

BROADCAST Dialogue

Essential Reading

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Volume 21, Number 48

TELEVISION: The *CRTC* is considering a regulatory overhaul that would give viewers maximum choice and flexibility. It's looking at ways to force cable, satellite and Internet-based TV providers to offer a slim package that could then be topped up with subscribers' own discretionary service choices. Other changes could involve the elimination of simultaneous substitution. The Commission also suggests that specialty channel genre protection could be eliminated. Other possible changes include the elimination of a rule requiring a majority of channels selected by subscribers to be Canadian, and allowing all non-Canadian specialty services into the country unless a Canadian channel can prove "undue negative impact"... Statistical and financial summaries for specialty, pay, pay-per-view (PPV) and video-on-demand (VOD) services for the broadcast year ended Aug.31/13 have been released by the *CRTC*. Revenues have climbed by an annual average of 7% over the last five years and in 2013 surpassed \$4 billion for the first time. In 2013, \$1.3 billion was invested in creating new programs made by Canadians. Further, 6,120 people were employed in Canada by these services. Spending on non-Canadian shows increased in 2013 to \$340 million from \$293 million in 2012... *Sun News Network* is now being carried on *Bell TV's* basic satellite and *Fibe* packages, and will soon be available to East Coast and Northern Ontario subscribers of *Bell Aliant*. This follows a December *CRTC* ruling that called for all BDUs to treat Canadian news channels equally...

Microsoft and *AOL* paraded TV network-style shows before advertisers at *NewFronts*, the annual digital content showcase in New York being held this week. It's a shift from the short Web episodes many tech companies have presented the last two years. *NewFronts* is modeled after the upfronts. One U.S. chief investment officer in New York said the move to package the offerings like TV is because *Microsoft*, *AOL* and others have their eyes on TV dollars. But TV-scaled ad spending isn't likely because, as one analyst said, online video doesn't offer nearly the reach that broadcast does...

Tangible English-language public benefits related to the acquisition of TV assets declined by 39% to \$108.8 million in the 2012-2013 broadcast year, which was a return to normal. According to Ottawa-based *Boon Dog Professional Services* research, the 2011-2012 record high was \$177.1 million. However, notes the company, that record spending was partly attributable to timing and some benefits packages coming to an end. The figures are contained in the fourth installment (2014 report) of the annual syndicated research study called the *Canadian Television Benefits Monitor: Tracking Spending on Television Benefits Packages*...

Channel Zero, the owner of three specialty porno channels, says it has enhanced the channels' Canadian content and closed-captioning. Earlier, the *CRTC* said the company may have failed in providing the two requirements. At a hearing in Gatineau this week, *Channel Zero* asserted that it is now in full compliance with Cancon rules and has tripled closed-captioning staffing (to six people) so that 100% of content is captioned... *CTV* has launched a digital, ad-supported hub at *CTV.ca* consisting of original and acquired digital content.

Called *CTV EXTEND*, it's described by *Bell Media* as "a first in Canada" for a private broadcaster... It was 75 years ago (April 30), at the *World's Fair* in New York City, that television as we know it -- schedules, shows, sponsors and news -- would begin. TV sets cost between \$200 and \$600. In today's dollars that would've been between \$3,300 and \$10,000. But TV had been around in various shapes and forms since about the mid-1920s. Literally, though, nothing was on. On April 30, 1939, *W2XBS New York* (which became *WNBC*) inaugurated regular programming to coincide with the opening of the fair.

RADIO: "World class Rock" *The PEAK (CHPK-FM) Calgary* has launched at 95.3 and at 9:53 a.m. last Friday, formatted as Adult Album Alternative (AAA) and targeting 25-to-49 females. The first song played was *The Hills Are Alive* from the classic movie, *The Sound of Music*. The on-air staff, for the most part, has ties to the region. In mornings are *Mount Royal Calgary* graduate **Blake Ransom**, who'd been working in Red Deer and Calgary-born **Ashley Hinton**, who moved home from *101.3 The River Prince George*. **Lindsay Rae** in middays moved from *Big 105 Red Deer*, and **Danny Kid**, now at *Virgin Radio Calgary* and fulfilling his obligations there, will also join the team. **Taylor Daniels** is doing evenings. **Eric Stafford** is GM of the *Jim Pattison Broadcast Group Calgary* cluster, which also includes *101.5 Kool FM (CKCE-FM)* which was purchased from *Bell Media*...

Shaw Communications has partnered with *Rdio* (the digital service that streams music) in marketing, content and promotion for *Rdio* in Canada. *Shaw* spun off its radio stations to *Corus Entertainment* 15 years ago. *Rdio* has a library of 20-plus million songs that can be streamed through various platforms...



Liz Janik

Liz Janik will receive the *2014 Rosalie Award* during *Canadian Music Week* next week in Toronto. She is president of *Janik Media/Media Mix*, providing content consulting and research services to the media and music industries in Canada and the U.S. As the program director, she lead stations to success in Chicago, Buffalo, Detroit and Des Moines. Prior to *Media Mix*, **Janik** worked with *Joint Communications* as senior programming consultant...

Marc Fitzgerald has been named *BCHL broadcaster of the year* in a poll of all the play-by-play radio personalities in the league. He calls the *Chilliwack Chiefs* games on *FABMAR's 89.5 The Drive (CHWK-FM) Chilliwack*... In the U.S., an effort to keep local radio stations from paying musicians for songs gained the support of 219 members of the *House of Representatives*, more than half of that body. They've signed-on to the *Local Radio Freedom Act*. That resolution puts a stop to any new performance fee, tax, royalty or other charge on local AM/FM stations... The *Community Radio Fund of Canada (CRFC) Radiometres* program has awarded \$1,185,500 to 41 campus

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and community radio stations for 37 projects that will help them improve their local programming, train volunteers, and involve community members in the station's activities. Since its creation in 2007, the CRFC has distributed more than \$4-million to the sector. The funding is provided by Canada's private radio broadcasters through a portion of their Canadian Content Development (CCD) contributions...

The *Caring for Kids Celebration Radiothon* at *Bell Media's 96.1 Bob FM/101.1 The Farm Brandon* raised \$50,000-plus for the *Children's Hospital Foundation of Manitoba*...

The *New 99.1 Fresh FM Winnipeg* held its first *Pamper it Forward* spa fundraiser for *Hunger for Hope* in which listeners could indulge in an express manicure for \$20 or an express pedicure for \$30 at a spa. Half of the \$2,000 proceeds went to the charity. As well, a large container of non-perishable food items was donated *Winnipeg Harvest*.

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		GARY VAYNERCHUK <i>VaynerMedia</i>	GARY SHAPIRO <i>Consumer Electronics Association</i>

GENERAL: CBC News on-air personalities will be banned from giving paid speeches to a wide array of groups. Jennifer McGuire, the CBC News general manager and editor in chief, says the change was driven in part because of a perception that coverage of hot-button issues could be affected by payments to journalists... Bruce Hogle, the longtime *CFRN-TV Edmonton* VP/ND (now retired), will be accorded an Honorary Doctor of Laws degree from the *University of Alberta* June 4. Hogle's previous recognition includes the 2005 *RTNDA Canada Lifetime Achievement Award*, induction to the *Canadian Association of Broadcasters' Hall of Fame* and the *Alberta Order of Excellence*... *CBC* and *TD Bank* have launched a music website called *TD Live Music* which features videos, concert listings, news, reviews and photo galleries. The site is meant to provide information about Canadian music via computers or mobile devices.



Bruce Hogle

REVOLVING DOOR: Allan Dark has been appointed VP, national sales at *Rogers Media* in Toronto, effective May 26. It's a newly-created role. Since 2012, Dark has been GM of The Revenue Group at *CBC* where he led the sales, marketing, digital, innovation, revenue management, sales operations, licensing and affiliate sales teams... *Quebecor* president/CEO Robert Depatie is retiring, the second leadership change the company has seen in little more than a year. Succeeding him at *Quebecor* and as president/CEO *Quebecor Media* is Pierre Dion, who will remain as president/CEO of *TVA Group* until a successor is found. While the handover is immediate, Depatie will stay on until the end of the month to oversee



Allan Dark

Pierre Dion

the transition. Depatie had been promoted to the top job last May when Pierre Karl Peladeau stepped down to run as a PQ candidate in the recent Quebec provincial election... Paul Williams, with Rogers for 14 years -- most recently as Calgary market manager, sales and administration for *Citytv/Omni/Sportsnet Television* since Jan./11 -- is no longer with the operation. He's said to be spending time with family and looking for other opportunities... Jim Dunlop, the market sales manager for *Rogers Radio Calgary*, is no longer with the stations... Mike Palmer, director engineering at *Bell Media Television* in Toronto, is retiring -- effective tomorrow, May 2 -- after 39 years. He began in 1975 when *CFTO-TV Toronto* was owned by *Baton Broadcasting*, then by *CTV* and now by *BCE*... Gino Conte, after more than 40 years in broadcasting, is retiring. The *CBC Windsor* municipal affairs reporter got his start at *CKDR Dryden* as a DJ... Dave Hopkins, ex GSM at *Country 935 Kingston* and retail sales manager at *Corus London*, is now GSM at *Hunters Bay Radio* in Muskoka. The 4 1/2-year-old Internet operation, recently licensed as a Community station, is scheduled to go on air May 15. *HBR (CKAR-FM) Huntsville* will be at 88.7... After almost 30 years of doing his nightly *Sportstalk* radio show, Dan Russell will call it quits after tonight's (Thursday's) *CISL AM 650 Vancouver* program. Coincidentally, Russell was one of the first jocks at CISL when the station launched on May 1, 1980. Later, in 1984, he began his *Sportstalk* show on the former *CJOR Vancouver*. He moved to CISL last September after almost 25 years at *CKNW*... Katie Simpson has joined *CTV National* as a reporter in Ottawa. She moves from similar duty at *CP 24 Toronto*... The *National Advertising Benevolent Society* (NABS) board has appointed media and agency executive Manuela Yarhi as its executive director. Former exec director Jim Warrington, after three years at that role, retired... The new afternoon host at *Power 104 (CKLZ) Kelowna* is Sue Tyler. She's set to begin May 26 after wrapping-up her duties at *The Wolf Peterborough*... Sarah Christie, from *2DAYFM Niagara Falls*, moves to *Fresh FM Winnipeg* next month to become co-host of the morning show with Matt Sutton. She will succeed Jennifer David who moved across the street to *Energy 106 Winnipeg*... At *B101 Barrie*, Dave Blezard moves into co-hosting mornings with Lisa Paival. He'd been a long-time morning co-host at *Z103.5 Toronto* before moving to evenings at *KISS 92.5 Toronto*... Bob Duck has become news director at *Harvard's Mix 103.7 (CFVR) Fort McMurray*. His most recent broadcast stops were *91.7 The Bounce (CHBN) Edmonton* where he was ND and morning co-host and, before that, *CKNW Vancouver* where Duck was a news anchor and business editor...



Mike Palmer



Sue Tyler



Nikki Balch



Andrea Carmen



Logan Piekema



Ben McCully


... **Nikki Balch** moves to evenings at *Newcap's Hot 89.9 Ottawa* from middays at *Virgin Radio 96 Montreal* where she'd been since 2011. Before that, she was a morning co-host at *Evanov Radio Group Halifax*... Some personnel changes at *Clear Sky Radio (102.1 CJCY) Medicine Hat*. Andrea Carmen is now associate ND, and Logan Piekema, ex of *CKVN-FM Lethbridge*, is afternoon news anchor. Ben McCully is the station's new afternoon drive host, having moved from *Hot 93.5 Sudbury*.



SIGN-OFFS: David (Ernest) Deloye, 70, in Sudbury after a long illness. At 15, Dave Deloye began his broadcast career at *CJKL Kirkland Lake* as the evening jock. Later, he worked in news at such top stations as *CHUM Toronto* and *CKGM Montreal*, eventually making Sudbury his home. He was a newsmen at *CHNO Sudbury* and was host of the talk show, *Viewpoint*. Deloye was proud to have interviewed prime ministers, international politicians, dictators and tyrants... **Bob McLean**, 81, in Brampton of complications from heart disease. He's best remembered as the host of the *CBC-TV* daytime program, *The Bob McLean Show*, which aired from 1976 to 1981. After the CBC show ended, McLean returned to his roots in radio, serving for a time as a host at *CFRN Edmonton*. Later, he moved to *CKCO-TV Kitchener*. He wrapped his career at *CKWR Waterloo*.

SUPPLYLINES: *Novanet Communications* of Ajax has become an equal partner in Ottawa-based *Beyond Communications Inc.*, a satellite service provider operating a North American satellite network in support of rural and remote enterprise business operations. Together, Novanet and BCom will jointly have presence in Vancouver, Calgary, Toronto, Ottawa, Montreal and Quebec City...

San Francisco-based *WideOrbit*, a provider of advertising management software, has acquired *Fivia*, a digital advertising management software provider headquartered in Paris. The purchase, says WideOrbit, will help it to expand its digital offerings. Fivia was a subsidiary of *IPMG*, one of Australia's largest privately owned investment groups.



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Mobile in our multi-screen world



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Mobile in our multi-screen world

It really wasn't that long ago that the telephone was introduced and, as simple as you may think the telephone is now, back in 1954 it actually did require a little bit of explanation. Take a look at the Bell System video on how to dial your phone:

<https://www.youtube.com/watch?v=PuYPOC-gCGA>.



We've come a long way since then, particularly in mobile telephony. But, aside from the move from analogue to digital, the real differences are in sizing and pricing.

Steve Levy, chief operating officer at Ipsos Reid and who spoke to the BBM Canada Staying Tuned Media Research Symposium in Toronto in mid April, said 57% of adult Canadians have a smartphone while 33% have a tablet. The growth rates have been significant since 2011: Smartphones have gone from 23% to 57%, a growth rate of 150%. But, penetration is still only at 57%. Tablets have grown from three percent to 33%, a 1,000% growth rate—the fastest adoption rate of any piece of technology in history—but still only a market penetration of 33%.

Most people have three must-haves when leaving the house each morning; keys, wallet and cellphone. The research shows us that the wallet and cellphone are gradually becoming one.

Levy says these devices are with us all the time. Where? Commuting and at work, but the vast majority use smartphones and tablets at home . . . in family rooms, in the kitchen, in the bedroom, and 21% of us are using them in our bathrooms. This begs the question, how mobile is mobile? Perhaps not as mobile as we might think.

STAYING TUNED



Steve Levy, chief operating officer at Ipsos Reid



Communications

You know communication has been evolving. For many years we wrote to each other. In the last few decades we phone each other and we do, in fact, still speak face to face. But increasingly, conversations take place by email, by instant messaging, by tweets, by Facebook messenger and by text.

Traditional forms of communication are by no means dead. There are just way more options. In an average week, 86% of smartphone users make voice calls on their devices. Remember this is a device you can use for many things; 85% text, 62% email, 52% engage in some kind of social networking, 50% instant message and 12% are video calling. When we consider tablet users, the pattern is a little bit different because tablets are used far less for communication and far more for entertainment.

Shopping

Most of us are paying attention to the phenomenon of mobile shopping. There is no question that there has been a ton of buzz over the last few years though perhaps it's a bit premature given that we're just reaching 60% in penetration



and we're still in the early stages of using mobile as a purchasing vehicle.

In a recent Ipsos Reid study, found were two distinct tiers when it came to specific shopping or m-commerce activities. The first is about collection of information, such as store information, price information, whether it's product reviews or comparisons. The second tier relates much more to transactions and that's much lower. A lot of buzz but maybe a bit disproportionate to how many people are actually using these devices to make purchases. Transacting on a mobile device is still relatively limited.

Between one and two times a week, 18% of smartphone users and 31% of tablet users are using their devices to visit retail websites. They're looking at weekly promotions, flyers and coupons. They are also looking at hours of operation and then reviewing product specs. Consumers are using mobile devices in the purchase process, and they are engaging with retailers on them, and therefore the importance of mobile presence absolutely cannot be underestimated. But, they are not transacting to the degree that we might think.

Every now and then a new word enters our vocabulary. In this case that word is "showrooming".

Showrooming is that scenario where you are in a store, you are using your mobile device to check stuff out. It could be specifications, could be reviews, could be prices, could be other places that sell the product you are looking at. It could be all of those things.

Fifteen percent of smartphone and tablet users are using their devices to showroom, and those who do it are doing it between one and three times a week. Showrooming is a pull tactic and what is starting to be seen are a number of interesting, unique and, in the following case, Levy describes a pretty aggressive push tactic.

A trendy shoe retailer in Guatemala known for its cutting edge style and its unique discounts for their hard-core fans created an app. Using GPS tracking, the app marks every competitor. So every time someone enters a competitive store, it triggers a special notice with a promotion. The app, called Hijack, sends an alert to the person with a discount that starts at 99% and decreases by 1% every second and the countdown stops when you reach the shoe store. More than 600 customers were hijacked this way from competitors in a week. One customer got a record 89% discount.

Video and multi-screening

Twenty-seven percent of smartphone users watched some form of video on their device in the past week. It's 40% on the tablet side. These numbers have been growing and this growth

is in large part due to the growth in the number of options available. It's no longer just your traditional TV networks which are providing content. The Internet now allows access to content via a whole range of alternatives and, in fact, traditional providers are making content available via their own websites and Go apps and beyond this, there are premium network sites, Netflix, YouTube, and other social networking sites, not to mention the Bit Torrents of the world that provide video content that can be accessed via any Internet-enabled device including mobile.

There is a pattern when we consider the type of content users are consuming on each device. While news and other short form of video are most common, Ipsos Reid measured both devices and found that longer form video as in movies, TV shows and lifestyle programming are heavier on the tablets, a function of the screen size.

As for multi-screening, among Canadian smartphone users, 99% own a PC, 88% of them have a TV set and 39% a tablet.

Each week, 45% of smartphone users who also who own a tablet use them simultaneously. Sixty-one percent of smartphone users who have a PC use them simultaneously, and for television it's 65%, the most common.

Multi-screening can take one or two forms. The first is sequential. Sequential use is the scenario where you are taking a look at, for example, tennis on your mobile device and then you are watching the U.S. Open when you get home. Simultaneous use would be if you were watching TV and using your smartphone, or listening to music on your tablet and browsing on your laptop. What was uncovered as part of a Google study was that there are two dimensions when it comes to simultaneous activity which can be particularly relevant for audiences, planners, marketers, advertisers and researchers. If, while watching House of Cards on TV, you were to check the Weather Network app on your smartphone you were engaged in simultaneous use. But the two activities were unrelated and independent. The other and maybe the desired circumstance for marketers involves the relationship between the two activities on two different screens. A situation when the activities are complimentary to each other. So perhaps what you are doing is streaming the Masters on your notebook but at the same time on your tablet you are taking a look at which clubs Bubba Watson is using, two activities that are indeed complimentary to each other.

The ability to conduct two separate activities at the same time appears to give smartphone users a sense of accomplishment. They feel that they are using their time more effectively. In many respects they are kind of killing two birds with one stone. That's how the public feels. And within the realm of simultaneous activities that are independent of one another, for instance in searching for vacations on a laptop while emailing with a colleague at work, or that are complimentary between

devices. The spontaneous and the vast majority of all simultaneous use is independent and spontaneous, not where marketers want to be yet.

Six Implications

- Mobile is growing fast. Over half of Canadians are on smartphones and a third on tablets
- Mobile is not as mobile as we might think. It has become fully integrated into many aspects of our lives; a lot of it is taking place from our home on the couch
- TV strategy should be closely aligned and integrated with the marketing strategies of the mobile devices. The two have got to work together—Canadians are using mobile devices as part of the shopping process. They are not necessarily transacting yet
- Smartphones will drive shoppers into a store but they could also pull them out of the store. Both are happening
- Simultaneous screening is here to stay.
Today most of that activity is spontaneous and independent but it can change.

—BD

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Essential Reading

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Thursday, May 8, 2014

Volume 22, Number 1

TELEVISION: The *CRTC* has released the financial and statistical numbers for over the air TV stations for the year ended Aug. 31/13. The private sector brought in \$1.94 billion in 2013, down \$74.7 million (-4.6%) in overall revenues from the previous year. *CBC/SRC* was down 11% year-over-year at \$331 million. National advertising sales took the brunt of the impact, dropping 5.3% to \$1.28 billion. Stations in Atlantic Canada have seen revenue from national advertising decline more than 22% since 2010. National ads dropped 16.5% at prairie stations, about 15% in B.C. and the Territories, and almost 11% at Ontario stations. Quebec stations had revenue of about \$429 million, essentially flat since 2010. Last year, private stations invested \$605.4 million in the creation of programs made by Canadians, including local news and drama series, and employed over 6,000 people. *CBC/SRC* invested an additional \$700.8 million for the same type of content. Local television stations spent more than \$1.3 billion to fund the creation of new Canadian programs... Meanwhile, media company execs say major advertisers are taking their money to social media, e.g. *Facebook* and *Twitter* and leaving Canada's TV networks with the scraps. The blame is being put squarely on the high number of Canadians who have migrated to the Internet for their news and entertainment...

More than 6,300 people completed an interactive *CRTC* questionnaire called the *Let's Talk TV Choicebook*. On top of that, a select panel of over 1,200 people representative of the Canadian population also filled it out. There are four reports setting out the results which are available at:

Analysis of *CRTC* Choicebook: Public - <http://www.crtc.gc.ca/eng/publications/reports/rp140424a.htm>

Analysis of *CRTC* Choicebook: Panel - <http://www.crtc.gc.ca/eng/publications/reports/rp140424b.htm>

Analysis of *CRTC* Choicebook: Comparison of Panel, Public and Public Weighted - <http://www.crtc.gc.ca/eng/publications/reports/rp140424c.htm>, and

Qualitative Analysis of *CRTC* Choicebook - <http://www.crtc.gc.ca/eng/publications/reports/rp140424d.htm>.

Proposed changes to the Canadian broadcasting system will be discussed at a public hearing beginning Sept. 8... A *University of Toronto* study has found a race bias in spots aired on *CBC*, *CTV* and *Global*. Studied were 244 commercials focusing on food and dining so as to make them comparable with each other. Of the characters portrayed, 87% were white; seven percent more than the 2006 census showing Canadians who are white at 80%. Where ethnic minorities were included, researchers said they were represented much more narrowly and stereotypically unlike those of white people where representations allowed for all kinds of characters. As well,



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there were frequent depictions of privilege...

CTV Ottawa Bureau Chief Robert Fife has won the *Charles Lynch Award*, presented to a Canadian journalist in recognition of outstanding coverage of national issues as selected by their colleagues in the *Parliamentary Press Gallery*. Fife was honoured for his breaking the story, and the subsequent follow-up, on the Senate expenses scandal... All-Spanish specialty channel *Univision Canada*, owned by *TLN Telelatino Network*, launched on Monday... *TSN* says it will launch *TSN3*, *TSN4* and *TSN5* this fall. Each will carry different editions of *TSN*'s evening news show for different time zones, plus programming content from *ESPN*... Almost one-third of their time online sees Anglophone Canadians watching videos. And a *Media Technology Monitor* report says about 85% of those polled said they still pay for a TV subscription, down a point from 2012 and three percentage points from 2011.

RADIO: *Newcap's CKVH High Prairie* moved their format from Greatest Hits to Country Friday, May 2 at 9:35 a.m. The ID is *Big Lakes Country 93.5 PRAIRIE FM*. Last song played was *Na Na, Hey Hey Goodbye* and first Country song was *That's How We Roll* by *Florida Georgia Line*... *Google's* online music service, called *Google Play*, launched in Canada Monday at a Toronto news conference where the *Rolling Stones' Sympathy for the Devil* blared in the background. It joins *Rdio*, *Songza* and *Slacker* which also operate here. *Google Play's* subscription service costs \$9.99 monthly and allows unlimited access to some 25-million songs... After 50+ years at 2 St. Clair Ave West in midtown Toronto, *CFRB* and *CKFM* - now ID'ed as *Newstalk 1010* and *Virgin Radio 99.9* - will move this weekend into the *Bell Media* broadcast campus downtown. The change will pair the two with *CHUM* and *CHUM-FM*... The 11th annual *Sun FM/AM 1150/101-5 EZ Rock Kelowna Have A Heart* radiothon raised \$100,096 for *Kelowna General Hospital*. While more money is coming in, the amount reported here was raised during a one-day campaign. At *Bell Media* sister station *105.7 Sun FM Vernon*, its 11th annual *Have a Heart* radiothon raised \$50,483. The money will be used to buy equipment for the *Women's and Children's Health Services* and *Emergency* units at *Vernon Jubilee Hospital*... In the Niagara area, *Bell Media* continued the *Have A Heart* theme at its *610 CKTB/97.7 HTZ FM/105.7 EZ Rock St. Catharines* stations, raising \$144,000 for the *Niagara Children's Centre*. The money will go toward both helping buy new equipment and in assisting children get off the waiting list for the services and therapies they require... *Ocean 98.5 Victoria* raised \$137,750 during its 12th annual *Radiothon for Kids*. Monies raised go to *BC Children's Hospital* to support research, clinical care, equipment and education programs... *Rogers Radio Kitchener/Waterloo* raised \$190,357 during its 9th annual *Kids Can't Wait* radiothon. The funds will support *KidsAbility* in providing children and youth in the Waterloo



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Region with therapy and services...

2014 Crystal Awards, handed out last night at the annual gala during *Canadian Music Week*, went to:

Gold - Agency Campaign:	<i>Rethink</i> for "The Last Call, Found Footage"
Gold - Agency Single:	<i>Rethink</i> for "Fatten Up"
Gold - Best Radio Entry from a Small Market:	<i>Vista Radio</i> for "1-900 Pizza"
Gold - Production—Creative Use of Sound/Music:	<i>KISS 92.5 Toronto</i> for "KiSS 92.5 Top Hours"
Gold - Copywriting:	<i>Y&R Canada</i> for "Smell Details"
Gold - Performance:	<i>MacLaren McCann</i> for "Sicky"
Gold - Public Service Announcement:	<i>Dory Advertising</i> for "Graduate"
Gold - Radio Campaign:	<i>Rogers Radio Toronto</i> for "Fleenbort, S-O-B-I-E-S-K-I, Sooooooooo"
Gold- Radio Promotion Campaign:	<i>Corus Radio Winnipeg</i> for "Washing The Car, Plugged In, Ice Scraper"
Gold - Radio Promotion Single:	<i>CIOO Halifax</i> for "Number of Reasons"
Gold - Radio Single:	<i>Energy 106 Winnipeg</i> for "Censored"
Platinum - Best In Show:	<i>Y&R Canada</i> for <i>Ford Canada's</i> "Smell Details"



REVOLVING DOOR: There has been some re-jigging in the executive structure at *Corus Entertainment*, on both the radio and television side. Corus says it's in an effort to strengthen those divisions and to more closely align them. As a result, **Gerry Mackrell** becomes VP, head of Corus advertising revenues, for TV and radio (a new position); **Mario Cecchini**, the president, Corus Média and Eastern Ontario, adds oversight of the Toronto radio cluster to his responsibility for the Quebec and Eastern Ontario properties; *Corus Radio Toronto* GM **Dave Farough** now reports to Cecchini; **Chris Pandoff**, the president of Corus Radio, oversees all radio markets west of Toronto; **Victor Giacomelli** will take over responsibility for Toronto cluster sales in addition to his VP, sales role, and will also be responsible for managing the relationship with *Canadian Broadcast Sales*; **Lars Wunsche** becomes market sales manager for the Toronto cluster; **Peter Solala** becomes director, business development at Corus Radio, a new position; and **Mark Leslie** will now oversee research for both television and radio as VP, research... Related to the Corus changes above, **Mike Patterson** was promoted from operations manager to GM at *Corus Radio Barrie/Collingwood*, succeeding **Victor Giacomelli**; **Lars Wunsche** had been director of sales for *Corus Radio Toronto/Hamilton*; and **Peter Solala** was GSM for the Toronto radio cluster...

Dan McAllister, in his 50th year of broadcasting, will hang it up at month's end; retiring from his GM role at *The Q Victoria/The Zone@91.3*. He began his broadcast career in 1964 at Terrace, working in both radio and TV. Three years later, he moved to *CJGX Yorkton*, then to *CKRD Red Deer* in mornings, *CHNL Kamloops* in mornings then becoming CHNL's PD then station manager. Later, he did mornings at *QMFM Vancouver* before



Dan McAllister



Grant Pollock



Grant Berg



Stephanie Hunter



Stacey Englehart

crossing the street to *CKWX/CJAZ*. The stability to his career came when he joined the *OK Radio Group* as station manager at *CJOK Fort McMurray*. When OK won the licence for The Q Victoria in 1987, McAllister was transferred there. And he's been there ever since, first with OK and, for the last number of years under the ownership of the *Jim Pattison Broadcast Group*...

Global Calgary Sports Director Grant Pollock will retire May 29. His career began in 1979 at *CKVR-TV Barrie*. Three years later, he moved to *Channels 2 & 7 Calgary* (now Global) and stayed there through the balance of his 30+ year broadcasting adventure... Grant Berg has become GM at *Vista Radio's FREE FM Grande Prairie*. He crossed the street after a 23-year sales, marketing and announcing career at *Big Country 93.1 XX FM (CKXX) Grande Prairie*... Scott Simpson, one of the first anchors at *News957 Halifax*, is moving to become PD at *CJBK London*, effective May 20. Simpson transferred to the east from *680News Toronto* back in 2005, after 11 years there, to join the *Rogers* sister operation in Atlantic Canada... Stephanie Hunter, PD at *Corus Radio Kingston*, has been promoted to brand director at Corus sister stations *boom 99.7* and *Jump 106.9 Ottawa*. Hunter succeeds Jason "JD" Desrosiers... Stacey Englehart has returned to the *Evanov Radio Group* as morning co-host with Gary Gamble at *Jewel 88.5 Toronto*. She is known internationally as the face of *Brandpower* in Canada and the U.S., and is the host of *Better Living TV*, *For Your Life* and *The Crowd Funder Show*... Melissa Kajpust has become the head of creative development at *Super Channel*. She begins May 15 and will be based in Toronto. Kajpust rejoins the Edmonton-based channel after 4 years with *Frantic Films*, also in development... Sherry and Dan Brann, hosts of their *Brann Flakes* morning show at *CFMQ-FM Hudson Bay, SK*, will retire this fall after 20 years. The community radio station, operated from their home, is seeking serious inquiries from competent people to keep CFMQ on the air... Csaba Senyi, the engineering manager at *Telemedia/Rogers Radio North Bay* for the last 21 years, retired May 2. Before moving to North Bay, Senyi spent five years with *Blackburn Radio London*.



Sherrie and Dan Brann



Csaba Senyi

GENERAL: CBC President/CEO Hubert Lacroix believes the time has come for a countrywide conversation about *CBC/Radio-Canada's* future. In remarks to the Montreal *Canadian Club* Monday, he said Canadians can now have their say through an online consultation process. Questions he's asking include: Should CBC stop over-the-air distribution of television? Should CBC get out of local news in the far-flung regions or be the last organization to keep reporting local news in those areas? Should CBC reduce its real estate holdings?... The \$130-million budget cuts announced by *CBC/Radio-Canada* could affect 323 jobs throughout Quebec. An unlikely defender of the public broadcaster is former *Quebecor* head Pierre-Karl Péladeau, now a PQ Member of the Quebec National Assembly (MNA). He says Radio-Canada plays an important role maintaining and developing the

province's cultural industry... *BCE* had first quarter net earnings of \$615 million, or 79 cents per share, compared to \$566 million or 73 cents per share, in the same quarter a year ago. Adjusted net earnings were \$626 million, up from \$599 million last year. Adjusted net earnings per share was 81 cents compared to 77 cents in the corresponding quarter last year... *TVA Groupe* has reported a first-quarter net loss of \$10.2 million, or 43 cents per share. That compares to last year's same quarter net loss of \$5.9 million, or 25 cents per share. The *Quebecor* subsidiary had lower revenues of \$105.3 million, down from \$111 million year-over-year... The *City of Winnipeg* has renamed Waterfront Drive at the *Canadian Museum for Human Rights* (CMHR) after Izzy Asper. Family members of the late *CanWest Global Communications* founder were on hand Monday as the mayor and city officials conducted the dedication of Israel Asper Way. The CMHR, set to open in September, began as Asper's dream and has grown to become a national museum focused on the universal topic of human rights.



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SIGN-OFF: Virginia Margaret Krapiec, 65, of cancer in Vancouver. A 35-year career with the *CRTC* brought her to Vancouver where she served as Western Canada Director-General.

Youth and their Relationship with Radio





Youth

and their relationship with radio

Strengthening the relationship between youth and radio was at the core of Patrick Collins's presentation at the recent BBM Staying Tuned Research Symposium in Toronto.

Collins, the research manager at BBC Radio 1, 1Xtra and Multiplatform, said Radio 1 is BBC's flagship youth brand. In a typical week, he said, Radio 1 reaches about 12 million people with live radio, and the station's editorial sweet spot is reaching 43% of 15-to-24 year-olds throughout the UK; about four million young people.

But while Radio 1 is doing okay, the challenge is the younger demographic's changing relationship with radio and what to do about it.

Collins explained that while radio reaches 88% of 15-24s, the big challenge is with rapidly falling listening hours.



He cited statistics showing that the average 15-24 year-old had tuned-in 18 hours a week in the third quarter of 2008. Five years later, listening hours by them were down to 15 hours in the same quarter.

This drop isn't unique to young people. It happens across various demographics, and has been for about three years. Further, he said, it seems to be slightly accelerating.

Where Does The Drop Occur?

In-car listening hours slightly increased during that period but Collins is worried that with better digitally connected cars this could change. Listening at work was unchanged. The big drop in listening occurs as soon as young people get home in the evening. This is when the hours drop dramatically, not because of competitive radio stations but rather the whole gamut of digital and AV providers available in the home, from YouTube to Spotify.

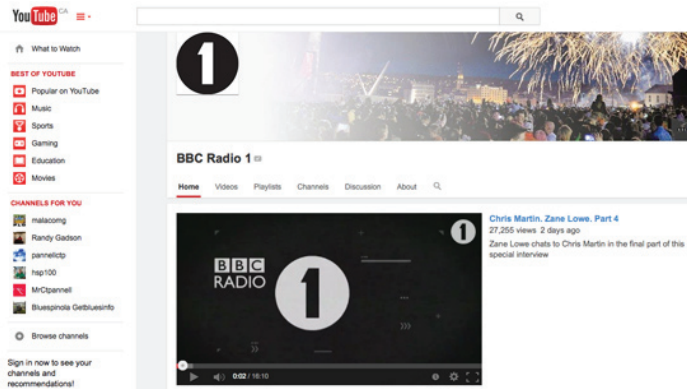
Along with the behaviour change is the attitude and perception toward radio. The younger demos thinks it's less engaging. They are less likely to think radio is stimulating, has rich variety, is relaxing, and is convenient for everyone. They're more likely to think radio is dull, old fashioned, and they don't know what their association is with it. It's not the go-to medium as it was for the older generation.

Collins said that, given the research, the bottom line is that BBC needs to stop thinking about "radio station" and work towards a "multi-platform brand". That, he said, would involve three elements: Listen, Watch, Share.

Listen: This is first because at the moment radio is still vastly the most important thing; it's the core.

Watch: Collins says they need to do visual content so compelling that people want to share.

Share: This goes beyond doing Facebook and Twitter well. Content needs to go out to listeners where they are and not rely on them to come to the station as a destination. It basically means syndicating content on whichever platform comes along, be it Facebook, Twitter, Tumblr, Instagram and so on to make sure content reaches out to young people.



Assessing Progress Around The E-platforms

The challenge in assessing progress is developing meaningful metrics, an ongoing effort. Collins said he developed a brand scorecard with different touch points. In the “share” category metrics include number of Facebook fans, number of interactions, Twitter followers, and number of Twitter interactions.

In the “watch” category; Radio 1 has the biggest YouTube channel for radio stations with over 1.2 million subscribers. Metrics include YouTube views, YouTube subscribers and on-demand video clips. Metrics for digital listening include audio downloads, on-demand program requests and short-form audio clips.

While he admits to using a lot of different kinds of measures he says it helps make people start to realize how numbers change, what they should be focusing on. And the focus, he said, is on developing a multi-platform brand. It's not about making sure that a radio station is fully on the Internet: “We need to be a brand *of* the Internet not a brand *on* the Internet.”

At one point, he said, they weren't terribly careful about how they were planning everything else they were doing. In fact, he said, they were blasé about just throwing stuff on Facebook, Twitter or YouTube. They didn't take into account that different devices and different content types were used at different times.

Research indicated that computers dominate during the day. The mobile seems to bookend the day and a little bit on Sunday. Tablets are left at home and are used in the evening while watching television. The implication is that when programming for the evening and wanting people to interact in a synchronous way, we need to think about tablets.

Another thing that research indicated dealt with on-demand programs, meaning that listeners want

to listen to that program again at a different time. It turned out that Monday is a real opportunity for people to catch up. As a result, Radio 1 has curated lists on their website of stuff that people want to catch up with on Monday instead of just letting them find it themselves.

On-demand video clips is more Thursday and Friday, and most of the clips on the website are silly and funny. Collins said they realized that there's a usage occasion around people sharing stuff later in the week when they're feeling a bit more relaxed and so, he said, the question was: Why don't we start doing something interesting on Thursday for people to share?

It also turned out that people feel different at different times. Sunday morning seems to be the least energetic time of the day, resulting in a bit more relaxed programming versus a high octane weekend breakfast. So, really, the bottom line is the recipe for mood and context for Radio 1's varying content; determining the content form appropriate for the time of day or day of the week.

Collins also mentioned experimenting with new digital content providers that implicitly or explicitly want to know how much time you've got available, and they can curate to you based on your occasionality.

One thing Collins wants to figure out is the evening in-home situation so he can determine what's actually happening. It's hard, he said, because it feels like suffering the death of a 1,000 cuts. Radio 1 is going to do some behavioral economics that will work out what kids' needs are during the evening and the decisions that they make to reach those decisions.

The other problem he sees is the metaphor of the live listener being the mothership and everything else is in orbit around it. Collins doesn't believe that this is going to stand up and that it is, instead, about interconnections. How does social drive people toward the parts of the brand? What is the role of the website within that? Where does YouTube fit alongside other visual platforms?

The point is that "we have to understand the value that each of these touch points brings and actually join them together in a specific way". In other words, "... instead of us being a radio station on the Internet we need to be a brand of the Internet and need to be really porous. We need to let people come to us, we need to be directing people in the right way."

—BD

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Thursday, May 15, 2014

Volume 22, Number 2

RADIO: Winners from *Canadian Music Week* are in a special photo, video and logo section beginning on Page 6... After 22 months on the picket line, seven *Maritime Broadcast System (MBS) Saint John – CFCB/K-100/Big John FM* – workers are no longer on strike. Their union, the *Canadian Media Guild*, ended the strike Monday. But they're still locked out because MBS wants a collective agreement. The workers had been seeking higher wages and paid overtime. The *Federal Mediation and Conciliation Service* is meeting with both sides tomorrow (Friday) to try to bring about a settlement... *Bell Media Radio* says the findings of a recent study demonstrates that for every dollar invested in radio, advertisers saw an average return on investment of \$5.42. The study's results were produced in partnership with Canadian marketing firm *Custometrics*... The former *Mix 100 (CJCD-FM) Yellowknife* is now *100.1 Moose FM*. The AC format remains in place and the on-air line-up stays the same. This is the first *Vista*-owned property west of Ontario to employ the Moose FM brand. When *Vista* moved east and purchased *Haliburton Broadcasting* it acquired 15 Moose-branded stations... *Newfoundland Capital* posted a \$3.2-million dollar loss for the quarter ended March 31, down from the same quarter last year when *Newcap* saw a \$2.1-million profit. Cited for the downturn was the expense related to the acquisitions from *Bell Media* of *Boom/The Flow Toronto* and *Z95.3/AM 650/The Shore Vancouver*... *Castanet*, an on-line media organization in Kelowna, is suing for what it alleges was copyright infringement by *Vista*-owned *The Juice FM Kelowna* after one of its original stories was copied by the station without credit. *Castanet* says it launched the court action after *The Juice* didn't respond to a demand for written confirmation that it would stop the practice... Calling the local police force "assholes" didn't sit well with the *Canadian Broadcast Standards Council*. It cited *Radio X (CHO) Quebec City* for using coarse language during daytime hours. The CBSC, however, said commentary related to the slur was fair. Click [DECISION](#) for the details... A Los Angeles judge has ordered investigators to find legendary radio personality Casey Kasem -- whose



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syndicated oldies show (American Top 40) is still on the air in Canada -- after accusations that the ailing 82-year-old was taken from his hospital bed and moved elsewhere, possibly to Canada. A court battle has pitted two of his children against his wife. They claim Kasem has been repeatedly moved without warning and they've been unable to see him. Kasem, who has Parkinson's Disease and is said to be unable to talk, has an estimated net worth of \$80-million... *VOCM 650 Gander*, during a 4-hour Mother's Day Radiothon, raised \$35,500 to go toward the purchase of a radiolucent table for the *James Paton Memorial Regional Health Care Centre*. The table is valued at \$100,000.

TELEVISION: *CBC/Radio Canada, CTV, Shaw Media* and *Rogers Broadcasting* are refusing to air political advertising that uses their material without permission. Together, they note that partisan use of their content may compromise their journalistic independence and call into question their journalistic ethics. The four major broadcasters also let the political parties know that they won't accept, and will cease to air, any political ads if told that the ad uses any

other broadcaster's content without permission. Not going along with the others was *Sun News Network*... Robert Fife of *CTV's* parliamentary bureau took top prize for investigative journalism on the weekend at the *2013 Canadian Association of Journalists (CAJ) Awards* in Vancouver. He was cited for his "dogged and determined work" into the Senate expenses scandal... *Netflix* has increased its share of fixed-line Internet traffic in North America to date in 2014, accounting for 34% of data flowing to consumers during peak times.



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That's up 2% from the last half of 2013. Netflix also says that when it comes to connection speeds, *Bell* is first and *Rogers* ranks last. Netflix users had an average speed of 3.19 megabits per second in April while the Rogers average speed was 1.67 Mbps. On average, the speed across all Canadian ISPs was 2.52 Mbps, faster than what U.S. users experience (2.33 Mbps) but slower than the average of 3.289 Mbps in most European countries... *DHX Media*, the Halifax-based children's programming company, has reported a third-quarter profit increase of 98% to

\$1.8 million, or two cents per share. That's up from \$900,000, or a penny a share, in the same quarter of last year. Revenues were down by 7% to \$29 million in the quarter. DHX Media has about 500 employees. Last November, it bought *Family Channel* from *Bell Media*... Alan Thicke will receive the *Canadian Award of Distinction* at this year's *Banff World Media Festival* to be held June 8-11 at the Fairmont Banff Springs Hotel. Past recipients of the award include Martin Short, Howie Mandel and Will Arnett...

GENERAL: There are senators who are skeptical of a *CBC* submission regarding the spending and salaries of some of its journalists. The Senate's transport and communications committee says that, according to the documents CBC submitted, Peter Mansbridge's maximum salary scale is about \$80,500. The salary scale for radio host Jian Ghomeshi and TV host Amanda Lang was given as \$60,844.32 to \$77,390.42... Lis Travers will receive the *2014 RTDNA Canada President's Award* during the association's annual national conference at Toronto's King Edward Hotel June 5-7. Travers is VP and executive producer of *CTV's Canada AM*... Two of the 14 Manitobans who will be inducted into the *Order of Manitoba* May 21 at the legislature in Winnipeg are Bob Irving, the sports director at *CJOB Winnipeg* and the play-by-play announcer for *Winnipeg Blue Bombers* games since 1974, and Carole Vivier, the CEO of *Manitoba Film and Music* and co-chairwoman of the *2014 Juno Awards*... The *ABC News* building in New York City has been renamed *The Barbara Walters Building*. A special ceremony this past Monday celebrated her history-making career in broadcast journalism...

The 2013 broadcast winners at the *Atlantic Journalism Awards*, held in Halifax on Saturday, are:

Breaking News: Radio — Gold - Fred Hutton/Danielle Barron, *VOCM St. John's*

Breaking/Spot News: Television — Gold - Federico Cahis/Steve Bruce, *CBC Charlottetown*

Enterprise Reporting: Radio — Gold - Jennifer MacNeil, *News 95.7 Halifax*

Enterprise Reporting: Television — Gold - Rachel Cave, *CBC Saint John*

Feature Writing: Radio — Gold - Myfanwy Davies/Christina Harnett, *CBC Fredericton*

Feature Writing: Television — Gold - Natasha Pace/Cory McGraw, *Global Halifax*

Video Journalist: Television — Gold - Philippe Grenier, *Radio-Canada Acadie Moncton*

Best Multimedia Feature — Gold - Mari Ito; Dean Gallant; Nancy Waugh; Mackenzie Grisdale; and Doug Kirby, *CBC Halifax*

Best Information News Radio Program — Gold (tie) - Anthony Germain, *CBC St. John's* and
Fred Hutton, *VOCM St. John's*

Best Radio Newscast — Gold - *News 95.7 Halifax*

Best Television News Broadcast — Gold - *Radio-Canada Acadie Moncton*.



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REVOLVING DOOR: Journalists Linden MacIntyre, Alison Smith and Nancy Wilson have announced that they will retire from *CBC* after decades with the public broadcaster. All cite the massive budget cuts that threaten the jobs of young journalists. MacIntyre is co-host of TV's *The Fifth Estate*, Smith is host of *Radio One's The World at Six* and Wilson is with *CBC News Network*... Changes at *Corus Winnipeg*. Gone are *CJOB* morning show host Hal Anderson, his producer, Olivia Billson, and *Power 97/Fresh 99.1* PD Matt Cundill. Anderson, who'd been with Corus for decades, was told after he went off-air Tuesday morning. Ditto for Billson. Before moving to *CJOB* five years ago, Anderson had been the long-time morning host at *Power 97*. Cundill became PD at *Power 97* in September of 2006, moving west from his APD/MD gig at *CHOM-FM Montreal*. In 2010, he added responsibilities for then *Groove FM* (now *Fresh 99.1*)... Glenn P. Stewart has become GM/GSM of the new *Evanov Communications* station, *Jewel 99.3 (CJGB-FM) Meaford*, expected to launch this summer. His background includes sales and management roles at *Crossroads Television System*, *CanWest*, *Television Quatre Saisons Montreal*, *CFTO-TV Toronto* and *Redmond Broadcasting*... Richard Cavanagh, whose background includes being VP radio at the *Canadian Association of Broadcasters* (and who also handled social policy files on accessibility and cultural diversity), has been appointed CEO/funding officer of the Ottawa-based *Broadcasting Accessibility Fund*, expected to be operational early this summer. The fund is geared toward advancing accessibility to broadcasting content for Canadians with disabilities... Mike Doll is the new program director at *CHAT FM/CFMY FM Medicine Hat*. He moves up from his APD/MD role. Succeeding Doll as MD/middays at *CHAT FM* is Steve Bohan. He moves back to the station from *Q105.7 Brooks*. Carla Rider has moved from MD/middays at *CFMY* to sister *Jim Pattison Broadcast Group* station *Big 105 Red Deer* in afternoon drive. Succeeding her is Jen Grier, promoted from evening/weekend announcer. And, *Kelly Moore* has moved up to become creative director at *JPBG Medicine Hat*. She succeeds *Chuck Ottley* who's retiring... Ten positions are being eliminated at *CBC Montreal*, radio and TV. With no further need of a news director, *Mary-Jo Barr* has been let go. The other positions being cut or not being replaced include two journalists, three producers, a web developer, a communications officer, a camera operator and two others. The departures will be staggered over the summer... *660News Calgary* ND *Audrey Whelan* has become a morning show co-host. Whelan, who's held the news director's job for five years, will



Linden MacIntyre



Alison Smith



Nancy Wilson



Hal Anderson



Mike Doll



Glenn Stewart



Steve Bohan



Jen Grier



Kelly Moore

continue in both roles on an interim basis. After launching her career at *VOCM St. John's*, she moved to 660News in 2008 as an editor/anchor.

SIGN-OFFS: John (Travers) Coleman, 80, at Guelph General Hospital. While his earlier days were spent at *CKGM Montreal* in sales, he moved to *CFCF-TV Montreal* as station manager. Later, he filled several VP roles at CTV including network relations, government and industry liaison and sales. After CTV, Coleman became president/CEO of the *Canadian Advertising Foundation*... Normand Hubert, 61 in Montréal. He spent most of his broadcasting career as a project engineer at *CBC/Radio-Canada Montreal*... Peggy MacFarlane, 88, whose career began at *CBW Winnipeg* in 1954 where she was an announcer through 1958. Then it was on to *CBX Edmonton* where she was an announcer/producer. MacFarlane also served as the Saskatchewan director of radio & television in Regina, as the co-founder of the *School of Journalism* at the *University of Regina*, and, finally as the manager of *CBX Edmonton* up to her retirement in 1991.



John Coleman

SUPPLYLINES: *Nautel* has two webinars coming up, the introduction to GV Series transmitters May 28 at Noon, EDT and *Extending the life of your transmitter* June 4, also at Noon EDT. For more information or to register: www.nautel.com/webinars... Groundbreaking for the new *Canon Canada* headquarters has taken place in Brampton. The new Canadian head office, when completed, will replace the Mississauga office.

Canadian Music Week
coverage begins on
the next page . . .

CANADIAN MUSIC WEEK: Plenty of surprises at the 2014 Canadian Music and Broadcast Industry Awards at Canadian Music Week. Introducing Nikki Yanofsky was her producer, Quincy Jones. That got a standing ovation. The host for the evening was comedian Tom Green. Hall of Fame inductee Tom Cochrane's performance and acceptance speech dazzled everyone in the room. Co-inductees to the Canadian Music Industry Hall of Fame Attic Records founder Alexander Mair and Tom Cochrane. Induced into the Canadian Broadcast Industry Hall of Fame was Ian Greenberg, the founder along with his three brothers of Astral. Bruce Cockburn received the Allan Slaight Humanitarian Spirit Award. And Rogers Broadcasting President Paul Ski received the Allan Waters Broadcast Lifetime Achievement Award. (See the video [HERE](#)). The individual and station winners are:



Lynch

Anna Zee

Jeff Winskell

Roger, Darren & Marilyn

Tucker & Sarah

Music Director of the Year: Major Market -
Lynch -- X929 (CFEX) Calgary

Music Director of the Year: Secondary Market --
Anna Zee -- Q104 (CFRQ) Halifax

Music Director of the Year: Small Market --
Jeff Winskell -- Sun FM (CHSU) Kelowna

On-air Talent of the Year: Major Market --
Roger, Darren & Marilyn -- CHUM FM Toronto

On-air Talent of the Year: Secondary Market -- Tucker & Sarah -- 97.5 Virgin Radio (CIQM) London

Program Director of the Year: Major Market - - Al Ford -- Sonic 102.9 (CHDI) Edmonton

Program Director of the Year: Secondary Market -- Wendy Duff -- CHYM FM Kitchener

Program Director of the Year: Small Market -- Mark Burley -- Sun FM (CHSU) Kelowna

Promotion of the Year -- "Kid Mitchell" -- Q107 (CILO) Toronto

Station of the Year: Small Market -- 99.9 Sun FM (CHSU) Kelowna

Station of the Year: Country -- Country 105 (CKRY) Calgary

Station of the Year: CHR -- KISS 92.5 (CKIS) Toronto

Station of the Year: Hot AC -- CHUM-FM Toronto

Station of the Year: Rock -- Sonic 102.9 (CHDI) Edmonton

Station of the Year: Multicultural -- CHIN Toronto

Station of the Year: News/Talk -- 680News (CFTR) Toronto

Station of the Year: Medium Market -- HTZ FM (CHTZ) St. Catharines

Station of the Year: Mainstream AC -- 98.1 CHFI Toronto

Station of the Year: Classic Hits -- boom 973 (CHBM-FM) Toronto

Music Journalist/Blogger of the Year -- Alan Cross, A Journal of Musical Things



Al Ford



Wendy Duff



Mark Burley



Alan Cross



Images from Canadian Music Week courtesy of



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& Casey Norman, Corus Radio Winnipeg



Erin Davis, 98.1 CHFI Toronto



Kevin Crull, Bell Media, Toronto



Christian Hall & Cam Cowie, Harvard Broadcasting Calgary,
and Brad Bazin, Harvard Yorkton



Rick Arnish, Jim Pattison Broadcast Group, Kamloops, and
Donna and Dick Sienko, Target Broadcasting (retired)



Bob Harris, Bell Media
St. Catharines/Hamilton



Lis Janik, Janik Media,
Brampton



Rob Braide, Braide Media Inc., Montreal; Gary Slight, Slight Music,
Toronto and Jean-Marie Heimrath, SparkNetworks, Toronto

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Tom Cochrane



Adam Wylde, KISS 92.5 Toronto, Marilyn Denis, CHUM-FM Toronto,
Blake Carter, KISS 92.5 Toronto and Roger Ashby, CHUM-FM Toronto



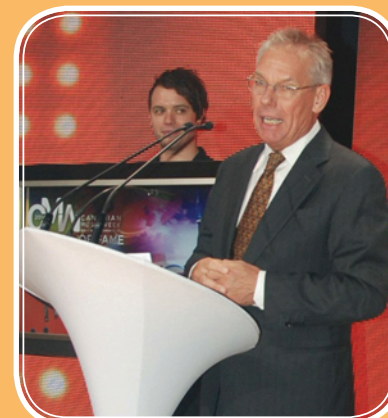
Daryl Holien, Harvard Broadcasting
Red Deer



Andy Wilson & Mitch Belanger, Rogers North Bay
and Art Pultz, Rogers Timmins



Paul Evanov,
Evanov Radio Group, Toronto



Paul Ski,
Rogers Broadcasting, Toronto



Andrew Mallon, Adam Smachylo, Brian Viggiani and
Brendan Woods, Evanov Radio Group



Maureen Bulley, Dave Calvert and Alex Smith, Rogers Radio Toronto
and client Shayne Ackert, Imperial Brands (Sobieski Vodka)

Images from Canadian Music Week courtesy of

BROADCAST Dialogue Essential Reading



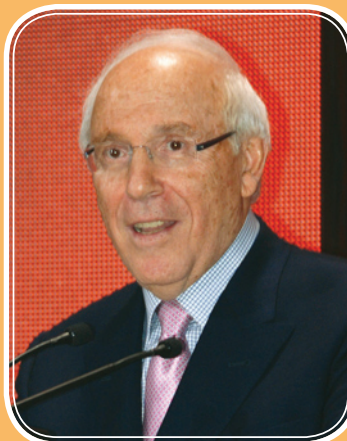
Melanie Ross, Joe Knapp, Drew Bennett, Aaron Taylor, MusicMaster U.S.,
and Malcolm Sinclair, MusicMaster Toronto



Ian Lurie and Dave Daigle, Bell Media Toronto



Chris Pandoff, Corus Radio Toronto and
Jeff Poulton, Vista Radio Vancouver



Ian Greenberg, Montreal



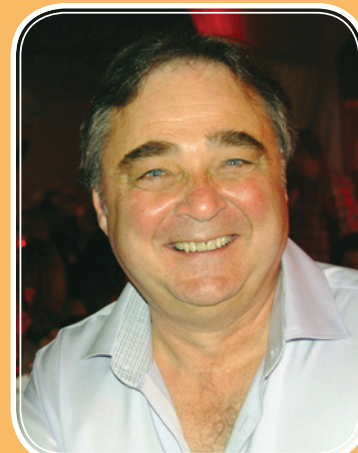
Chris Byrnes, ByrnesMedia Burlington and
Deb James, Corus Radio Barrie/Collingwood



Dean Rutherford, Bell Media
Radio Plus, Toronto



Fred Sherratt, J. Robert Wood, David Marsden and Chuck McCoy



Mike Cooper, 98.1 CHFI Toronto

BROADCAST Dialogue

Essential Reading

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Thursday, May 22, 2014

Volume 22, Number 3

GENERAL: Media and entertainment companies are said to be more confident in the global economy than in the past few years. A recent survey of senior executives from around the world found that 64% believe the global economy is improving, compared with 59% a year ago. As a result, 33% of execs are more confident in the likelihood of closing deals than the 23% just a year ago. The report was conducted by *EY* for the *10th Capital Confidence Barometer: Media & Entertainment*. Confidence in the availability of credit and financing is said to be at its highest level in five years. An indicator of the industry's confidence in credit and financing availability is that 51% of executives plan to use debt as their primary source of deal financing during the next year, compared with only 21% one year ago...

The *CRTC's* statistical and financial information on cable and satellite distribution companies for the broadcast year ended Aug. 31, 2013 shows cable companies having grown in revenue and subscribers while satellite took drops in both categories. Cablecos reported 8.8 million subscribers, an increase of 1.5% over 2012's numbers. Satellite companies had a 4.8% decrease to 2.7 million subscribers. Cable had \$12.3 billion in revenues from

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"We had been working in a semi-centralized manner before, but each station functioned in its own database which made it very difficult to work efficiently. Redundancy of data entry and effort was commonplace, so we needed a better way."

—Ian Koturbash, Senior Vice President of Rawlco Radio



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basic and discretionary TV services, as well as Internet access and telephone services, up 6.1% over 2012's revenue of \$11.6 billion. Satellite companies' revenues decreased by 0.9% from \$2.5 billion in 2012 to \$2.48 billion in 2013...

Google has ended *Apple's* three-year run as the most valuable global brand. In the last year, *Google's* brand value increased by 40% to \$159 billion. *Apple's* fell 20% to \$148 billion. The

BrandZ top 10 ranking of most valuable global brands: 1. *Google* +40% to \$158.8 billion; 2. *Apple* -20% to \$147.9 billion; 3. *IBM* -4% to \$107.5 billion; 4. *Microsoft* +29% to \$90.2 billion; 5. *McDonald's* -5% to \$85.7 billion; 6. *Coca-Cola* +3% to \$80.7 billion; 7. *Visa* +41% to \$79.2 billion; 8. *AT&T* +3% to \$77.9 billion; 9. *Marlboro* -3% to \$67.3 billion; and, 10. *Amazon* +41% to \$64.3 billion.

RADIO: The *CRTC* has approved a low-power FM commercial radio station for French River, 70 km south of Sudbury on #69. The company is controlled by *Maria F. Michel* and will offer a wide music selection of pop, rock and dance, country and easy listening. At least 15% of weekly programming will be devoted to the spoken word. The station will also provide at least 25 hours and 20 minutes of French-language programming and 12 hours and 30 minutes of news each broadcast week... The *CRTC* has turned down requests from *Rogers Broadcasting* for licence amendments for its *CHUR-FM North Bay* and *CKGB-FM/CJQQ-FM Timmins* that would permit the three to broadcast up to 30 minutes of French-language commercials during each broadcast week... Approval has been won for two commercial ethnic stations in Montreal, one FM and one AM. *AGNI Communications* will operate the low-power (31 watts at 102.9) FM station while *Radio Humsafar* got the AM licence for 1610 at 1,000 watts... Because *Bell Media's CIOR Princeton* will convert to a rebroadcasting transmitter of *CJOR Osoyoos*, the *CRTC* has approved revocation of *CIOR's* licence... The new *102.7 The PEAK Vancouver* morning show, with *Kevin Lim* and *Sonia Sidhu*, is on the air. The pair moved from *Bell Media's 99.9 SUN FM Kelowna*... An update on the *Casey Kasem* item in last week's BD: The former *American Top 40* host has been located in Washington state, allegedly hidden there by his second wife to prevent access by the 84-year-old *Kasem's* children from a previous marriage. *Kasem*, initially thought to have *Parkinson's Disease*, is apparently suffering from a form of dementia called *Lewy Body Disease*.

OPS: Dropped from last week's list of winners at *Canadian Music Week* was:
Station of the Year: Classic Hits — *boom 973 (CHBM-FM) Toronto*



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T**ELEVISION:** A Kickstarter campaign for the *Corner Gas: The Movie* on the crowdfunding website surpassed its \$100,000 goal in just over 24 hours, reaching \$125,000 by 4 p.m. EDT yesterday (Wednesday). Fans paid as little as \$5 for a copy of the script to as much as \$6,000 for a speaking role or \$8,000 for a private premiere in a local theatre. Brent Butt, the creator of the TV series, said the campaign's goal was to give fans a chance at participating in the movie-making process. The movie is fully funded with an \$8 million budget, including taxpayer funds from *Telefilm* Canada and is set to hit theatres in December...

The union (Unifor) representing television workers at *Bell Media* has entered its first set of negotiations with the company since *BCE* purchased *CTV*. The negotiations affect 652 employees who work as camera operators, writers, producers, engineers, web specialists, graphic artists, live eye operators, programming assistants, production assistants, administrative staff, distribution staff and technical operators at specialty and digital stations such as *CP24*, *MuchMusic*, *MTV*, *E!*, *Bravo*, *Space* and *BNN*, among others. *Unifor* was formed in 2013 after the *Canadian Auto Workers* and the *Communications, Energy and Paperworkers* union merged...

David Colville, a former commissioner and vice chairman of the *CRTC*, has been appointed to the board of *DHX Media* in Halifax...

AT&T, priming itself for Internet-delivered video, is buying *DirecTV*. The price tag is \$48.5 billion in cash and stocks. It's a strategic move with no quick pay-off but does improve *AT&T*'s ability to compete with the cable giant that would be formed by *Comcast Corp.*'s proposed \$45 billion takeover of *Time Warner Cable*. With 5.7 million *AT&T* U-verse TV customers and 20.3 million *DirecTV* customers, the combined company would serve 26 million, second only to the combined *Comcast-Time Warner Cable* at 30 million...

You'll recall that *Netflix* named *Rogers* as Canada's slowest Internet provider for streaming its movies and TV shows. *Rogers* responded by saying that speed results "only apply to customers' specific *Netflix* connection and not overall Internet speeds," which are much faster. Further, said *Rogers*, the speed test was done just before *Rogers* "virtually" doubled *Netflix* capacity... The 6th Annual *Sportsnet Charity Broadcast Auction* raised \$256,235 in support of *Jays Care Foundation*. The funds will be used to fund *Jays Care* programs and outreach initiatives across Canada.

S**IGN-OFFS:** Don Lawrie, 92, in Toronto. A member of the *Canadian Association of Broadcasters* Hall of Fame, Lawrie began his career as an announcer, morningman, newscaster and sportscaster at *CJKL Kirkland Lake* in 1946. By 1951 Lawrie was the station manager. A year later he moved to *CHEX Peterborough* as GM. The station was owned by the Thomson family which, at the time, owned 11 Ontario radio and TV stations. Later, after *Power Broadcasting* bought *CHEX/CHEX-TV* and *CKWS/CKWS-TV Kingston*— and

soon afterwards *CKBB Barrie*, *CKCB Collingwood*, *CFTJ Galt* and *CJOY Guelph* – Lawrie became president and remained as such until his retirement in 1989... Eric George Collisson (on air name Eric Anderson), 69, of pancreatic cancer in Whitby. He was an on-air host and the engineer at *CHOO Ajax* in late '70s and early '80s.

REVOLVING DOOR: Jessica Rankin is the new morning co-host, with Mike Benny, at *101.3 The River (CKKN) Prince George*. It's a return to the gig for Rankin who, before leaving for the East (including *Q104 Halifax*), did the Prince George show with Benny for four years... Anne-Marie Sweeney, ex of *Sun News Network*, *The Weather Network*, *The Wolf Peterborough* and *Virgin Radio Toronto* is now on the announce staff at *Jewel 88.5 Toronto*... *Indie88 (CIND-FM) Toronto*, less than a year old, has just doubled its sales staff from three to six people. The three are Brandon Nimigon from *Vista Radio Stratford*, Nicole Rodgers from *Bell Media St. Catharines* and Neil Young from *Dolce Media Group*... Michelle Williams is the new promotions manager at *JAZZ.FM91 Toronto*. Her last stop was a five-year stint as promotions and marketing director at *Astral/Bell Media St. Catharines*. Before that, she was at Astral's *102.9 K-Litefm Hamilton*... Anita Lee has been named by the *National Film Board of Canada (NFB)* as the new executive producer of the NFB's Ontario Centre in Toronto.

SUPPLYLINES: Edmonton-based *StreamOn* has provided streaming for 10 radio stations in the Colorado Rockies, allowing them to provide a more reliable listening experience for mobile listeners in resort areas.



Jessica Rankin



Anne-Marie Sweeney

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Wayne **Stacey**

The trouble with retirement is that you never get a day off.



As I settled in to begin writing this story about Wayne Stacey's departure from broadcasting the usual dilemma arose; determining the first sentence. And then, like a gift from the god of Golden Oldies, Roy Orbison's *It's Over* began playing in the dark recesses of my mind.

In Stacey's case, though, it's more like a beginning.

After over 50 years either in or associated with Canadian broadcasting, Stacey—well-known in the technical and management sectors—will call it a day at month's end.

Described by some as “the leading engineering expert in his field”, his yearning for radio and electrical engineering got its start while he was still a teenager going to high school in Winnipeg. Before heading off to university to get a degree, Stacey got an amateur radio licence and began associating, over the air, with a group of hams.

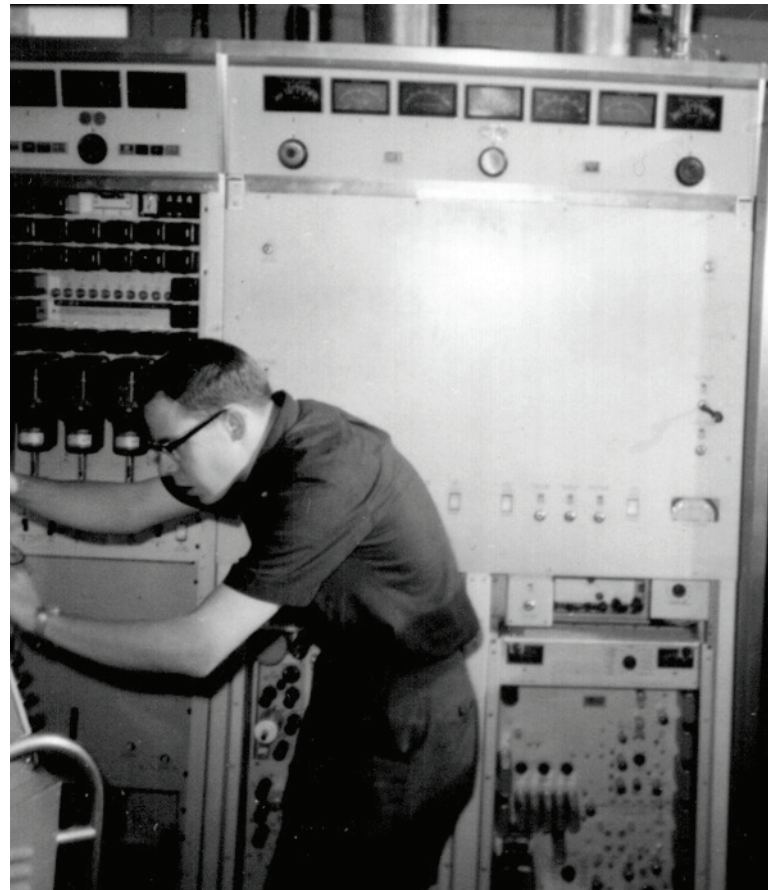
by Howard Christensen

After his first year at the University of Manitoba, he lucked out at CJOB Winnipeg when he cold-called the chief engineer and asked if he could work there for the summer. That was in 1963. Coincidentally, the station's junior engineer had just given his notice. Stacey says that while the Portage Avenue location was brand new, having just moved from downtown, it was still using all tube equipment, Gates consoles and Spotmaster cart machines. His job was maintaining it and setting up remotes. Almost as an aside, Stacey said getting that job was helped by the fact that the guy who hired him, the chief engineer, was also a ham radio operator.

For his next two summer breaks, CBC-TV Winnipeg offered jobs for vacation-relief operators, giving him some television experience as an audio operator.

Stacey's first full-time position was as a broadcast engineer in 1967 at RCA Ltd. in Montreal. Up until 1971 he worked on installations, transmitter plants and related field jobs. From there, it was a move to the CRTC in Ottawa as director, technical planning and development. After eight years with the Commission, he became executive vice-president at the Canadian Association of Broadcasters (1979 - 1985). Interestingly, he didn't do anything related to the technical side. Instead, Stacey's job at the CAB was in government relations.

In 1985, he started a consulting company, Wayne A. Stacey & Associates, though he was still contracted by the



Wayne Stacey at CFCN-TV Lethbridge in 1968 doing the commissioning check-out for a new RCA 5 kW colour TV transmitter.



Stacey and Gerald Bergin at the original CRTC HQ at 100 Metcalfe St in Ottawa in 1976. They set up an indoor reception system to grab signals from the first high-powered Ku-band experimental satellite (Hermes) so that commissioners and staff could be shown what direct-to-home satellite TV would look like.

CAB, and would be until CAB went through its transition to its current smaller scale after the 2009 convention. His primary tasks were government relations on the technical side, dealing with Industry Canada and the CRTC. He also got involved in advising the CAB board and its members on other policy and regulatory issues that had a technical slant.

In 1988, the late Bob Lawson joined him as a business partner and they ran Stacey, Lawson Associates through to 1999 when Lawson passed away. Lawson had been with Standard Broadcasting in Toronto but because of a reorganization, he decided that it was time to go. He and Stacey decided that they could complement each other's talents and abilities. For the most part, Lawson did general engineering consulting for the private sector while Stacey's primary client remained the CAB.

In 2000, the consultancy reverted to its original name, Wayne A. Stacey & Associates.

After the CAB transformed itself, the technical people in the industry decided that they wanted to continue operation of a technical committee. This was accomplished



after the CAB agreed to be the funding agency and that the annual cost of running the committee would be apportioned to its members. And with that, the Technical Coordinating Committee was put in place for Canada's private broadcasters. Stacey was on contract as the secretary of the TCC. There was also an elected chairman, and vice chairs for each of radio and television.

Probably the highlight of his career, he said, "was in 1992 when, against substantial odds, the Canadian delegation to the World Administrative Radio (WRC) conference in Spain was able to get a successful allocation for L-Band digital radio. We really pushed that. It was something that had never been done before in Canada, to take that kind of lead. Even though it didn't pan out in the long term, it was a tremendous experience for the industry and for all of us who were involved in it because we were actually in the leading age, far in advance of the United States in this. The first digital radio transmissions of an experimental nature in Canada were done through the operations we set up following that 1992 conference. When the spectrum was allocated, we were able to get equipment in on a temporary basis from Europe and do actual live demonstrations in quite a few of the major cities. At the time,

there wasn't a lot of hope that Canada was going to be able to pull it off but we ended up with 40 megahertz of spectrum for radio which pretty much doubled the total amount of spectrum that was allocated in Canada up to that point."

Wayne Stacey has won the Central Canada Broadcast Engineers (CCBE) Ambassador's Award, the CCBE Lifetime Achievement Award, the Western Association of Broadcast Engineers (WABE) Ambassador's Award and the Central Canada Broadcasters Association (now the Ontario Association of Broadcasters) Friend of the Industry award. The Canadian Association of Broadcasters recognized Stacey and the WRC team with a Gold Ribbon Award for achieving the digital radio allotment.

As for his new beginnings, first and foremost is not being under the gun of rigid timelines. Instead, he and his wife, Helen, want to travel more and spend more time with their grandchildren. Stacey wants to give more time to his hobbies, too.

"In retirement," he said, "it's kind of nice to know we can go away in September and not have to worry about a CRTC request for a major submission in the first week after Labour Day. What we want is the ability to pick up when the mood strikes us and, perhaps, to spend more time in warm climates.

"Ottawa wasn't a fun place to be this past winter."



The top five **why-we-buy** behaviours

In his presentation at the recent BBM Staying Tuned Research Symposium, Robert Carter, executive director at The NPD Group, provided insights into consumer behaviour in the foodservice, fashion, technology/home spaces, and some talking points aimed at helping clients thrive in a fiercely competitive marketplace.

How competitive is the retail industry? Startling statistics reveal that foot traffic going through retail stores was down two percent overall last year, translating into about four less retail visits per year for the average Canadian consumer. The \$60-billion restaurant segment saw traffic decrease by one percent, equal to about seven visits less per year overall. But while visits were down, consumers spent more.

While various sectors experience declines in customer traffic, the path to purchase and the decision process of today's consumer is much more of a challenge. On average, consumers consider only two retailers and they consider only two brands in a purchase timeframe of about 18 days. Combined with declining customer traffic in the retail segment, retailers are now battling for share to grow their sales by low single digits over the previous year. This creates a need to understand consumer behaviour in more detail and to be much more strategic to win.

STAYING TUNED



Robert Carter, executive director
at The NPD Group

What motivates today's consumer to buy?

- Convenience. This trend one of the more motivating factors.
- Global exposure. There's much more access to global trends overall.
- Educated consumer. Retailers are dealing with increasingly more knowledgeable shoppers, one of the more influential trends.
- Value as it regards the price/value equation.
- Customer experience. In a flat environment, customer loyalty programs serve as encouragement for customers to come back more often. Particular attention is also paid to the experience customers have when they interact with the brand and product overall.

For Carter, convenience is one of the most influential trends in the marketplace over the last number of years, shaping the landscape from a retail standpoint. Canadians are constantly busy, even giving up sleep if it gives them extra time to complete their work. Over the last couple of years, Canadians skipped an average of 96 meals a year. And with each year, that number is increasing. When Canadians cook, 75% of meals are prepared in 15 minutes or less. This speaks to the change in behaviour driven by convenience. Convenience, in fact, is driving innovation in the marketplace as evidenced by the small appliance category, e.g. soda makers or Keurig coffee machines. Consumers respond to "making it easier" and that's shaped the landscape in the retail world and restaurant segment.

While consumers are influenced by advertising, they also actively seek access to reference or recommendation sites online. These websites influence purchase decisions, especially so in the electronics category. Demographically, this holds true for millennials who, being educated consumers, do their homework before going to retail stores.

Conversely, traditional information from such sources as government about nutrition and eating habits are declining as consumers access more information online. In addition, there is technology that integrates average overall eating behaviours with different technologies such as reminding you when you're eating too fast.

The demand for digital information continues to grow and influence consumer behaviour. The educated consumer, said Carter, will be a huge trend. They will influence and shape the way buyers interact with brands overall. When the value equation, global influences and the overall experience is tied in, a new consumer emerges. Retailers, manufacturers and restaurants need to work much more strategically overall.

Understanding consumers in today's environment is key. They are much more educated, and motivated by convenience, global influences, value/price equation and overall experience. From the retailer's perspective, what's worked in the past in dealing with consumers isn't working anymore.

They're far more complicated.

—BD

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Thursday, May 29, 2014

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SIGN-OFFS: Knowlton Nash, 86, in Toronto after a long bout of Parkinson's disease. The *CBC* veteran spent a decade of his 37-years there as anchor of *The National*. But Nash was also a reporter, on the scene at some of the greater news events in the last 50 years. They include the Vietnam War, the Cuban missile crisis, the assassinations of the Kennedys and Watergate. Later, he was the head of *CBC News*. His successor at the anchor desk, Peter Mansbridge, paid tribute to Nash a few years back with this [VIDEO](#)...



Knowlton Nash



Hugh Curtis

Hugh Curtis, 81, in Saanich, B.C. He spent 15 years as an announcer at *CJVI Victoria* before moving across the street to *CFAX* where he

was both an announcer and an account executive. In 1965, he became a minority owner with Keith Dagg. Clare Copeland was the majority owner. They eventually sold their shares to Mel Cooper. Dagg credits Curtis with playing a major role in turning around the fortunes of *CFAX*, which had been struggling financially. Curtis was also a reeve, mayor and a member of the provincial legislature. He had the unique distinction of being the only person who, while mayor of Saanich, read the 6:00 news every night on *CFAX*... Al Collison, 70, after a lengthy illness. He spent his 35-year broadcast career at *CFBV Smithers* after joining it in 1970 as a sales rep. From 1982 through 2005 he was the station manager.

RADIO: *CBC* spokesman Chuck Thompson says the public broadcaster has no immediate plans to move its *Radio 2* programming exclusively online. But, he says the move is inevitable, "... just as it likely will with every other radio station across

the industry." But, said Thompson, the decision is years away. He was responding to independent watchdog group *Friends of Canadian Broadcasting* which, the day before, said *CBC* execs were planning to move *Radio 2* from the airwaves to the Internet, with cuts likely to be announced at a board of directors meeting in Ottawa June 17 and 18. *Radio 2* has about 3% of Canada's

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listening audience for its AC, classical and jazz format... A tentative agreement has been reached between the union representing seven striking *MBS Saint John (K-100/CFBC/Kool 98)* employees and Halifax-based *Maritime Broadcast Systems*. If the deal is ratified, it would end the almost two-year-old strike. The *Canadian Media Guild* says there's a four-year deal that includes contract language on job security, scheduling and methods for dealing with disputes. Also included is a signing bonus and new wage scales... An incident almost two years ago that involved a charge laid against Harry Dekker has been dropped by the Crown and instead solved through a mediation process. The longtime *CJNB North Battleford* morning personality returned to his morning spot earlier this month... *The Rush (CFFM-FM) Williams Lake* has been rebranded as *The Goat*, targeting males 25-54 with Rock/Classic Rock. Its repeaters at Quesnel and 100 Mile House will, of course, also carry that



brand. The on-air line-up remains as is. This is the second Goat-branded station (Lloydminster) for *Vista Radio*... Over \$87,000 has been raised for health care during the annual *Kin and Friends Radiothon* on *CHCM Marystown, NL*. Three health care facilities on the Burin Peninsula will benefit... *Rock 102 Saskatoon's* annual *Caged for the Cure* marathon raised \$150,500, with all funds aimed at the *Leslie & Irene Dubé Urology Centre of Health*. It provides detection and treatment to help patients navigate through the care system... The *KICX 917 Sudbury KICX For Kids Radiothon* raised over \$22,000 for the pediatric department at *Health Sciences North (Sudbury)*... This summer (Aug. 22) will be the 50th anniversary of the 1964 *Beatles* concert in Vancouver. The host that night was legendary *CFUN Vancouver* PD/DJ Red Robinson, a member of the *Rock'n'Roll Hall of Fame (1994)*, the *Canadian Broadcast Hall of Fame (1997)* and the *Rockabilly Hall of Fame (2000)*. The painting commemorating that event was done by Glen Green, the artist who did all the Canadian Olympic coins. Red Robinson's *Red Rock Diner* is on *AM650 (CISL) Vancouver* every Sunday from Noon to 4 p.m.



TELEVISION: *TSN* and *Canadian Tire Corp.* (CTC) have broken some paradigms in the usual business dealings between advertisers and broadcast outlets. A multi-year media, content and digital partnership includes CTC access to TSN's suite of assets to develop and produce branded content for Canadian Tire's marketing channels. As well, there will be traditional marketing and advertising on TSN. Further, TSN will develop and produce original content for CTC's marketing channels as well as exclusive content for TSN broadcasts and its digital platforms. Look, too, for CTC product placements.

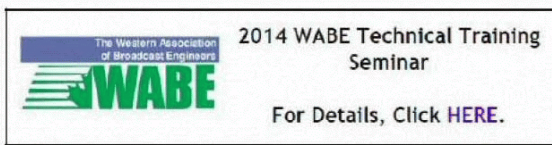
REVOLVING DOOR: Fin Paterson, who had been retail sales manager at *Corus Radio Winnipeg* until he followed former GM Garth Buchko to the executive offices of the *Winnipeg Blue Bombers* in May, 2012, has returned to radio. Paterson is now station manager/GSM at *Golden West's Classic 107.1 FM Winnipeg*... Ian MacKinnon and Christy



Fin Paterson



Ian MacKinnon & Christy Farrell



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Farrell have begun their new roles as co-hosts of *Sun FM Mornings with Ian & Christy* at **99.9 Sun FM Kelowna**. The duo began May 26. MacKinnon moved from afternoons while Farrell, who partnered with MacKinnon a decade ago in Edmonton radio, moved from afternoons at *Power 104 Kelowna*... At the *Jim Pattison Broadcast Group* stations in Kelowna, *Q103* and *Power 104*, some significant on-air and programming changes. PD Andrew Murdoch is gone and has been succeeded by former PD Bob Mills. Jasmine Doobay moves up to become assistant PD at Power 104. At Q103, the morning show has been succeeded by Susan Knight, ex of *UP! Calgary*, and a co-host yet to be announced. Erin

Chase, who had been co-host in mornings with Drew Ferreira, is gone. Ferreira moved to middays at Power 104, succeeding Ron Gilmore who retired. At Q103, middays are now occupied with the syndicated Rick Dees while the former host, Heather Adams, is no longer with *JPBG Kelowna*. Morning news anchor Russ Byth is no longer full-time with the company, though he will continue with fill-ins at both Kelowna stations as well as JPBG's *KISS FM Vernon*. Succeeding Christy Farrell in *Power 104* afternoons is Sue Tyler, ex of *Corus Peterborough*... Robin Stickley is returning to *Global Vancouver* in August as anchor of the *Early News* at 5 p.m. as well as being a regular contributor to the *News Hour* on *Global BC*. With Global for more than a decade, Stickley's most recent posting has been as the network's Washington correspondent... Morning show host Greg Shannon of *KG Country 95.5 Red Deer* will move out of the broadcasting business to *Red Deer College* as director of major gifts. His last show is set for Friday, June 13... News anchor Andrew Chang, after 10 years at *CBC Montreal*, will leave his current role in favour of a new position within the public broadcaster at another location. Where he's going and what he'll be doing once he gets there is still secret. Debra Arbec, who started anchoring with Chang in 2011 when she left *CTV Montreal*, will be the sole anchor of the week night evening newscasts. Chang's anchor position is one of 10 in Montreal being eliminated by the latest wave of job cuts announced last month... *CBC's* director of digital content, Tessa Sproule, will leave the public broadcaster July 31 for a startup venture. She joined CBC in 1994 as a reporter/producer... Travis Currah is the new MD/afternoon host at *Zed 98.9 Red Deer*. Most recently, he was at *Rock 102 Saskatoon*. Before that, he was with *Newcap's 95.3 K-Rock Cold Lake*... Brendon Sawatzky has been appointed programming director at *The National Screen Institute - Canada (NSI)* in Winnipeg. Most recently, he was with the *National Film Board*... *Corus Média* in Montreal has appointed Carol-Ann Kairns as general sales manager of specialty channels *Historia*, *Séries+*, *TÉLÉTOON* and *TÉLÉTOON Rétro*. Her background includes 30 years of agency work, including as *BCP's* media lead and general manager. Kairns begins with Corus June 16... New promotions director at *Country 95/B-93 Lethbridge* is Brittany Gerris who recently finished studies at the *University of Ottawa* in communications and political science. Her radio background includes reporter/anchor with *Rogers Ottawa* and production at *Pineridge Broadcasting Peterborough*... Vadim Stolyarov is the new engineer at *Bell Media Fort St. John* effective June 5. His previous broadcast experience was at *CHET FM Chetwynd*. Vadim is the son of Oleg Stolyarov, who joined then *Astral Media Radio* (now *Bell Media*) *Dawson Creek* in 2008.



Robin Stickley



Carol-Ann Kairns

GENERAL: *Rogers Communications* unveiled a multi-year plan to radically improve the customer experience while laying the groundwork to accelerate revenue and cash flow growth relative to its peers. "The plan I've laid out will significantly improve the experience for our customers and re-establish our growth by better leveraging our assets and consistently executing as One Rogers," said President/CEO **Guy Laurence**. Rogers 3.0 is a long-term plan that reflects feedback from customers, employees and shareholders and is based on seven strategic priorities: **Be a strong Canadian growth company**; overhaul the customer experience; Drive meaningful growth in the business market; Invest in and develop our people; Deliver compelling content anywhere; focus on innovation and network leadership; and go to market as One Rogers. While no large-scale reductions are planned, Laurence says that there will be some thinning out in the management ranks. The new management structure, geared toward streamlining the company, either confirms or puts these people into new roles: Media Business Unit: **Keith Pelley**, president * Corporate Affairs: **Phil Lind**, EVP regulatory and vice chairman * Brand Management: **Dale Hooper**, chief brand officer * Consumer Business Unit: **Rob Bruce**, president * Enterprise Business Unit: **Larry Baldachin**, (interim) president * Customer Experience: **Mike Adams**, (interim) chief customer officer * Strategy, Wholesale & Development: **Frank Boulben**, (interim) chief strategy officer * Legal: **David Miller**, chief legal officer and secretary * Human Resources: **Jim Reid**, chief human resources officer * Finance: **Tony Staffieri**, chief financial officer * Information Technology: **Linda Jojo**, chief information officer * Network: **Bob Berner**, chief technology officer.



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It was FUN and you got paid for it!

And what about the first broadcast order you filled out? Was it more exciting than the daily grind today?

I happened to be at a client's station the other day when a listener came in to pick up a prize she had won. One of the station's staff asked if she wanted a tour of the station.

I couldn't believe the response. You would think she was just offered an all-expense paid tour of Europe. "Really?" she asked excitedly. "I've never been in a radio station before!"

At that moment I quietly admitted to myself that I had become so close to the forest that I wasn't in awe of the trees anymore. Maybe it's time for all of us to revisit our careers with the same enthusiasm that I witnessed in that radio listener.

Sure, you've got budget pressures (you used to call them challenges) and your clients are cutting back or demanding competitive proposals and rates. But there's a lot of sizzle to selling radio that many of us have forgot.

Are you using the emotional power of music or the compelling sound of the human voice in spec spots to put the excitement and sizzle into your presentations? Have you offered the services of your personalities to M.C. events at your client's club? Is your station aloof or does it offer your audience station tours like the station I was at? Do you offer your clients opportunities to sponsor exciting on-air contests?

While you might think all of the buzz today is around new media, there's a lot to be said for local people being able to call their favourite station and talk to a live person.

Your music inspires them and your information, contests and humour still evokes conversations around the water cooler. Radio advertising is just as effective today as the day you started in the biz. For you to be as effective as the medium you represent, you may have to mentally fire yourself and start over with a whole new attitude.

Enthusiasm is contagious, and adding new-found sizzle to the steak you sell can make you the winner in an over-crowded new media landscape.

P.S. While you're having fun again, I'm betting you'll also make more calls and more sales.



by Wayne Ens

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