributable to owners of the corporation amounted to \$23.1 million, or \$1.37 per diluted share, up from \$18.5 million or \$1.10 per share in the same period last year. Revenue soared 41% to \$517 million from \$366.6 million. And Cogeco Cable saw its revenue in the three months ended Nov. 30 increase 44.9% to \$475 million from \$327.9 million in the year-earlier period. Net profit increased to \$49.7 million or \$1.01 per diluted share, up from \$42.1 million or 86 cents per diluted share a year ago... *Stingray Digital*, headquartered in Montreal and with 200 employees across Canada and with offices in Los Angeles, Miami, London and Tel Aviv, has an agreement to acquire *Mood Media Latin America's* residential digital music service, *DMX Media*. Stingray's properties include *Galaxie*, *Music Choice International*, *Concert TV* and *The KARAOKE Channel*... The *Achievers 50 Most Engaged Workplaces Awards* recognize top employers which display leadership and innovation in employee engagement through: leadership, communication, culture, rewards and recognition, professional and personal growth, accountability and performance, vision and values, and corporate social responsibility. Among winners are *Access Communications*, *Rogers*, *Siemens Canada* and *WIND Mobile*.

(For the people who supply products and services to the Canadian broadcasting industry, click [HERE](#).)

## This week's Broadcast Dialogue isn't finished yet!

Scroll down for a photo  
feature from the  
2014 CES International  
held last week in Las Vegas.



# A snapshot of CES

**T**he International CES—known to most people as the Consumer Electronics Show—which just wrapped-up in Las Vegas, has again wowed attendees with cool gadgets that included curved televisions and wearable technology.

CES is the show where many innovations were launched, including the VCR in 1970, the camcorder and CD player in 1981, the Nintendo Entertainment System in 1985 and the first DVD in 1996. In 1998, HDTV made its first public appearance at CES as did the first DVR (or PVR). Microsoft launched its first Xbox console in 2001 and the Blu-ray appeared in 2003.

DAILY PLANET co-host Ziya Tong was there for Discovery Channel and told *Broadcast Dialogue* that her top three highlights this year were: A 3D scanner and printer that prints out 3D candy in “beautiful geometric patterns” in sour, in cherry and in chocolate; augmented reality contact lenses, the next level of Google Glass, worn with a pair of glasses that allows the ability to see the equivalent of a heads-up display but in your contact lens; and, Liquipel, a hydrophobic nanotech material that can seep into your hardware and other things such as your cell phone to make them water resistant.

On the automobile front, Tong was impressed with an Audi innovation. A display at the manufacturer’s booth demonstrated synchronizing a car’s speed through an

Ziya Tong, co-host  
DAILY PLANET



algorithm connected to traffic lights. The result, she said, is your driving speed shifted so that you hit all the green lights.

Ultra HD, she said, was prominent and offering “great clarity, great resolution” along with “ridiculous prices”. But for broadcast companies the impact is the necessity to begin shooting in 4K, much like the shift from SD to HD. Just how quickly stations will adopt the technology remains to be seen. But in Japan, the process has already begun.

Other TVs that curve at the push of a button got people’s attention. There were, she said, many different sorts of flexible screens.

Tong was critical, however, of hyping products—be they phones, TVs or any other gadgets—where manufacturers “add one really miniscule feature” to encourage people to throw out their last product. “And all this really does,” she said, is add to landfills.

“I don’t tend to get as excited about modification changes. I like game changing technology and I like big picture technology so when it comes to the ways in which we can see the world in a new way, I am much more excited about technology like Oculus Rift than I am just plain TV.”

Oculus Rift is a virtual reality head-mounted display that puts the wearer in an immersive environment. Tong thinks that’s more “the direction we are going to see things coupled with the contact lens technology. It’s like comparing black and white TV to ultra hi-def 4K in television.”





Another item Tong liked is Soloshot, a robotic system that uses your camera to capture digital video much the way some people take snapshot selfies. A snowboarder or a surfer or a go-cart racer or a football player, or anyone doing anything can take selfie videos from up to 2,000 feet away. Your camera is mounted on a tripod system and controlled by a transmitter being carried by the subject of the shoot. The camera will track you as long as you have the transmitter in your pocket. It pans, tilts and zooms.

Roku TV now has a line of TVs that play back video from services such as Netflix without the necessity of an extra set-top box. It's similar to smart TVs now on the market but the platform allows greater variety with some 1,200 apps for finding niche content.

The strides from the caveman's first etches on the wall have come a long way. "We started off with a cave and we ended up with a CRT," said Tong. "And then we ended up with the LCD, then thinner and thinner screens. Now you can take a paint bucket and actually just paint on a CRT screen that you can project on. There's a disappearance of the screen as well as of the remote control."

The 2014 show wrapped-up as the largest in show history. Two million net square feet of exhibit space housed more than 3,200 exhibitors; a record. More than 150,000 industry professionals were in attendance.

—BD

# BROADCAST Dialogue

## Essential Reading

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

Thursday, January 23, 2014

Volume 21, Number 34

**T**ELEVISION: While *Netflix* has had an outstanding run, including a 300% return in 2013, the challenge now is finding continued subscriber growth. Netflix CEO Reed Hastings is moving the company toward it becoming a major content provider but analysts say the need is there for enough new subscribers to help pay for such a move. Another problem for Netflix is a U.S. federal appeals court ruling that could result in the company having to pay a toll for the large amount of bandwidth it uses... *CTV Montreal* cameraman **Stephane Gamache** is being credited with spotting a man who had driven his truck through the ice on a local lake. The 27-year old was found floating, but alive, by Quebec provincial police and local firefighters... Despite some viewer dissatisfaction, *Global* is standing by a decision to air the *Screen Actors Guild Awards* a day late over the weekend. The scheduling decision, said Global, was made to delay the show by a day after a review of broadcast plans on both nights: "We took a look at our Saturday and Sunday night schedules and felt we could best optimize the show as part of our Sunday night line-up."



Producer - Halifax  
For Details or To Apply,  
Click [HERE](#).



Anchor/Producer - Weather - Halifax  
For Details or To Apply,  
Click [HERE](#).

**R**ADIO: The first known transmission of Bitcoin, the digital currency, by a public radio station has been accomplished by *CBC Kitchener-Waterloo's The Morning Edition*. It successfully transmitted the digital currency through an aired series of beeps. Listeners were asked to use an app known as *chirp.io* to decipher a code produced by the sound. A New York state listener was the winner, unlocking 0.05 bitcoin worth about \$40... *Dufferin Communications*, owned by *Evanov Radio Group*, has won *CRTC* approval for an FM station in Meaford, a community between Collingwood and Owen Sound. It will operate at 99.3 with average power of 100 watts offering an AC/Easy Listening format. Intervenors who opposed the application said Meaford was part of the Owen Sound market and would have a negative impact on existing stations there...

*Canadian Multicultural Radio* (CMR), operating 103.1 in Toronto, has launched the HD Radio technology from U.S.-based *Ibiquity Digital* that allows AM or FM stations to also transmit additional audio and data using a digital signal along with the standard analog signal. CMR is broadcasting 24-hour programming in Tamil on the service branded as HD2 during a one-year experiment... *Prince Edward County Radio Corporation* has won *CRTC* approval for an

English-language community FM radio station to be based in Picton, operating at 99.3 and power of 1,688 watts. *99.3 County FM* will air 120 hours of local station-produced programming and at least 2 hours of newscasts each broadcast week. Interim GM is *JJ Johnston*... *Canadian Music and Broadcast Industry Awards* nominations for 2014 are now open. To be considered, companies are encouraged to submit their nominations online at [www.cmw.net](http://www.cmw.net). The deadline is Monday, Feb. 10. The awards, celebrating outstanding achievement in 40+ categories, will be presented May 8 at a gala ceremony as part of *Canadian Music Week* in Toronto... Is the clock radio a thing of the past or about to be? Early response to a new *Jacobs Media* survey seems to point that way. While the survey has been in the field for just over a week, Jacobs says there have been over 10,000 completed surveys compiled from 60+ stations. The early returns show about half of respondents saying they use a clock radio to wake up. The rest use a mobile phone or "some other way". Company president Fred Jacobs says "The assumption that most core radio listeners have a clock radio is faulty. Like so many things in radio, assuming these people will simply set their station without reminders or encouragement is questionable, too. And it also reinforces the importance of having presence on mobile phones"... The deadline for voting in the *Worldwide Radio Summit*, set for Hollywood April 2-4, is Feb. 23. So far, Canadians nominated include: (International Radio Group) *Newcap*; (International Program Director/Controller) *Steve Jones*, *Newcap* and *Paul Evanov*, *Evanov Radio Group*; (International Music Director) *Amy D'Ornellas*, *CIHT-FM Ottawa/Newcap* & *DJ Noah*, *LiVE 88-5 Ottawa/Newcap*; (International Radio Personality) *The Morning Hot Tub*, *Hot 89.9 (CIHT) Ottawa*; (Most Innovative International Radio Station) *90.3 AMP-FM (CKMP) Calgary/Newcap* & *Hot 89.9 (CIHT-FM) Ottawa/Newcap* & *Virgin Radio (CKFM) Toronto/Bell Media*... *Corus Radio* is about to try again with a national talk show airing on its AM stations in Vancouver, Calgary, Edmonton, Winnipeg, Hamilton, London and Toronto. Beginning Monday, *Canadians talk* – described as "a live interactive series featuring debate, discussion and

• Aboriginal Radio Stations • Internet • Community • LPFM • High School Radio • College • University FM

**DJB-Logger** Available 1 - 2 - 4 - 8 Channel by Digital JukeBox

699.00 499.00 299.00 199.00

**Silent Treatment** by Digital JukeBox  
Silent Treatment Software Monitors Audio  
Email warning when Silence is Detected 139.00

**Free Silent Treatment** with any DJB logger purchase

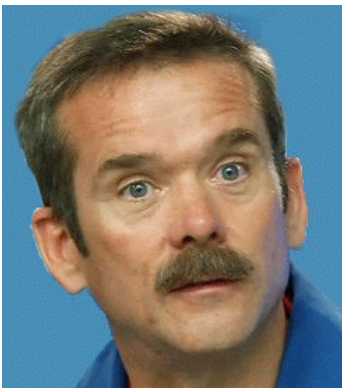
**OAKWOOD BROADCAST INC.** Toll Free 1-800-665-0501 [www.oakwoodbroadcast.com](http://www.oakwoodbroadcast.com)

**Advanced Radio Playout**  
RELIABLE, INTUITIVE, FLEXIBLE  
RCS [rcsworks.com](http://rcsworks.com)

Z E T T A®

© Copyright 2013 RCS. All Rights Reserved. RCS, RCS Sound Software, and ZETTA are registered trademarks of RCS.

*insight on timely issues that resonate with Canadians*" – will hit the air. It will be live in Vancouver beginning at 6 p.m. PT. and progressively later through the time zones to the stations in Southern Ontario where *Canadians Talk* will begin at 9 p.m. ET... *Magic 98.3 Saskatoon* became *98 Cool FM* last Friday, though still with the Classic Hits format. Some talk features and an afternoon newscast have been cut though on-air talent remains in place.



Chris Hadfield



Bob Henry



Nanci MacLean



Justin Stockman



Patrick Jutras

**R**EVOLVING DOOR: Chris Hadfield has begun offering regular insights on pressing issues to *CBC News*, both on radio and television. The first Canadian to walk in space and command the International Space Station made his debut on *The National* this past Monday... Sandra Stasiuk, after over 32 years with *Rogers Broadcasting* in Toronto, is retiring at month's end. She began as a junior accountant when the company owned five radio stations and Jim Sward was president. After Rogers acquired the *Maclean-Hunter* stations, she and Gary Miles moved to Vancouver to run the Western Radio Division until both were moved back to Toronto. Stasiuk was integral to many *CRTC* applications for new licences and purchases as the radio division grew to its present 55 stations. It was in May of 2013 that she took on the VP finance role which expanded her responsibilities to include *Sportsnet*, *City*, *OMNI* and the specialty channels... Bob Henry, after a 50-year broadcasting career, has retired. His first radio gig was with the *RCAF*, later his stops included *CFCY Charlottetown*, *CKDH Amherst*, *CKCL Truro*, *CFAN Newcastle*, *CHER Sydney*, *CHTN Charlottetown*, *CKPE Sydney* and *CHSJ Saint John*. Henry was host of the *Weekend Jamboree* at *CHSJ-AM* from 1982 to 1994 and on *CHSJ-FM* from 2001 to 2013... Nanci MacLean and Justin Stockman have been promoted to VP, *Bell Media* production and VP, specialty channels respectively. Up until Dec. 31 when he retired, Rick Brace had been president of both those departments. MacLean has been with the company since 2000 while Stockman has been there for over 10 years... Patrick Jutras has been appointed senior VP, sales - Québec, leading the integrated *Bell Media* sales teams in the province. He had been VP, sales and marketing at *RDS*... Solange Attwood has been appointed Sr. VP, international at Toronto-based *Blue Ant Media*. She moved from *Si Entertainment* where she headed the launch of the company's distribution arm. Before that she was manager, international sales and acquisitions at *Tricon Films & Television*... PD Leo Da Estrela of *Cogeco's 92.5 The Beat Montreal* has been named interim GM after the departure of Mark Dickie who is said to be heading to *Corus Radio*. But back in September, Da Estrela told senior management that he wanted to leave. He was asked to stay on until December but, with Dickie's departure, management asked that he extend through to April so as to ensure a smooth transition to a new GM. Da Estrela has been PD at Q92/The Beat since 2010... Erica Fisher is *Vista Radio's* new news director at *104.7 Free FM Grande Prairie*. Her previous career stops include *100.1 Moose FM Fort St. John* where she was ND the past two and a-half years and news director at the *Concordia* students station, *CJLO Montreal*.



Solange Attwood

**SIGN-OFFS:** Patrick Nicol, 64, in Vernon of complications related to cancer. Nicol, the GM of *Kiss FM Vernon* and predecessor *CJIB-AM* from 1990 to 2010, was also a member of Vernon council for 22 years and was the current chair of the Regional District of North Okanagan. He joined CJIB in 1977 as PD/announcer. Back in late 2007, upon Nicol's 35th anniversary with the then Rogers-owned station, Rogers VP Gary Miles (Toronto), GM Paul Fisher (*Rogers Vancouver*) and GM Kim Hesketh (*Rogers Victoria*) visited and helped him celebrate by donating \$10,000 in Nicol's name to the *Cancer Society*... Bas Jamieson, 85, in St. John's. He began his broadcast career in 1958 and went on to host *Open Line*, *Backtalk* and *Nightline* at various points during his 40-year *VOCM St. John's* career. Jamieson worked in broadcasting in B.C. and Ontario before returning to Newfoundland in the early '70s to work at *CJON-AM/TV*, founded by his brother, Don, and Geoff Stirling. His famed sign-off: "Do something nice for somebody today, you'll feel better for it. Bye-bye for now and God bless."



Patrick Nicol

**GENERAL:** *RTDNA Canada* will honour excellence in broadcast journalism June 7 in Toronto during its *RTDNA National Awards Gala*. Entries in the following categories must be submitted before Jan. 31:

- Best Newscast (TV) \* Best Newscast (Radio) \* Spot News \* In-depth/Investigative \* Short Feature
- Long Feature \* Live Special Events \* Continuing Coverage \* Editorial Commentary \* Diversity
- Radio News Information Program \* Television News Information Program \* Digital Media \*
- Use of Sound \* Videography \* Sports Award

For details or to submit an entry, click [HERE](#).

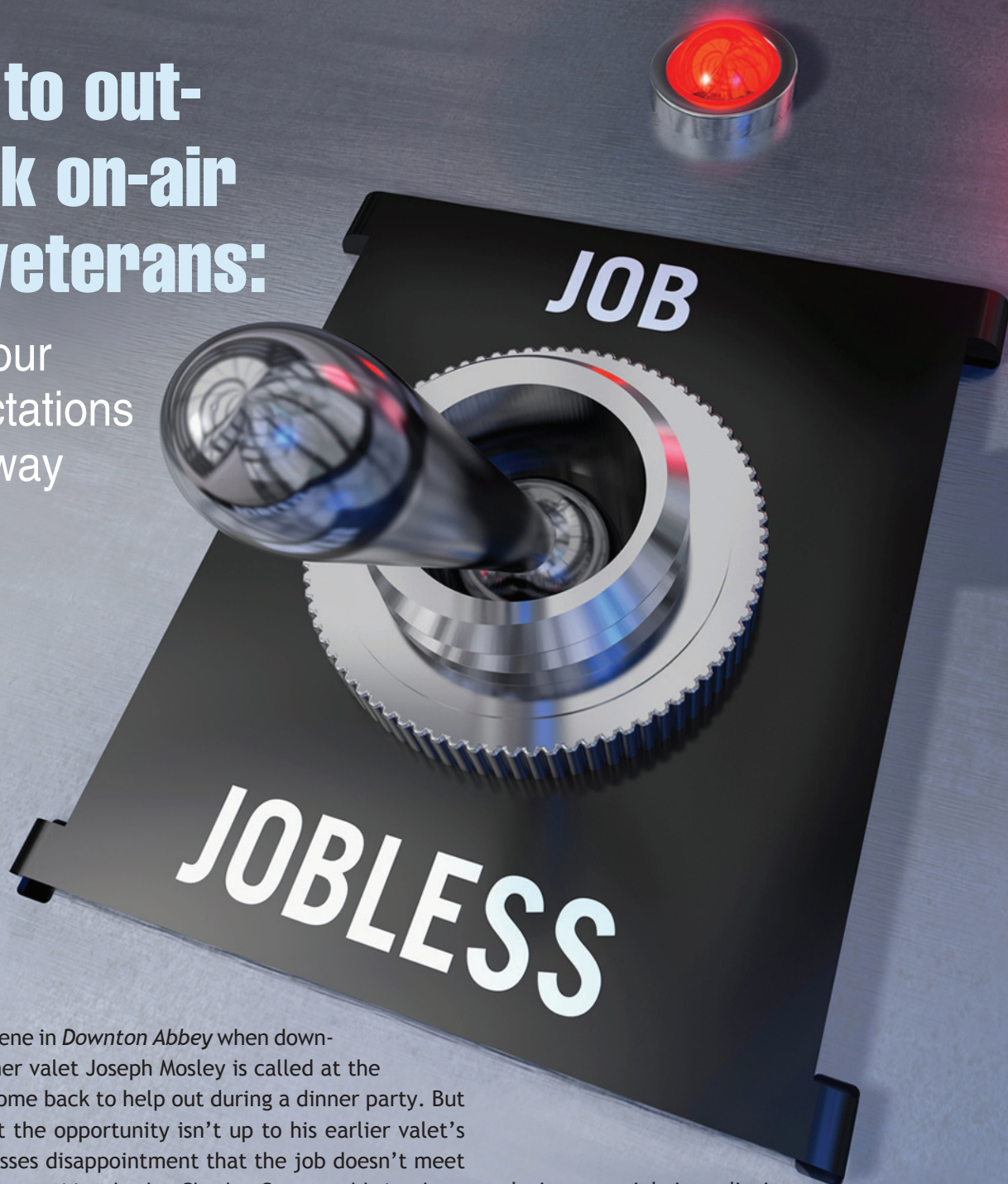
(For the people who supply products and services to the Canadian broadcasting industry, click [HERE](#).)

Our feature article this week is an appeal from Steve Kowch to radio broadcasters who suddenly find themselves out of a job through no fault of their own. Kowch says egos can create great expectations that sometimes get in the way of accepting a new job offer.

# A note to out-of-work on-air radio veterans:

Don't let your high expectations get in the way

by Steve Kowch



There's a great scene in *Downton Abbey* when down-on-his-luck former valet Joseph Mosley is called at the last minute to come back to help out during a dinner party. But when he finds out that the opportunity isn't up to his earlier valet's position, Mosley expresses disappointment that the job doesn't meet his expectations. *Downton Abbey* butler Charles Carson adds insult to injury by handing Mosley a pair of white gloves to wear while serving dinner to the lords and ladies and their guests.

"I couldn't wait a table in gloves, I'd look like a footman," protests Mosley who then realizes it is a take-it-or-leave-it opportunity. Mosley looks in the mirror, puts on the gloves and picks up a tray to serve dinner.

Who knew that the hired help at *Downton Abbey* had something in common with today's broadcasters who find themselves out of a job through no fault of their own? Egos can create great expectations that sometimes get in the way of accepting a new job offer.

One of the first things you need to do when looking for work after

losing your job in radio is manage expectations. This is especially true when you're 50 or older. It's hard enough finding a job just out of college or university. It's even tougher when you're older and were making more money than most of the half-your-age people being hired today.

There are a lot of unemployed radio people today who turn down jobs for the wrong reasons. One out-of-work broadcaster e-mailed me after reading my blog about the

three expectations that must be overcome if you want to get back into radio after losing your job:

- job location
- time of day you're on the air
- salary.

"I was angry about not being able to find a full time job," he wrote. "I had high expectations and wasn't prepared to accept anything but a five-day-a-week prime time on-air shift in the market I was in." In fact, he said, he was about to become a used car salesman.

But it was then that he read my blog—the day after being offered a part-time swing shift over the Christmas/New Year holiday period. It was a month's work he was prepared to turn down because, like Mosley, he thought the position was not up to his expectations. Even the program director's assertion that the holiday gig could lead to a full-time job because he was making changes and looking for new on-air talent didn't sway him.

But, he wrote, "So many things hit home when I read the blog. I didn't have the right attitude. I was not going to take the job because of my ego. It would mean I would have to change markets—even though it was still within an easy commute. I changed my mind. I called the station back and took the job."

While a decision has yet to be made regarding keeping him onboard or not, he at least knows he's in the running which is better than if he hadn't agreed to the swing shifts.

Job location is one of the main stumbling blocks in getting back on your feet. Some of it is ego and some of it is family consideration. One radio exec said his family moved around more than someone in the armed forces. In a 30-year career he worked in a dozen different radio markets across Canada.

"You need to put your ego aside when the job you lost was in one of the largest radio markets in the country like Toronto, Vancouver, Calgary, Edmonton or Montreal," he said. "It's tough to go from a larger market to a smaller one."

Sometimes you've got to look at reality. The phone isn't ringing off the hook (if at all) with job offers from your market. Your severance is running out and you miss being on the air. What is so wrong with taking a job in a smaller market in a radio format you enjoy?

The answer: NOTHING. It will pay the bills and give you a reason for getting out of bed in the morning to get back on the air doing what you love.

The next expectation is wanting a good on-air shift because you've been doing mornings or afternoon drive for years. But if those jobs are already taken, mid-days or evenings are better than sitting at home listening to the radio instead of being on it.

The hardest thing for the ego to accept is that you will be the new guy at the station. That means you're the low man on the totem pole.

"But I'm Joe Broadcaster," you argue. "I don't do evenings."

Bzzzzzzzt. WRONG answer. If you're as good as you think you are (and chances are you will be better than the young bucks half your age

on better shifts) than go on-air and prove it. Have the right attitude and let the PD or another radio station figure out that you're too good to be on that shift. That's the attitude you need to go into a new job in a smaller market. It's almost as if you're starting all over again and having to prove yourself. Isn't that what radio guys do all the time, ratings after ratings after ratings?

You've done it before and you can do it again . . . IF you still have that dream to be on the radio. Does it really matter what time of day you get to spend doing what you love doing?

The next expectation that can kill your chance to get back in the game is the amount of money being offered. You need to remember that a lot of people are making less money today than they were just a few years ago. Making less today is a way of life for many people, including unionized workers. Going to a smaller market means the radio station has a smaller budget.

You will need to make a decision based on your needs and not your ego. If you're like most people in radio, freedom 55 is now freedom 75. That means you've got to continue working to put a roof over your head and food on the table. You will be surprised how you can make do with less. It's a lot easier than having no money coming in. So understand those big bucks may be a thing of the past. Negotiate as best you can and then look at the offer and compare it to what your life will be like making nothing and not being on the air.

*Steve Kowch, who was operations manager at CJAD Montreal and CFRB Toronto, can be reached at [steve@kowchmedia.com](mailto:steve@kowchmedia.com). His blogs are available at [www.kowchmedia.com](http://www.kowchmedia.com).*





# BROADCAST Dialogue

## Essential Reading

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

Thursday, January 30, 2014

Volume 21, Number 35

**R**ADIO: The CRTC has approved the application by *Corus Entertainment* to acquire 106.9 The BEAR (CKQB-FM) and boom 99.7 (CJOT-FM) Ottawa. The deal will close tomorrow (Friday). The stations were being held in trust after being divested by *Bell Media* as a condition for the purchase of *Astral Media*. The combined purchase price for the stations was \$13 million... It's no secret that radio has had shortened playlists for decades but now the *Wall Street Journal* reports that the Top 40 stations are now, because of digital competition, playing a lot fewer songs. And, says WSJ, they're being played with much greater frequency. Because improved monitoring of consumers' radio habits, it says, the top 10 songs aired in 2013 were played nearly twice as much as the top 10 a decade ago. The most-played song on American radio last year was *Blurred Lines* by Robin Thicke. It aired 749,633 times. Ten years earlier, 2003's top song was *When I'm Gone* by 3 Doors Down. It was played 42,160 times. To see the WSJ article, click [HERE](#) ... FM radio has been launched on BlackBerry's Z30, Q10 and Q5 models that do not require a data connection. They have built-in FM tuners. Samsung's Galaxy phones used to have FM radio tuners but the feature was discontinued in the latest Galaxy S4... Hot 89.9 FM (CIHT-FM) Ottawa has banned Justin Bieber's music in what's described as an effort by the *Newcap* station to send him a message to get help. PD Josie Geuer was quoted as saying, "We just felt like that was almost the last straw ... we thought banning his music would be one of the only ways to sort of get his attention—perhaps the label, perhaps him personally"... A CRTC hearing now in progress in Surrey is looking into 16 radio applications for B.C.'s lower mainland, 13 of them considered to be competitive applications for the Vancouver radio market. Ten want to use the 107.7 frequency, two want 600 AM and one seeks the 98.3 frequency. Among the applicants:



- South Fraser Broadcasting wants the 107.7 frequency at 2,500 watts or, failing that, the 91.5 frequency at 1,000 watts, for mainstream AC, gold-based AC and Contemporary Triple AAA music. Appearing with the applicant were JJ Johnston, the former GM at *Corus Vancouver* and its Eastern Ontario clusters, who would be GM of the station to be branded 107.7MySurreyFM; Cory Price, formerly with *XFM Vancouver* and *CFOX Vancouver*, who would be the music director; Mannie Buzunis, ex news director at *Bell Media Vancouver* and formerly of the *Moffat* stations in Winnipeg, who would be news director; and Chelsea Hobbis, the former co-host and producer at *SONiC Vancouver's* morning show, who would be promotions manager and an announcer.
- *Mosaic Media* also wants the 107.7 frequency with power of 820 watts for an Adult Hits format as well as



Sales Executive - Whitecourt

For details or to apply, click [HERE](#).

# 20 years of CLARITY CONTROL RESULTS

“ Choosing SDS Symphony and SDS CRM has enabled us to streamline our operations. Before, we had three separate systems that didn't talk to each other – Sales, Traffic and Corporate Reporting – and our reporting was entirely manual. Now, we have one unified, automated process for accessing the critical information we need to run our business. ”

Jim MacMullin, Vice-President  
Acadia Broadcasting

**SDS** > 20 (1993-2013)  
YEARS OF INNOVATION  
clarity | control | results

Broadcast Management Software for Radio and TV



To learn more visit [www.sds.ca](http://www.sds.ca)

36.5% ethnic programming each broadcast week. Appearing for the applicant were Neil Gallagher who would be the GM of *BUZZ 107.7* and a director. He was the VP/GM of the then *CHUM*, now *Bell Media*, four-station Vancouver cluster; Tom Plasteras, Mosaic's programming consultant and the former PD at *CKNW Vancouver*; and Andrew Forsyth, the applicant's broadcast consultant.

- *2308739 Ontario Inc.* wants the 600 AM frequency at 10,000 watts in Vancouver for a business news and information spoken word format. The applicant is Cal Millar, the president/COO of Toronto-based *Channel Zero*, who was accompanied by Bryan Woodruff, the GM of *BIZ600*, and Chris Fuoco, the VP sales and marketing at Channel Zero.
- *0971197 B.C. Ltd.* wants 98.3 at 2,080 watts for a specialized spoken word format. Leading the bid for the company, called *Roundhouse Radio*, was Don Shafer, formerly the VP/GM of the *Astral/Bell Media* B.C. Interior stations. He is the applicant station's CEO and a shareholder, director and president of the Board of Directors. Its advisory board includes veteran broadcasters Shirley Stocker, Tony Parsons, Kirk LaPointe and Susan McFee Anderson.
- *Clear Sky Radio* wants 107.5 at 1,100 watts in Cranbrook with repeaters at Fernie, Sparwood and Invermere for an AC format.
- *Newcap* wants 96.5 at 2,600 watts in Cranbrook and a repeater in Fernie for an AC format.

**TELEVISION:** CRTC Chairman Jean-Pierre Blais has reminded Rogers that the Commission is not to blame for simultaneous substitution, and did so just before the *Super Bowl*. In a letter, Blais asked Rogers to stop blaming the CRTC when viewers complain about being forced to watch Canadian channels on U.S. stations and thus miss seeing the million-dollar commercials. Canadian networks (and local stations), which pay for U.S. content, asked the regulator some years ago for permission to have cable/satellite companies swap out the American station's signal for their own when the shows were scheduled on U.S. and Canadian air simultaneously. In his letter, Blais said: "The time has come for broadcasters and distributors to start speaking up on simultaneous substitution rather than

simply passing blame onto the CRTC." Television asked for substitution to protect their ability to sell ads to Canadian sponsors. If the U.S. channels weren't substituted, TV couldn't promise large audience numbers for those programs...



## STL Problems.....?



...our RF lab can test, repair and calibrate your Moseley, Marti or TFT STL system. We also service modulation monitors, phase monitors and FM excitors.

**S.W. DAVIS**

Broadcast Technical Services Limited  
Tel: (604) 255-2200 • Email: dan@broadcasttechnical.com

Recent layoffs at *Corus Entertainment* in Toronto include 50 staff at *Teletoon*, primarily in the programming and traffic areas. With the integration of Teletoon into Corus the relocation of staff has been completed and responsibilities defined... The *CRTC's* report on what Canadians said in Phase 1 of *Let's Talk TV: A conversation with Canadians* has been released. Citizens, consumers and creators were invited to share their points of view. The three broad themes of Phase 1 were: Programming: What

do you think about what's on television?; Technology: What do you think about how you receive television programming?; and Viewer toolkit: Do you have enough information to make informed choices and seek solutions if you're not satisfied? The report, available by clicking [HERE](#), reflects the more than 1,300 comments received... Almost 15% of 4,009 anglo Canadians surveyed by *Media Technology Monitor* say they're somewhat or very likely to cut their TV service to instead go with alternatives that are either free or cheaper. Respondents in the 34-47 demo were the most likely to consider cord cutting. Asked about watching TV online about 42% of all respondents said they had, up 10% from last year. Mobile video viewers almost doubled, with 40% saying they were streaming content on their phone... Meantime, an American study has found that cord-cutters most often do so not because of OTT services but rather as a financial move. The *TV Dailies* poll conducted by *Ipsos MediaCT* found that 64% of 18-49 prime-time viewers are cord lovers, 27% are cord shavers (those who have cut back on services) and 2% who cut the cord completely. **Gavin Bridge**, a director with Ipsos, said, "There is a common misconception that the rampant popularity of online services such as *Netflix*, *Hulu* or *iTunes* is driving the cancellation of TV services, however, our research finds this may not be the case at all." Instead, he said, it indicates that this behaviour may be part of a broader effort to decrease spending on entertainment across the board... **Seamus O'Regan** has been appointed to a two-year term as a distinguished visiting innovator at *Ryerson University's* Digital Media Zone (DMZ) and RTA School of Media in the Faculty of Communication & Design in Toronto. O'Regan is a former *CTV Canada AM* co-host... *Variety's Show of Hearts Telethon* on *Global BC* has raised \$6,671,138 for children who have special needs. The 48th annual Show of Hearts Telethon was held this past weekend. All the money raised stays in BC communities and goes to pay for such things as hospital equipment in neonatal intensive care units, life-saving medications, physical therapies, mobility and communication devices and bursaries to special schools... *Starlight*, the proposed all-Canadian movie channel, is mounting a comeback after the *CRTC* denied mandatory distribution last August. The venture is backed by Canadian filmmakers **Robert Lantos** and **David Cronenberg**. A renewed application will be heard April 8. The Commission denied the application last summer because it felt the proposed programming might duplicate existing channels.

**REVOLVING DOOR:** **Scott Moore**, who was president of broadcast at *Rogers Media*, has been appointed president of its *Sportsnet* and NHL services. He's a veteran of eight *Olympic Games* and a producer of hundreds of major sports broadcasts. Before joining Rogers Media in 2010, Moore was executive director of *CBC Sports* and general manager of CBC's media sales and marketing department. Before that, he was VP of *CTV Sportsnet*, now *Sportsnet*, from 1998 to 2003. Rogers will soon be appointing a Sr. VP of broadcast and operations... **Bart Yabsley** has been appointed Sr. VP of NHL and video distribution at *Rogers Media* in Toronto. Yabsley held senior executive roles at *Bell Media*, most recently serving as executive VP, content sales & distribution... **Paul Kaye**, the programming operations manager at *Newcap Calgary*, has seen his role expanded to include being the company's national director of talent development... **Rob Brown**, the chief engineer at the *Corus* radio stations in Guelph and Kitchener (*1460 CJOY*



Scott Moore



Paul Kaye



Rob Brown



Mark Tanner

Guelph and *91.5 The BEAT [CKBT-FM]/Dave FM [CJDV-FM Kitchener]*) has moved to become chief engineer at *Corus Radio Vancouver (CKNW/Rock 101 [CFMI-FM]/99.3 The FOX [CFOX-FM]/AM730[CFMJ])*. He began in radio as a manager but made the shift to the techie side in 1998 when he enrolled in the *Loyalist College* electronic engineering technology program... Mark Tanner has been promoted to retail sales manager at *Newcap Halifax*. He's been with the radio stations for 17 years as an account manager... *Rogers Media* has done some personnel changes for their radio and television marketing team. Susan Arthur was named marketing director, broadcast earlier this month after working on a contract basis for a year. Catie Bower is marketing manager at *City & OMNI Television* stations; Nadia Milani is marketing manager for specialty & sales integrations; Delrene Fernandes is marketing manager for *680News/CityNews/Breakfast Television* & community sponsorships; David Lindores is promotion director for *98.1 CHFI/KISS 92.5 Toronto* and National RMI Radio; and Stephanie Shaughnessy is marketing manager of *Sportsnet*, supporting *Sportsnet 590 The Fan Toronto, Sportsnet 960 Calgary* and continuing to support Toronto promotion on Sportsnet brands. The new element of this marketing team is that radio and television have been combined... New *Sportsnet* anchors for the morning edition of *Connected* are James Cybulski and Caroline Cameron. The pair, promoted from within, will begin their regular one-hour morning broadcast March 17 and will be based in Vancouver... Farah Singh has joined *CBC Saskatchewan* as the weather specialist on supper news packages. She moved from *The Weather Network* in Edmonton. Before that, Singh was at TWN in Toronto where she presented national and local forecasts on TV and radio.

**SIGN-OFF:** Murray Vosburgh, 61, in Sarnia of cancer. He was a 20-year commentator on *CHOK Sarnia's* broadcasts of *Sarnia Sting* hockey games. Vosburgh had been battling cancer that eventually caused him to lose his voice.

**GENERAL:** Steve Paikin, the *TVO* journalist and host, was among prominent Canadians invested into the *Order of Ontario* at a ceremony at the provincial legislature on Thursday... Bruce Williams, manager of community and client relations for *CTV Vancouver Island* and program host at *C-FAX Victoria*, received an outstanding service award at *Vancouver Island University's* convocation ceremony yesterday (Jan. 29). Williams was cited for his fund-raising, particularly for children, youth, students, people with disabilities and serious illnesses and for animals... The *Public Interest Advocacy Centre* and the *Consumers' Association of Canada* has filed a joint application to the *CRTC* that challenges *Bell Canada's*



Steve Paikin



Bruce Williams

use and disclosure of its wireless customer base for marketing purposes. Bell's tracking of age, sex, location, browsing history, app and device feature usage, TV viewing and calling patterns, says the application, is done so as to deliver targeted ads to Bell Mobility subscribers. Bruce Cran, the president of CAC, said, "Bell is trying to double-dip by taking your subscription fees and then selling information based on your use of the services you just paid for. It's inappropriate -- and asking that Canadians opt-out of this program they never asked for is wrong." Bell says it is using information it already collects to improve their customers' experience. Further, it says, Bell will not target individual users but serve ads across "broad audience segments" ... The *British Columbia Association of Broadcasters* (BCAB) is accepting application for the Quarter Century and Half Century Clubs. To apply or for more information, check [http://www.bcab.ca/legacy\\_form.html](http://www.bcab.ca/legacy_form.html). Certificates and pins will be presented during the BCAB's annual convention in May, this year at Whistler.

**SUPPLYLINES:** Mari-K Kerr, a former client of *Broadview Software* in Toronto, is now its director of client services. She had been director, traffic at *Teletoon* for four years until *Corus* integrated the channels into its operations... Iroquois, ON-based *Ross Video*, after 40 years, has changed its logo to reflect the broader diversity of the company which once dealt only in video production switchers. The tagline has also changed, from *Video Production Technology* to *Production Technology Experts*... *RCS*, citing "zero day vulnerability" security concerns, has purged *Java* from its Selector 15 music scheduler. Attackers might be able execute arbitrary code on a machine resulting in the theft of any data on the device as well as turning it into a node or zombie PC.



Mari-K Kerr

(For the people who supply products and services to the Canadian broadcasting industry, click [HERE](#).)

**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)  
**The Definitive History of Canadian Broadcasting.**

**THIS MOST VALUABLE NON-PROFIT FOUNDATION RESOURCE NEEDS YOUR TAX RECEIPTABLE DONATIONS!**

# 'Make your advertising talk to ME.'

A new field of study and business strategy links the significant influence of generational values and generational attitudes on Canadians minute by minute, month by month through their life-long decision making. In his presentation to the recent Television Bureau of Canada SAC conference in Toronto, author/broadcaster and president of The Generational Imperative, Inc., Chuck Underwood, said understanding the generations' dynamics has become essential.

For marketers, for advertisers and for those who sell marketing and advertising, generational strategy can and, in most situations, should be a permanent part and a permanent filter in each key step of the marketplace process; identifying and defining the generations you wish to target. A generational client service strategy, he said, can help marketers and sales people to close sales and build stronger relationships with clients.

Generational dynamics are based upon three heavily researched, universally embraced and easy to understand truths:



**Truth #1**—Between the time we're born and the time we leave the full-time classroom and get fully into adulthood—the formative years—we will mould most of the core values and the core beliefs that we will keep for life. While we will grow and evolve, those core values will remain largely intact. The age group that shares the same formative years teachings will, by and large, end up sharing the same core values. By sharing the same core values we become a generation.

“Any time in Canadian life that there is a significant change and a widespread change in either the times or the teachings or both,” said Underwood, “it means young kids coming of age in those changed times and teachings are going to mould different core values and thus become our next generation.”

**Truth #2**—Life in Canada in the last century has changed often and sharply in new directions. Thanks to modern science and medicine, we are living exactly 30 years longer on average in 2013 than we did in 1913 (50.3 years for men, 55.0 years for women back then). For the first time in North American history, life expectancy has room for five living generations. Each of those generations had formative years a little different from the other four. Each has core values a little different from the others.

**Truth #3**—Unique core values that each generation moulds during its unique formative years are exerting influence over consumer choices, career decisions, lifestyle preferences, personal relationships and personal behaviour.



The generations of North America are:

- **The GI Generation**, born between 1901 and 1926. Their age as of Jan. 1, 2014, is 88 and over. Their unique formative years began during the economic prosperity of the roaring 1920s and were then followed by 16 of the most difficult years that followed; the great depression and, sharp on its heels, the Second World War. Those unique times, coupled with the teachings GI kids absorbed, burned into them a long list of unique core values that to this day, guide their decision-making.
- **The Silent Generation**, born from 1927 to 1945. Their age as of Jan. 1, 2014, is between 69 and 87. They are wealthier than any prior generation in Canadian history at this age and have unprecedented purchasing power. They are less brand loyal than all prior generations and are more receptive to trying new products and services and brands.

“This puts them in play in the marketplace,” said Underwood. “They are more physically fit thanks to modern medicine so they are not now shrinking their lives into a tiny cocoon. Instead, they are pushing to expand it. Many work beyond traditional retirement age and, with the additional income, enhance their purchasing power. They are more actively involved in the primary care of their grandchildren than any prior generation of grandparents so some smart advertisers are pitching silent grandmothers and grandfathers to get to the kids, and that gives this generation value in the marketplace.”



The Silent Generation's formative years was an era marked forever by its extreme conforming, suffocating to many of them. It was an era of "Don't rock the boat", "Do as you are told", "Children should be seen and not heard", three slogans that the next generation would blow to smithereens.

- **The Baby Boomers**, born from 1946 to 1964. Their age as of Jan. 1, 2014, is between 50 and 68. Boomer kids had the good fortune to come of age during perhaps the most magical era in human history to be a kid. Families were strong, neighbourhoods safe, jobs for Dad were stable and education was the best in the world. Boomers came of age forming life-long core values of optimism, idealism, empowerment and engagement. Older Boomers had core values of idealism pounded into them by their parents, a clear message of what is right, what is wrong, what is good, what is bad, what you do, what you don't do. Second wave boomers developed a nearly identical set of core values but they missed all of the social activism. Instead, they mastered "sex, drugs and rock'n'roll". Underwood said that both waves of boomers came of age with the core value of forever young, a desire to squeeze life for all of its satisfactions, to go for it.

An example of generational marketing is financial services advertising a single theme; retirement. But to Boomers, retirement is a dirty word because so many of them came of age in a manufacturing economy where their fathers had to work at hard physical labour and retired as soon as they could, grew old and died. So to Boomers, retirement is growing old and dying. Instead, they're volunteering, working part-time, telecommuting, consulting, doing project work and so on.

"With boomers you don't market retirement, you market fulfilment of their dreams and when you market to the boomers you can use the word generation," said Underwood.

- **Generation X**, born from 1965 to 1981. Their age as of Jan. 1, 2014, is between 33 and 40. GEN X, often described as an "island generation," had formative years like no generation before or since. They enjoyed a materially comfortable childhood but one that was rife with emotionally difficult passages. A large influencer was the unprecedented onslaught of widespread divorce that climbed through the '70s, levelled off right around 1980 but still at a high level. There were career moms with no manual to tell them how to balance marriage, parenting and careers. Long hours and dual careers, time starved, absentee parents gave Canada its first widespread generation of latch-key kids who came home after school to an empty house.

It was a new parenting era of permissiveness. Their parents released the grip their parents' parents held on them. As a result, Gen Xers "came of age with less of a message of right and wrong, good and bad, this you do, this you don't".

They also came of age during a time that saw increasing separation from older people and, in many cases, isolating them from all other people. GenXers were the first to come of age with their own



**Working Millennials  
are those people  
who drive their  
employers goofy.  
They are redefin-  
ing what it's like  
to live life in  
one's 20s.**

radio channels, television channels programming only to them, ads advertising only to them. Disc jockeys on radio were talking only to them.

It was all about them.

Along with radio and TV was the personal computer. Xers became the computer generation. With divorced and absentee parents, permissive parenting, media isolation and the computer revolution, Xers developed core values that are different from prior generations. They grew up independent, solitary and self-reliant. They came of age with a stronger self-focus, not selfishness.

- **The Millennial Generation** (or Generation Y, a label they deplore), born from 1982 to 1996. Their age as of Jan. 1, 2014, is between 18 and 32. Working Millennials are those people who drive their employers goofy. They are redefining what it's like to live life in one's 20s. They're staying kids, are using their first decade of adulthood to sample different professions and employers. They're postponing the serious commitments, not only career but also of marriage and of parenthood and to finance job-hopping. To finance it many of them are living at home with their best friends, their weekend buddies, their war models, their confidants, Mom and Dad. Millennials have made a profound change in the marketplace. Moms and Dads aren't as capable of buying higher quality goods because of Millennials who are working but not paying rent, not having to buy furniture, not getting into marriage and parenting. Some of them actually have a fair amount of disposable income.

**The Unknown Generation**, those born after Jan. 1, 1997, are too young to peg. Generational study and generation strategy, including advertising strategy, isn't trustworthy until they get out of the high school years at about age 18. Their core values are up for grabs. One of the luxuries of youth is that their minds can change but once out of high school and into college or their first job, that's the point where they will have formed a base set of core values.

Upon the arrival of new media, training the marketplace in generational marketing and advertising hit the wall. Instead, marketing departments and agencies shifted all training dollars to understanding this new colossus. But now, says Underwood, there appears to be a shift back because the broader understanding is that generational messaging does the one thing that every advertiser wants and has trouble getting. It cuts through the clutter.

Secret deodorant has a spot showing a woman changing a flat tire. She's GenX and knows the message is directed at her. Then there's the Silent Generation man going up into space, and men of that generation know it is meant for them. Advertising such as this cuts through the clutter and, as proof, there are many documented case studies of the percentage point sales increase that generationally designed campaigns affected.

“If we understand each generation’s unique formative years, we can then make sense of the unique and powerful generational core values that emerge from those times and teachings. And when we are armed with that information we can then effectively connect with each generation that we choose to target,” said Underwood.

The explanation of generational advertising strategy goes like this...

- Identify the generation you wish to target
- Identify one or more core values of that generation
- Take into account that generation’s current life stage and then craft your creative to resonate with those core values and with that life stage.

Whenever any generation takes its core values through life and intersects with its next life stage, young adulthood, marriage, parenthood, empty nest, retirement, loss of spouse, infirmity—those life stages—when each generation reaches each of those, they usually take it in a different direction from what it had been before.

That creates opportunities for marketers and advertisers.

—BD



*Chuck Underwood, president of  
The Generational Imperative, Inc.*