

BROADCAST Dialogue

Essential Reading

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

Thursday, July 3, 2014

Volume 22, Number 9

RADIO: A new FM licence has been granted in the Niagara Region. *R.B. Communications*, which owns Classic Rocker *The Giant (CIXL-FM) Welland*, was granted 89.1 at 3,100 watts for a sister station programming Country and aimed at the 45+ demo, especially women... All *Newcap* stations will soon be represented nationally by *Canadian Broadcast Sales (CBS)*. The newly-acquired properties in Toronto and Vancouver, formerly owned and repped by *Bell Media*, and the Ottawa stations, will join CBS July 28. Newcap's other properties were already with CBS... *News 91.9 (CKNI-FM) Moncton*, purchased by *Acadia Broadcasting* from *Rogers Media*, has yet to begin airing. *Jim MacMullin*, Acadia's VP, says that while the deal closed April 30, construction on a new facility has yet to be completed and, while building of the new operation is underway, a firm date for completion isn't known... *Google* will acquire *Songza*, one of the smaller players in the competitive music streaming industry with about 5.5 million active users. Google already has a strong music product in *Play Music* and plans to offer a *YouTube* music streaming service by the end of the year. Songza could help improve Google's streaming radio features, and especially the curation element. Google launched its Play Music in Canada a while ago...



Three-storey houseboat

In what could be a radio first, *Bell Media* stations in Vernon and Salmon Arm broadcast their afternoon shows live, with separate programming but at the same time, from the middle of Mara Lake near Sicamous, B.C. Staff from *105.7 Sun FM Vernon* and *91.5 EZ Rock Salmon Arm*, both managed by Gord Leighton who splits his time between the markets, combined a team-building social event with a promotion involving contest winners and advertising clients. The venue was a luxurious 94-foot, three-storey, \$1.5-million houseboat...

CKNW News Talk 980 Vancouver has imported the *TED Radio Hour* from *National Public Radio (NPR)* in the U.S. It will air Saturdays and Sundays from 11:00 a.m. to Noon... In another of his *Mark Kassof & Company*



THE WORLD'S
LARGEST
BROADCAST SOFTWARE COMPANY

GSelector.

ADVANCED SCHEDULING

Selector2GO.

PERFECT ROTATIONS ANYWHERE®

RCSWORKS.COM

© Copyright 2014 RCS. All Rights Reserved. RCS Sound Software and its products and their marks and logos are registered trademarks of RCS.

research items, Kassof has determined that personalities add value to radio. Proof was in an online survey of 18-64 American listeners who either listened to FM or AM, “pure plays” such as Pandora, Spotify, etc., podcast or satellite radio. They were asked how people on radio affect their interest and enjoyment in listening to it: A lot better (47%); a little better (39%); a little worse (7%) or a lot worse (2%). Don’t knows accounted for 5%. The vast majority think personalities make radio better. Nearly half think they make radio a lot better. Demographically, the attitude was the same across the board. Women are a bit more enthused about personalities than men, and 55-64s are somewhat more enthused than younger listeners. But in the least positive cell – 35-44 men – 78% think the people on radio make it better, 40% said a lot better. They were also asked how the people on radio make it better to listen to? The #1 benefit was Funny (24%). Then: Interesting/engaging (12%); Informative (9%); Entertaining (8%); The music/songs they play (6%); Have good/clear voices (4%); Have/add fun (4%); Have good topics/opinions (4%); Have good personalities (3%); Add energy/enthusiasm/ excitement (3%); Make it more personal/relatable (3%); Happy/cheerful/upbeat (2%); Friendly/like a friend (2%); Other (35%); and, Don’t know (8%). The percentages add up to more than 100% because some respondents gave more than a single reason.





Business Manager - Calgary

(Maternity Contract, 1 year)
 For details or to apply,
 Click [HERE](#)

GENERAL: **CBC** is planning massive staff cuts, roughly 20% of its current complement of 7,500 employees, as it shifts from broadcasting to a mobile-first strategy. The cuts are in addition to the announcement in April that 657 jobs would be eliminated over the next two years. President/CEO Hubert Lacroix calls it a “*culture shift*”—turning the public broadcaster into a less expensive multi-platform player. The cuts will occur over the next five and a-half years, with many receiving layoff notices over the next year as CBC ramps up the transition process. The five-year plan also includes scaling back certain local evening TV newscasts from 90 minutes to 30, and shifting more resources from radio and TV to web broadcasting. Since more than 50% of CBC’s online audience gets news alerts from mobile devices, the new emphasis on mobile content will mean a shift in resources away from TV and radio so that more news and programming specifically tailored to smartphones and tablets, including more mobile video, can be produced. Rumours to the contrary, *CBC Radio 2* will remain an on-air product and not go all-digital. Further, CBC will not close any TV or radio stations in cities and towns across Canada although it does want to move from property ownerships to tenancies. It’s planning on selling or leasing out upwards of two-million square feet, fully half of the floor space is now occupies...

While *Shaw Communications* continued to lose subscribers of cable and satellite TV services in its latest quarter, the declines were less than analysts expected. Further, they were balanced by strong growth in Internet subscriptions. And, COO Jay Mehr said it was Shaw’s best fiscal third quarter since 2010. Shaw’s base of cable subscribers declined by 12,075 to just under 1.98 million as of May 31. Cable revenue was up 2% compared with the third quarter of 2013, rising to \$845 million and accounting for about 62% of the company’s total revenue. Quarterly revenue and operating income in the Media division was \$301 million and \$114 million, respectively, down from \$307 million and \$116 million in the same period last year...

Two Canadian broadcasting icons, one a performer and the other in telecommunications engineering, are on the 2014 *Officer of the Order of Canada* list. Rick Mercer, of CBC-TV's *The Mercer Report*, is cited "for his ability to inspire and challenge Canadians through humour, and for his leadership in support of charitable causes." Veena Rawat, who retired in 2011 as president of the *Communications*



Rick Mercer



Veena Rawat



René Simard

Research Centre (CRC) in Ottawa, is cited "for her contributions to telecommunications engineering and for her leadership in establishing the global regulatory framework for radio spectrum management." CRC is an agency of *Industry Canada* that carries out research and development in communications technologies. A new member of the *Order of Canada* is René Simard, "for his contributions to the development of Quebec culture as a performer, host and director." Simard, a pop singer popular in the '70s, is host of the *Radio-Canada* reality TV series, *L'heure de gloire* ...

Toronto-based *Mood Media* is selling the remainder of its Canadian retail music accounts to *Stingray Digital* of Montreal for \$11-million in U.S. funds. That will give Stingray accounts such as Loblaws, Mark's and Aldo Shoes. Earlier this year, Mood Media sold its residential Latin American music division to Stingray for \$16.3 million. Stingray also owns *Galaxie TV*, the music service on cable and satellite.

TELEVISION: *Bell*, *Rogers* and *Shaw* have made their suggestions and desires known to the *CRTC* on the pick-and-pay matter. Bell, in its written submission, says it supports greater TV packaging flexibility that responds to consumer demand. It is proposing that local TV stations be reclassified as "local specialty services" so that they would then be in a position to charge BDUs (cable & satellite) wholesale rates. Further, it supports both a pick-and-pay option for all channels not included in basic packages, and a new model to ensure the long-term sustainability of local programming. Rogers is advocating for more flexible packaging and channel selection options. And Shaw has come down in favour of pick-and-pay. It proposes market guidelines to add flexibility and ensure that consumers get the most out of their cable or satellite services...

There was a small Canadian flavour in the *United States Supreme Court's* 6-3 decision in *American Broadcasting Cos., Inc. et al v. Aereo. McCarthy Tétrault* of Toronto filed an amicus brief on behalf of a coalition of international rights holders and copyright scholars which drew the U.S. court's attention to the need to interpret the American Copyright Act in a technologically neutral way – the same way similar copyright laws have been construed by the *Supreme Court of Canada* and the *European Court of Justice*. Aereo had successfully argued earlier that since it was not defined as a "transmitting" cable company, it couldn't be held to account for copyright infringement. But the U.S. Supreme Court's majority reasoning was that Aereo's overwhelming likeness to cable companies, despite differing delivery methods, did not make a critical difference. The difference, said the Court, is invisible to the subscriber and the broadcaster. Aereo was, in essence, a traditional cable system turned into "a copy shop that provides its patrons with a library card".



Director, Local Sales - Vancouver-based

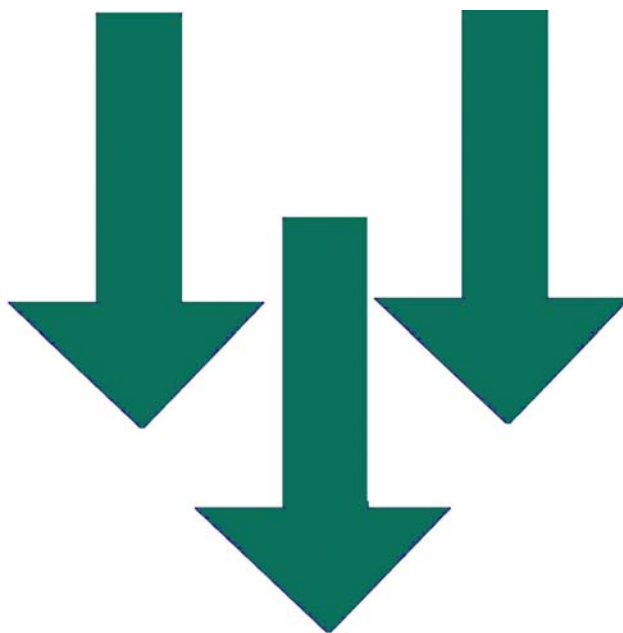
For Details or to Apply,

Click [HERE](#)

REVOLVING DOOR: Roy McKenzie has resigned his retail sales manager's job at *Bell Media Victoria* to become the VP/GM at *CHEK-TV Victoria* and to join its board of directors. He begins at CHEK Aug. 1... Additional *Corus Radio* layoffs from those mentioned last week include *CFOX Vancouver* midday announcer Neil Morrison and Todd Hancock, the afternoon drive announcer... After 37 years and 5,000 stories with CBC, 30 of those years at *CBC-TV Ottawa*, reporter Cory O'Kelly has retired. He got his start at *CBC Thunder Bay* and then moved to CBC Ottawa covering city hall in 1984... Anna Carbone, the VP television sales, television & digital at *Blue Ant Media*, is no longer with the company. She'd been with Blue Ant and its predecessor, *GlassBox Television*, since August, 2010... Roy McKenzie Heather Prosak will join Beau in the mornings on *99.9 BOB FM Winnipeg* beginning Aug. 4, moving from sister *Bell Media* station *Big Dog 92.7 Regina* where she's PD and morning co-host... After 17 years, Andra Sheffer, executive director of the *Bell Fund*, has announced her resignation effective at year's end. The Bell Fund has given \$140 million in grants to 1,400 TV-associated digital media projects since 1997... Paul Thomas, the director of broadcast engineering at *Global Television*, is no longer there. Thomas, who won the *Rohde & Schwarz Engineering Excellence Award* at last year's *Central Canada Broadcast Engineers* conference, had been with Global in Toronto since 2008.



There's Lots More in This Week's Broadcast Dialogue . . .



The content battle

for the connected commuter



by Jeff Vidler



The Connected Car is one of the biggest issues facing radio today with enormous implications for tomorrow. And for good reason. It threatens the industry's hold at the core of the audience segment that radio has long liked to think of as its captive listener, the commuter.

In-dash infotainment systems represent the biggest change ever to the car dashboard. Will they release radio's captive audience to a huge range of entertainment and information options, as easy-on, and always-there as AM/FM radios are in the commuter's car today?

It's a scary prospect, for sure.

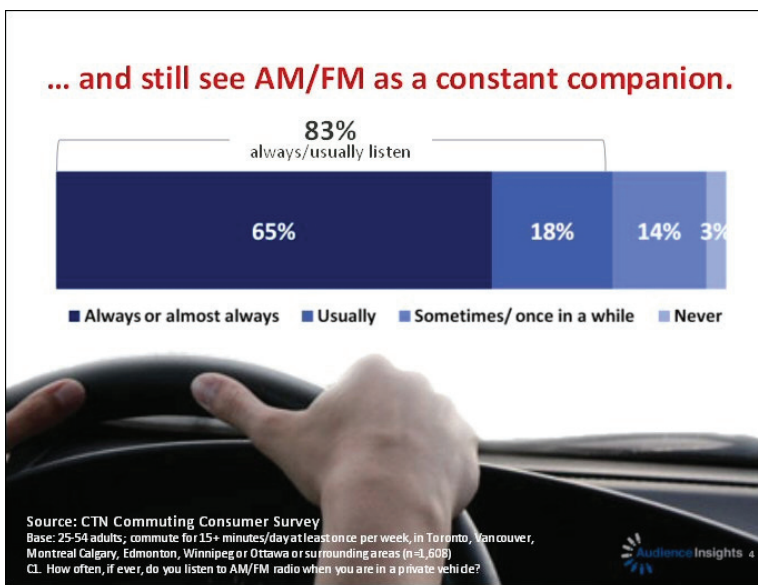
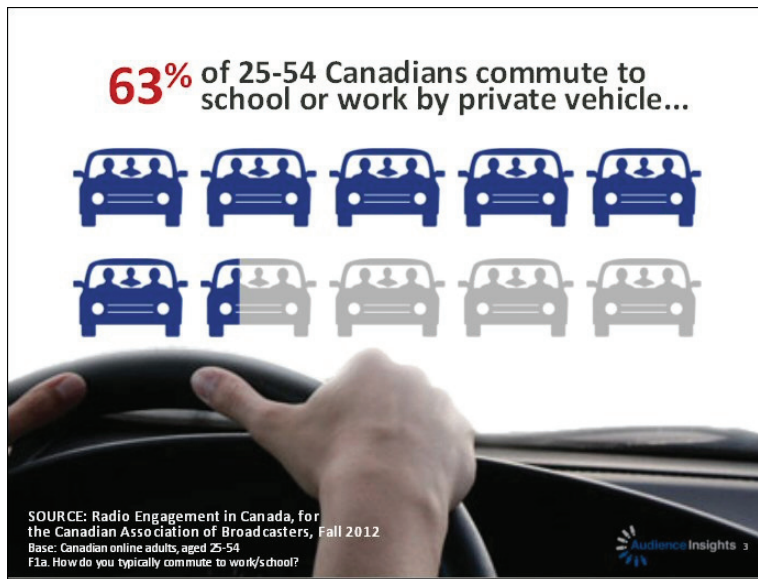
Having conducted a great deal of research on the in-car audio environment in Canada over the last few years, I am more encouraged than discouraged about radio's prospects.

Since December 2010, we've been tracking in-car

audio consumption with *Radio on the Move*, a national survey of more than 2,000 Canadian drivers/passengers. In the *Radio Engagement in Canada* survey in late 2012, we looked closely at commuters, and have done an even deeper dive in commuters in recent research we conducted on behalf of the Canadian Traffic Network (CTN).

Among the overall findings:

- We're already part way down the road to the Connected Car. As far back as last June, nearly one-in-five Canadian drivers and passengers (18%) said they—or someone in their household—already had some form of in-dash infotainment system in the car, up five points from the previous year.
- Commuters represent a particular big and valuable slice of the radio audience. In the key 25-54 advertiser demographic, nearly two-thirds (63%) say they commute to work or school in a private vehicle.

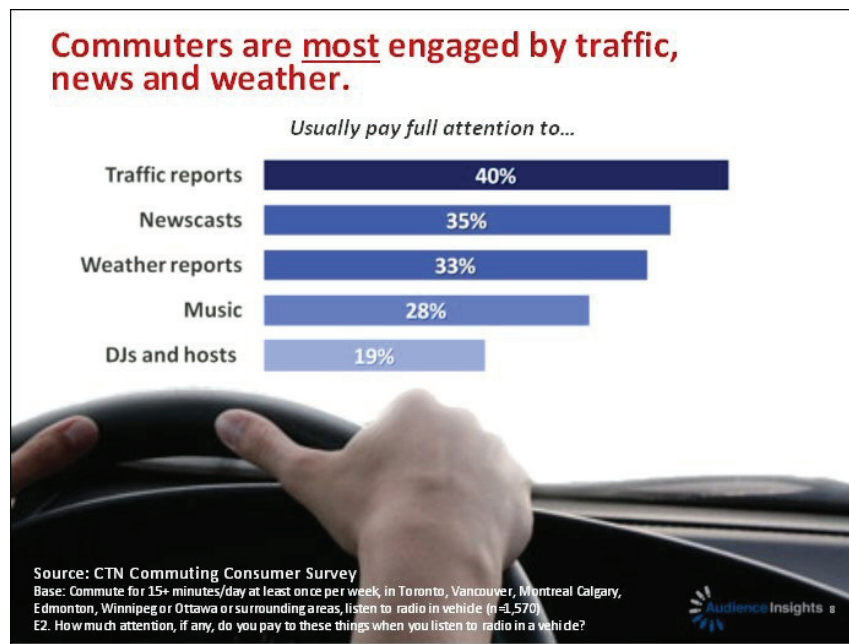


- Commuters are heavy radio listeners when they're in the car. Eighty percent of in-car commuters 25-54 say they always or usually listen to AM/FM when they are on the road.
- The commuters with the longest commute times devote the highest share of their in-car audio consumption to AM/FM. In-car commuters whose total commute—to work-and-back—is at least one hour a day give broadcast radio a 74% share of their in-car audio consumption.

Commuters are engaged listeners. Radio is not a background medium for these folks. Radio is front-and-centre. More than half (53%) say they 'always' or 'usually' pay close attention to AM/FM radio while they are in the car, while only 12% say they 'always' or 'usually' listen in the background.

The longer the commute, the more engaged the average commuter is with radio. Eight percent of those who commute more than one hour a day say they "always" or "usually" listen in the background, while nearly two-thirds say they "always" or "usually" pay close attention. This is the same level of foreground attention levels that we see for TV viewers, watching TV at home.

Though it's hard to predict the exact impact of the Connected Car on commuter listening habits, certainly content will play a key role:



- More than any other content type, commuters say that traffic reports are most likely to command their full attention in-car. Four-in-ten say they usually pay full attention to traffic reports in the car. This is followed by news and weather and music.
- Surprisingly, according to commuters, DJs and hosts are least likely to command their attention in the car. (Commuters' favourite personalities would likely rank higher, but this finding does suggest that programmers may need to re-think what the average DJ/host delivers if they are in fact going to be the difference over music services when it comes to engaging commuters in the Connected Car.)
- All formats have an equal shot at the Connected Commuter. For the

vast majority of commuters, their overall favourite station is also their favourite in-car station.

What are radio's prospects for tomorrow? What do commuters say about what the dashboard of the future will look like?

- The good news, at least for the short term, is that AM/FM will maintain a prominent position in the dash, assuming car manufacturers continue paying attention to the car-buying consumers. Nearly two-thirds (63%) of all Canadian drivers or passengers and 73% of those who commute at least an hour a day say they wouldn't buy a car if it didn't include an AM/FM radio.
- Commuters have big safety concerns around intrusive in-dash applications, specifically map apps for traffic info and access to social networks. More than six in 10 (61%) say that checking map apps to get traffic information would be too distracting for safe driving, with 50% feeling the same way about voice activated access to Facebook or Twitter. Safety concerns could in turn spur legislation and other safeguards that limit just how many in-dash infotainment options are available. (Commuters are less concerned about voice activated access to information or songs on demand, hands-free phone calls or—of particular importance to broadcasters—access to streaming music services.)

Most analysts predict that in-dash infotainment systems will become the norm by 2020.

Will radio broadcasters still have a hold on commuters? A lot of this is up to radio. The industry will need to work together to secure prime real estate in the dashboards of tomorrow. And, perhaps most important, broadcasters will have to provide the unique content that will keep listeners choosing AM/FM over all the other options they will have in the Connected Car.

Jeff Vidler is principal at Audience Insights in Toronto. He can be reached at 647-638-8512 or jeff.vidler@audience-insights.com.



BROADCAST Dialogue

Essential Reading

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

Thursday, July 10, 2014

Volume 22, Number 10

There are lots of jobs available in the [CAREERS](#) section at www.broadcastdialogue.com/careers.aspx covering a wide range of crafts within the broadcasting industry – administration, on-air, technical, sales, news, programming, operations – and in all market sizes. If you're looking to be the general manager or the new swing announcer, you'll find opportunities such as these in Broadcast Dialogue.



Operations Manager - Calgary

For Details or to Apply,
Click [HERE](#)



Director, Local Sales - Vancouver-based

For Details or to Apply,
Click [HERE](#)



Program Director - Regina

For Details or to Apply,
Click [HERE](#)



Account Manager - Drumheller

For Details or to Apply,
Click [HERE](#)

T**ELEVISION:** Canadian television operating revenues in 2013 were down to \$7.5 billion, 1.3% lower than in 2012. Specialty television was the exception. Ad revenues fell 2.3% to \$3.4 billion while programming and production expenses were down 3.4% to \$4.6 billion.

- Total revenues decreased 4.6% in the **pay TV** segment from 2012 to \$799 million in 2013.
- **Specialty television** was up 5.2% to \$3.3 billion in 2013 although the increase was partly attributable to cable (+8.1%) and satellite subscription revenues (+4.8%) which, together, accounted for 58.8% of operating revenues.
- In 2013, operating revenues generated by the **public and non-commercial television** segment declined 8.0% from 2012 to \$1.5 billion while programming and production expenses fell 7.1% to nearly \$1.0 billion, or below their 2010 level.
- Operating revenues generated by **private conventional television** fell 4.5% from 2012 to \$2.0 billion in 2013, which was below their 2009 level. The decrease was partly attributable to a decline in ad revenues which were down 3.9% to \$1.8 billion. While this segment accounted for 51.9% of all ad revenue, its share of the advertising market continued to decrease in 2013. Programming and production expenses for private conventional TV declined 2.7% to \$1.4 billion. The *Local Programming Improvement Fund* (LPIF) contributed \$40.5 million to private conventional television in 2013, offsetting part of the decrease in revenues. Private TV lost \$11.7 million and had a negative profit margin before interest and taxes.

Regional Overview - Private conventional television: The largest decrease was in the west (-6.5%), followed by the Atlantic (-5.1%) and Ontario (-4.3%). The smallest revenue decrease was in Quebec (-1.7%). Its private conventional TV stations were the only ones that had surpluses in 2013...

Bell Media has announced surplus classifications to 24 positions involving 73 people in Toronto. Those positions will end Oct. 13. Affected employees have until then to exercise their seniority rights to bid on other job categories. Last month, Bell Media said it would cut 120 TV jobs in Toronto...

There may be another national specialty news channel on the horizon. *Shaw Media*, in its brief related to 'Let's Talk Television', Shaw told the *CRTC* that it wants to launch a "hybrid local/national" news channel that would be called *Global News 1*. While lips are still being kept tight about the hows (because no application has been submitted), Shaw would likely take advantage of its local stations all across Canada, from Halifax to Vancouver.

CCBE 63rd Annual Career Development Conference



Sept. 25 - 28th, 2014
at Horseshoe Resort
just north of Barrie.
Contact Joanne Firminger

at 1-800-481-4649

for registration or sponsorship opportunities.

information@ccbe.ca

www.ccbe.ca.

In B.C., Shaw now operates a regional news channel called *Global News BC 1*. Should the *CRTC* approve such an application from Shaw, cable and satellite companies would have to offer the option of subscribing to it, but it wouldn't be a mandatory part of basic service...

CBC, in a submission to the *CRTC*, wants over-the-top (OTT) streaming services such as *Netflix* to be required to pay into the *Canadian Media Fund*. But *Netflix* calls such a requirement a "Netflix tax" that would force it to raise subscription charges in Canada. It told the Commission that it would be unfair for *Netflix* to be mandated into paying into a fund that it couldn't access to finance original programming. Further, said *Netflix*, such a tax would amount to subsidizing productions made primarily for *Bell*, *Rogers*, *Shaw/Corus* and *Videotron*, each of which would acquire exclusive online streaming rights. While the *CRTC* ruled previously that OTT services should be exempt from CanCon rules, the *Canadian Media Producers Association* says services such as *Netflix* are taking an ever larger share of the TV viewing market... One million Canadians have downloaded the app for *CBC/Radio-Canada's* online coverage of the *2014 FIFA World Cup Brazil*. The app provides streaming coverage of each match including six live feeds that allow the viewer to choose the angle they want to watch. Since the tournament began, Canadian fans have watched more than 10 million hours of World Cup video content across all digital platforms... *CBC*, *City*, *CTV* and *Global* will – for the first time – simultaneously air a Canadian-inclusive *Stand Up To Cancer* special in September. The four networks will join *ABC*, *CBS*, *NBC*, *FOX* and dozens of U.S. cable channels simultaneously airing the one-hour special from Hollywood and, for the first time, from Toronto... *Blue Ant Media* has launched a sales office in New York City to support its recent investment in Los Angeles-based *Omnia Media*... *Hollywood Suite* has launched *Hollywood Suite GO* (HSGO) available on iPhone, iPad, iPod Touch and Android devices for subscribers at participating cable companies... Emillienne Gray, the former senior VP music and talent programming & strategy, *MTV+ VH1*, has joined Toronto-based *YANGAROO* as a special consultant and broadcast advisor. The company's primary concern is digital media management... Meanwhile, the *Canadian Premium Audience Exchange* (CPAX) has re-launched. *Quebecor Media*, *Channel Zero* and *Reader's Digest* have joined existing partners *CBC/Radio-Canada*, *Rogers Media*, *Shaw Communications*, *Corus Entertainment*, *Cineplex*, *V* and *Télé-Québec*. CPAX offers a national and bilingual choice for advertisers on web and mobile platforms.

REVOLVING DOOR: Norm Michaelis, after 40 years in the business, will retire from his operations manager's position with *Global Calgary* at the end of September. He began his career at *CFAC-TV Lethbridge* in 1974, then moved to the new *ITV Edmonton*. In Edmonton, Michaelis took part in producing *SCTV*, the hit sitcom. In 1989, he moved to *CKRD-TV Red Deer* as production/operations manager. And, in 2002, he joined *Global Calgary* as operations manager... Paul Kaye will become the new operations manager/PD at *Z95.3 Vancouver*, succeeding the departed Mel Kemmis. Kaye had extensive radio experience in the UK before moving to Canada in 2012 where he became operations manager/PD at the *Newcap Calgary* stations and director of talent development chain-wide. For the next few weeks, Kaye will remain in Calgary to wrap up his affairs. He's expected to be on-hand full-time in Vancouver by Aug. 25... Tim Schutz, PD at *95.7 CRUZ fm Edmonton*, will leave at the end of August for personal reasons. Prior to his two years at *CRUZ*, Schutz was PD at *107.7 The River Lethbridge* and MD at *Rogers Calgary*... John Stone, PD at *The Eagle 97.3 FM (CKLR-FM) Courtenay*, has joined *Q103 Kelowna* for *The Big Breakfast with John and Susan*. He partners with recently-appointed Susan Knight... Andy Beeley has succeeded Jim Hamm as PD at *Newcap's Magic 99.9 FM/Country 105 Thunder Bay*. Beeley, originally from the UK, had been doing mornings in Prince Rupert and afternoon/APD duties on Vancouver



Tim Schutz

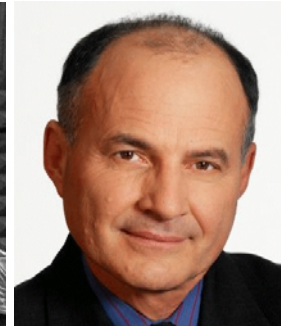
Island. He was a PD in London... The new morning show at 91.7 *The BOUNCE Edmonton*, beginning July 17, is comprised of Mike Chalut and Helena Schaper. Chalut, before joining The Bounce, was the afternoon host on *Proud FM Toronto* for five years. Schaper worked with Chalut at Proud FM as his co-host and producer... Lloyd Napish, a part-timer at *CKDR Dryden* and what GM Bruce Walchuk describes as “an amazingly talented musician,” has moved into full-time as afternoon drive announcer and as the MD in training. He’s a local boy from a small town just 20 km away (Eagle River)... Norm Bolen has been elected as chair of the *National Screen Institute – Canada* (NSI) in Winnipeg. Bolen, a media and broadcasting consultant, is the former president/CEO of the *Canadian Media Production Association* (CMPA). Before that, he was EVP, content, for *Alliance Atlantis Communications*... Joe Pascucci, *Global Winnipeg’s* sports director, has retired after 32 years with the station. He started there in 1982 when it was still independent *CKND-TV Winnipeg*... Darryl MacArthur, who spent his entire 25-year career at one Ottawa location working for *Standard Broadcasting* and *Astral* – and who’s held every available sales post (account exec, sales supervisor, retail sales manager and general sales manager) – has joined *Newcap Ottawa* as director of regional sales. He begins July 14.



Mike Chalut and Helena Schaper



Lloyd Napish



Norm Bolen



Joe Pascucci

RADIO: *Seaside Broadcasting’s 105.9 SEASIDE-FM (CFEP-FM) Eastern Passage* has been granted approval to change its authorized contours. Power was increased to 2,443 watts from 1,680 and the transmitter was relocated for greater height above average terrain. Seaside said the changes would improve signal quality and would better serve the Halifax area... Anthony Cumia of *Opie and Anthony*, the popular show carried by *SiriusXM*, has been fired over racial comments he made on *Twitter*. Cumia says a black woman assaulted him because of a photo he took with her in the frame, and he wrote at least 19 tweets about it describing her as a savage, plus a series of other explicit names. The satellite radio service described his remarks as “*abhorrent*” and “*wholly inconsistent*” with what *SiriusXM* represents... *Corus* and the *Edmonton Oilers* have a new multi-year extension that will see *630 CHED Edmonton* remain as the flagship station of all Oilers radio broadcasts through 2020. *Corus* also has the exclusive radio rights to the NHL team. *CHED* has been the radio broadcast home of the Oilers since 1995.

GENERAL: Shares of *BCE*, *Rogers Communications* and *Telus* took a hit Monday after the feds announced plans to auction wireless spectrum rights with more than half set aside for new entrants. The move enables newcomers to grow their networks at a much lower cost since they won’t have to bid against the three dominant players. Critics say that this is an attempt to artificially adjust the market to promote government policy and a favoured group of wireless providers... Beverley Mahood will receive the *2014 Slaight Music Humanitarian Award*. Renowned for her charitable causes that benefit children, Mahood is a successful singer, songwriter, actress, model and television host.

SIGN-OFFS: Ange-Aimée Woods, 41, at Chute-Saint-Philippe, PQ of apparent heart failure suffered while visiting her mother. The 10-year *CBC Radio* producer, editor, reporter and researcher left the public broadcaster late last year to pursue a career in the U.S... John Meadows, 83, of cancer at Algoma Manor Nursing Home in Thessalon, ON. The long-time broadcaster worked at *CJIC-AM Sault Ste. Marie* and *CKCY-AM/TV Sault Ste. Marie* for over 60 years as a news director, talk show host and on-air personality. Meadows was also part-owner of *CKCY 920 Ltd.* in the late 1980s.



Ange-Aimée Woods



John Meadows



Insight, opinions and analysis you can trust in IT, telecommunications, networking and contact centres

FOX GROUP is a team of experienced technology and management professionals who have the unique combination of technical knowledge, management experience, consulting expertise and long standing vendor relationships.

We work with Canadian organizations to help them select, acquire and implement next generation solutions of IT, telecom, network and contact centre technologies from the most appropriate suppliers.

Using our experience, proprietary tools and a structured, disciplined professional approach, we work with you to develop your RFP requirements, analyze results, and select appropriate vendors.

We use our project management tools, experience and processes to successfully manage staff and vendors to help implement these next generation telecom, network and contact centre solutions on time, and on budget!

Call us at 1.866.369.4768 x 1001, or send email to Roberta.Fox@FOXGROUP.ca | www.foxgroup.ca

Humourist and story teller Larry MacInnis takes a look at some of the world super stars who crossed his path at CHUM Toronto. Most he regards fondly. But, he writes in the following article for Broadcast Dialogue, there's one he remembers for all the wrong reasons.

Celebrities

are
(mostly)
people,
too

by Larry MacInnis

Paul McCartney visited 1050 CHUM and CHUM FM in October of 1991 to promote his *Get Back* concert film. As it turned out the movie was not a huge success but McCartney's visit to Toronto's historic CHUM building at 1331 Yonge Street could not have gone better.

For the staff it was a major event. A Beatle!

Although Paul wasn't scheduled to arrive until 5:30 on a Friday afternoon practically no one went home. There we were, a hundred or more of us, lined up along the walls on both sides of the hall, standing shoulder to shoulder in through the security doors past CHUM's many offices and studios, all the way to the booth in the back where he was to be interviewed. On his way in and again on his way out Paul shook hands, high-fived, cracked jokes and otherwise personally acknowledged



each and every one of us. As I write this I am looking at a photo of him taken as he stood waving and smiling in the doorway of my office.

I am a Cape Bretoner, raised in a culture of unselfconscious friendliness. Nevertheless it always surprises me when a celebrity turns out to be a nice person.

During my career I have met untold numbers of famous people who were wonderful and charming and cooperative. Bruce Springsteen poured me a beer and offered to get me another. Stevie Nicks went out of her way to be thoughtful. Tony Bennett couldn't have been nicer. Elton John, Phil Collins, Rod Stewart, Gordon Lightfoot—each was pleasant, courteous and professional. I spent several days with George Carlin when we were working together on some TV commercials for CHUM FM and a kinder, more considerate person you couldn't hope to meet.

In fact I have had only one unpleasant experience with a celebrity. I speak now of the one and only Reggie Jackson.

My guess is that there are a lot of people who have a Reggie Jackson story. After all this was a man who was physically attacked in the Yankees dugout by his own manager, Billy Martin.

Let me say also that I couldn't wait to meet Reggie. The fabled Mr. October was a hero of mine. I am such a fanatical Yankees fan that I have a Derek Jeter Christmas ornament and it is the first decoration that I put on my tree every year.

So imagine how excited I was when I heard that Reggie would be stopping in to be a guest on the CHUM FM morning show and make a donation to The CHUM City Christmas Wish, the renowned charity founded by Allan Waters that has helped needy Toronto families at Christmas-time for almost half a century.

Let me set the scene.

It is a morning in early December. I am sitting in the studio in my usual spot between Roger Ashby and Marilyn Denis when I see Reggie and his entourage walk past the control room on their way to my office which serves double-duty as the morning show green room.

Excited, I wait until Roger and Marilyn finish their record intro and then I hurry back to my office to meet my hero.

I notice first that the people who are with him are looking a little uncomfortable. Reggie sits alone in the middle of my couch, a baseball cap pulled low to partially cover his eyes. I go up to him, holding out my hand. "Mr. Jackson my name is Larry and it's a real pleasure to meet you. I just want to brief you on what we're going to be doing so you're okay with it."

No reaction from Reggie. Nothing.

"By the way I'm a huge Yankees fan. You're a real hero of mine."

My hand is still hanging out there but Reggie makes no effort to shake it. Without raising his head or attempting to look in my direction he just says, "Right."

I glance toward his entourage. They appear to be even more uncomfortable than they were thirty seconds ago. But I keep smiling. And talking. "Reggie, you'll be speaking with Roger, Rick and Marilyn. They're the best and it'll be like you're talking to old friends." I hand him a page



on which I've printed their names and some details about The CHUM City Christmas Wish. "If you'll come with me now, I'll take you to the studio. You're on in about five minutes."

Reggie gets to his feet and follows me out of the office. I turn left to go to the CHUM FM control room but, inexplicably, Reggie turns right. I lightly touch him on the shoulder to get him to follow me and it is at this point that he stops, turns, raises his hand and appears ready to hit me.

"Sorry, Reggie, but the control room is this way."

Still not a word from Mr. October but he falls in line behind me and his entourage falls in line behind him. I lead him to his chair in the control room and introduce him to Roger and Marilyn. I also make sure that the crib notes I've written for him are placed nearby in case he needs them.

It is not Reggie himself who is making the donation to The Christmas Wish. He is acting as a spokesperson for a major computer manufacturing company. It is actually this company and their employees who are making the generous \$10,000 contribution.

As I step away from Reggie and move to the back of the room I come face to face with a large gentleman in a suit and tie.

"Hi," I say, "nice to meet you. What's your part in all of this?"

"I'm in Mr. Jackson's security detail. He's been in town for twenty-four hours. I've been with him every minute since midnight." He looks at his watch. "My shift ends in twenty minutes and then someone else will be taking over."

"Oh yeah? How's it goin'?"

He doesn't change his expression. He keeps looking straight ahead, beyond me, over to where Reggie is sitting.

"What do you think?" he says.

Now the music ends and Roger and Marilyn are live on the air with Reggie. They are what they always are: prepared, professional and friendly, just as I'd promised Reggie they would be. Despite the notes I have given him Reggie mispronounces Marilyn's name and conveys an air of general disinterest. Even the donation to The Christmas Wish comes off as an afterthought.

When it is over Roger and Marilyn graciously thank the computer company people for their kindness and wish them and Reggie a very Merry Christmas.

As he prepares to leave Reggie is approached by a CHUM writer and asked to record a five-second ID, a simple, "Hi, I'm Reggie Jackson and I believe in The CHUM City Christmas Wish."

Paul McCartney did one. So did George Harrison and Madonna. Only once in its long history has any celebrity ever refused to record an ID to help The Christmas Wish.

Guess who that celebrity was?

Larry MacInnis is an award-winning broadcaster, advertising expert, comedy writer, marketing strategist and human content machine. For any or all of the above he can be reached at (416) 434-9209 and by e-mail at dlarrymac@gmail.com.



BROADCAST Dialogue

Essential Reading

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

Thursday, July 17, 2014

Volume 22, Number 11

RADIO: *Rawlco Radio* has divested seven FM and two AM stations while continuing to own and operate seven licences in Saskatoon, Regina and Calgary. The *Jim Pattison Broadcast Group* (JPBG), by purchasing the nine stations -- upon *CRTC* approval -- will expand into Northern Alberta and Saskatchewan. Stations acquired are: *102.3 NOW! Radio (CKNO-FM) / UP! 99.3 (CIUP-FM) Edmonton; 900 CKBI (CKBI-AM) / POWER 99 (CFMM-FM) / MIX 101 (CHOX-FM) Prince Albert; Q98 (CJCQ-FM) / 93.3 THE ROCK (CJHD-FM) / 1050 CJNB (CJNB-AM) North Battleford; and 102.3 CJNS Meadow Lake*. The local management teams in place under Rawlco will continue to lead those stations, and all of the existing employees will be offered positions by JPBG. CKBI Prince Albert was the first Rawlco station... *Rock 101 (CFMI-FM) Vancouver*, aiming to skew a bit younger, rejigged the format from Classic Rock to Greatest Hits of the '70s, '80s & '90s... *Sirius XM Canada Holdings* posted a \$4.9-million net loss in its fiscal third quarter after accounting for a debt refinancing. The loss was partially reduced by contract renewals with *Ford* and *Honda*. Revenue for the three months ended May 31 was \$74.48 million, up 1.2% from the same quarter last year. The

SDS
clarity | control | results

"Our radio stations are delighted with the new SDS traffic system. The SDS system is extremely user friendly and has significantly increased productivity in our traffic and sales departments. Our Sales Managers and Account Reps also find the SDS reports invaluable and instantly accessible. Keep up the great work!"

—Ken Singer, Vice President of Operations, Fabmar Communications Ltd.



Symphony



CRM



Sales



Traffic



Programming



AR



Reports

Learn more at www.sds.ca

Ready for your emergency...



wherever you are!

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



Call toll FREE 888-508-4677 • www.pippintech.com

number of subscribers rose above 2.5 million... Community station *Nish FM (CFGI-FM) Georgina Island* (on Lake Simcoe) has begun testing at 92.3 FM, moving from its previous spot at 102.9. The station struck a deal with *Zoomer Media* for the 102.9 freq so that Zoomer could use it for its classical music station in Collingwood... *Vista-owned Classic Rock FREE FM (CFRI-FM) Grande Prairie* has changed format and its ID. The station is now *2dayFM* with an Adult CHR format. The first song played was *Birthday* by Katy Perry at 5 p.m. July 14. This is the second (technically the third) Vista property to use the ID. Simulcast *CFLZ-FM* and *CKEY-FM Niagara Falls* also use 2dayFM. Evan James does mornings along with co-host/news anchor Jenny Oatway, and Lyndsay Cowan is in afternoon drive. The countdown to the new format was aired live from the local Cineplex theatre where clients were the honoured guests. No longer with the station are morning host *Shawna Prince* and hockey broadcaster *Jeff Henson*... *Cogeco* and *RNC Media* have reached agreement to bring the French language Hot AC format *RYTHME FM* to RNC-owned *CHLX 97.1 Gatineau*, now Soft AC *Planète FM*. Service begins Aug. 25... Ninety-year-old non-profit

VOWR St. John's, through no fault of its own, is on the hook for financing a new fence around its broadcast tower. Industry Canada has required the station build an eight-foot fence at a distance of 90 feet from the tower. It's now, 20-25 feet away, not far enough to protect people from exposure to the tower's radio frequencies via a chain-link fence. Redirected rays from the tower could make the fence hot. The cost is



Account Manager - Drumheller

For Details or to Apply,
Click [HERE](#)



**THE WORLD'S LARGEST
BROADCAST SOFTWARE COMPANY**

Zetta

ADVANCED PLAYOUT

**SECURE,
JAVA-FREE
Software**

RCSWORKS.COM

© Copyright 2014 RCS. All Rights Reserved. RCS Sound Software and its products and their marks and logos are registered trademarks of RCS.

\$22,000, a great deal to a religious station that survives thanks to public donations... Midway between Marathon and Key West is Big Pine Key where, for the 30th year, the *Lower Keys Underwater Music Festival* took place last weekend. Nearly 500 divers and snorkelers submerged in the National Marine Sanctuary for a "concert" beneath the sea broadcast by *WWUS Big Pine Key*. Four hours of commercial-free music was piped

below the surface via a series of underwater speakers. The playlist included the *Beatles' Octopus's Garden* and themes from *Disney's The Little Mermaid* and TV's *Flipper*.

REVOLVING DOOR: Two *CKNW Vancouver* veterans – **Bill Good** and **Philip Till** are retiring, Good Aug. 1 and Till July 31. Good has been with the station for 26 years while Till's tenure is 25 years, the last nine as the station's Morning News host. Before joining CKNW Till was the foreign editor and chief foreign correspondent for *NBC Radio & TV*. Good joined CKNW in August, 1988 from *CBC Vancouver's* Evening News and succeeded talk show host **Rafe Mair**. The timing of their retirements was described as "quite coincidental" by a station exec... **Gavin Tucker** is no longer with *Rogers Calgary*. For the last eight years, he'd been PD of *JACK FM* and *KiSS 95-9*. Before that, he spent 13 years at *Rogers Kitchener* in VP/GM and programming roles... **Ian Solecki** has been promoted to group operations director for *Bayshore Broadcasting's* seven (soon to be eight) radio stations. He had been operations manager at the company's *Beach*-branded stations in Port Elgin and Goderich. Solecki has been succeeded in Port Elgin and Goderich by industry veteran **Mike Brough**, who returned to Bayshore after stints at *CKNX Wingham* and *myFM Kincardine*. **Cory Laycock** and **Manny Paiva** have been promoted to the operations manager positions at Bayshore's *Mix 106.5 Owen Sound* and *560 CFOS Owen Sound*, respectively... **Tara Di Giuseppe** became the music director at *102.1 The Edge Toronto* July 14. She began at the station in 2003 as an intern and worked her way



Bill Good



Philip Till



Gavin Tucker



Ian Solecki



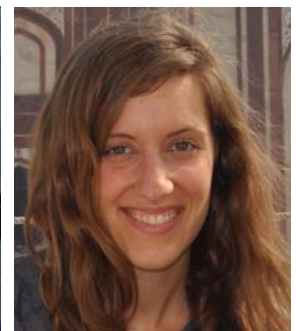
Mike Brough



Cory Laycock



Manny Paiva



Tara Di Giuseppe



up the ladder (to a board op, music department assistant, interactive content coordinator, assistant MD) and, with this promotion, to MD... Erin Skye Kelly, co-host of *770 News Talk CHQR Calgary's Kingkade & Kelly Show*, has resigned. The professional speaker and author began with the station a year ago, in July 2013... Grant Johnson is the new evening host at *Hot 107 Edmonton*. It's a move upwards for him within *Harvard Broadcasting*. Johnson had been with sister station *The Fox Yorkton*.

OPS: In last week's BD we said Andy Beeley had become the new PD at *Magic 99.9 FM/Country 105 Thunder Bay*. Those stations are owned by *Acadia Broadcasting*. I mistakenly attributed ownership to *Newcap* (which once owned them).

TELEVISION: *Bell Media* says *Viewer's Choice* will shut down Sept. 30. The pay-per-view movie and live event service, once dominant in Canada, saw most of its assets acquired by BCE last year after it purchased Astral. The remainder of the Viewer's Choice operation is held by *Rogers*. The model became dated after the introduction of On Demand which allows for instant entertainment rather than waiting for a start time... Meanwhile, *Telus* is getting into broadcasting. The *CRTC* has approved an application for a terrestrial pay-per-view service that will offer live and tape-delayed professional and amateur sports events, as well as live and tape-delayed special events including programs of comedy sketches, improvisations, unscripted works, stand-up comedy, music and dance, variety, and general entertainment and human interest... *Bell Media* is cutting 91 employees, the brunt of which will hit music channels *Much*, *MTV* and *M3*. All of the changes will be made before mid-October. Others affected are at *CTV*, *Space* and *E!*. The staff cuts are a result of stopping production on several in-house productions. Executives at Bell say they urged the *CRTC* several times to allow changes to *Much* that would scale back its requirements for music videos. They argued that *YouTube*, with its instant delivery of selected music, sapped its viewership. *Much* was compelled to sustain 12 hours of music videos per day... Vancouver-based *Lionsgate Entertainment* is moving into streaming movies — a *Netflix*-like service — with Chinese e-commerce operator *Alibaba Group Holding*. The move is part of an agreement that will see movies such as *The Hunger Games* and *Twilight* franchises made available in China... *Cogeco Cable* says it will initiate the *TiVo* service, which allows viewers to get content across all screens inside and outside the home, for its subscribers in Quebec and Ontario by February... Nine former *CBC* board members have written to Chairman Remi Racine to express concerns about plans to cut about 20% of the workforce over the next five years, and to scale back evening newscasts and in-house production. The former board members say the reductions go too far and amount to a gutting. *CBC* is trying to absorb a \$130-million budget shortfall... *CBC's FIFA World Cup* coverage from Brazil set records for TV and online viewing. Approximately 30.7 million people in Canada watched at some point during the month-long tournament. Of that total, 6.6 million watched at least part of a game online. An average of 4.93 million watched the televised coverage of Germany's 1-0 win over Argentina in the final.

GENERAL: A drone owned by *Castanet.net* in Kelowna and being operated by a news editor was grounded after a fire information officer said it flew too close to a Peachland, B.C. wildfire. The officer cited the dangers of a drone coming into contact with aviation related to the fire fight as well as distracting crews on the ground. The use of drones is controlled by *Transport Canada*, which issues *Special Flight Operating Certificates* for approved operations... Kirk LaPointe, who held senior positions at the *Vancouver Sun*, *CTV News*, the *National Post*, *The Canadian Press* and as the *CBC* ombudsman – and who is an adjunct professor at the *University of B.C.'s Graduate School of Journalism* – will run for the Vancouver mayor's position in the Nov. 15 election... *Corus Entertainment* reported a third-quarter net loss of \$30.3 million, but its revenues were given a push upwards by newly acquired specialty channels – the remaining 50% interest in *Teletoon* that it didn't already own, and *Historia* and *Series+* -- and radio stations *CKQB-FM* and *CJOT-FM* in Ottawa. Revenues were up 14% to \$214 million, compared with \$187.1 million in the same quarter last year. Corus had a loss of 36 cents per share, compared with a net profit of \$89.9 million, or \$1.07 per share, year-over-year.

SUPPLYLINES: *LARCAN*, the Mississauga-based transmitter manufacturer, ceased operations July 10 putting roughly 30 people out of work. The decision to shut down was apparently made by *Sumavision*, Larcan's China-based majority owner, which acquired the controlling interest in *LARCAN* in late 2013. *LARCAN* was established in 1981 when employees of *Canadian General Electric* and *LeBlanc and Royle* purchased *CGE's* broadcast operation. The name *LARCAN* is an acronym for *LeBlanc and Royle Canada*.

"In the pre-Internet world, consumers didn't go to the phonebook to search for a place for coffee and donuts because Tim Hortons was an effective marketer. We didn't search the book for hamburger joints or mattresses because McDonald's and Sleep Country Canada had firmly established their brands in our minds with intrusive radio campaigns."

If that quote intrigues you, find out more
in this week's feature article (on the following page).

The new directories of ineffective marketers

They say history repeats itself, and I'm sad to say it appears to be true when it comes to marketing local radio effectively. In the pre-Internet world, radio seemed to be content letting yellow directories capture more local advertising revenue than radio.

Today, the Internet has replaced those old directories of ineffective marketers and we're letting tons of local ad dollars flock to each shiny new media that appears on the newest digital platforms.

Yellow Pages were always directories of ineffective marketers. Consumers only went to the phonebooks to look for a business in a category which had no effective marketers or to look up the phone number or address of an effective marketer.

By "effective marketer" I mean marketers that move consumers from unawareness of them, to awareness, on to consideration and finally to a pre-need preference before their prospects begin their online search. The power of pre-need preference dictates that consumers tend to search for information online that confirms what they already believe and want.

In the pre-Internet world, consumers didn't go to the phonebook to search for a place for coffee and donuts, because Tim Hortons was an effective marketer. We didn't search the book for hamburger joints or mattresses, because McDonald's and Sleep Country Canada had firmly established their brands in our minds with intrusive radio campaigns.

As long as there were no effective marketers in a market or in a category, such as lawyers or roofers, every competitor in the category was content with their fair and equal market share via yellow directories. And radio can be forgiven for not creating more market leaders in new categories because our margins were so lucrative back then.

Those days are gone, but we're still letting the new directories of ineffective marketers—search engines and Google Ad words—take tons of local ad dollars out of our markets. Why hasn't radio bought into what Internet marketing gurus such as Seth Godin say? Godin's opinion is that "it is better to be sought, than to be found."

When no marketer in a given category has created a predisposition or pre-need preference with intrusive media such as radio or TV, consumers



by Wayne Ens

will search that category generically online to find a list of competitors in the category. To be sought implies consumers already have a predisposition or preference for the advertiser. By far, the best search engine optimization (SEO) is not hidden in an algorithm or Google Ad words but rather is to be sought by name online.

To be found merely means the marketer is on equal footing with all of the competitors revealed in a search and the search likely continues until that tie is broken by the cheapest (e.g. lowest profit) vendor.

Broadcasters have been largely ineffective in helping local marketers and advertisers understand the powerful role they can play in establishing pre-search preference for a brand or business.

Our research of more than 16,000 consumers across North America reveals the power of pre-search branding. The results vary slightly by market, but between 76% and 82% of those surveyed consistently say they will click on the first name they have heard of or are familiar with, before they'll click on an unknown at the top of a search engine page. Another 13% to 19% will click on both the business at the top of the page and the effective marketer, still giving the effective marketer an edge.

Here is the thing: In every market surveyed, less than 6% of respondents claim they click exclusively on the business at the top of a search if they have never heard of it.

It's time for radio to quit yielding to the huge appetite for everything online and to educate local businesses about the power of radio in creating a pre-search awareness and preference for their business.

The most powerful SEO is SOM, share of mind.

Radio broadcasters should embrace the Internet as a less expensive replacement for all things print—from directories to brochures and from coupons to direct mail—leaving more budget for radio as the huge Internet marketing optimizer.

Wayne Ens is president of ENS Media Inc. and can be reached at 705-484-9993 or wayne@wensmedia.com.

Dialogue BROADCAST

Essential Reading

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

Thursday, July 24, 2014

Volume 22, Number 12

PUBLISHER'S NOTE: For the next two Thursdays, July 31 and August 7, we'll be taking a short vacation. Your *Broadcast Dialogue* will return Thursday morning, August 14.

RADIO: *My Broadcasting Corp.* has scored another *CRTC* win with the regulatory body's approval of a new FM station for Orangeville. The dedicated local service will offer AC/Gold at 101.5 and 625 watts, targeting 18-64s. The owner of *CIDC-FM* (ID'ed as *Z103.5 FM Toronto*) *Orangeville* intervened against approving the licence but My responded that *Dufferin Communications* had "migrated both its studio and transmitter out of the community in order to serve the more lucrative Toronto market"...

There are 17 non-appearing hearings to be held by the *CRTC* Sept. 25 in Gatineau, among them:

- *Radio Ryerson* in Toronto for a low power community-based campus AM station that would operate at 1280 with day and night power of 100 watts.
- *Dufferin Communications* for an FM licence in the village of Brechin, ON (EDS' NOTE: Brechin is the worldwide headquarters of *Broadcast Dialogue*) and the Township of Ramara that would operate at 96.9 with power of 8,900 watts and programming an Easy Listening/AC format.
- *Neeti P. Ray* for an AM licence in Brampton at 1350 with daytime power of 450 watts and 55 watts nighttime.

- *Clear Sky Radio* for an FM licence in Strathmore, AB that would operate at 104.5 with power of 3,700 watts and programming Country music, and
- *Gill Broadcasting* for an FM licence in Winnipeg operating at 92.9 with power of 1,800 watts and airing ethnic programming...

90.3 AMP (CKMP) Calgary, Newcap-owned, is moving towards a relaunch Aug. 1 by airing sans announcers and specialty programming. The CHR station, in a highly competitive market, is rated eleventh of 17 Calgary stations with a 4.9 share... While the *CRTC* renewed *CHWK-FM*

STILL HAVE CCD FUNDS TO COMMIT?
MEGA MUSIC IS A DYNAMIC AND PROVEN SOLUTION THAT ENGAGES LISTENERS, DRIVES TARGETED WEB TRAFFIC WHILE PROVIDING VALUE TO YOUR LISTENERS AND POWERFUL BRANDING FOR YOUR STATION.

100% CRTC Approved:
✓ CCD Expenditure
✓ 3rd Party Client Involvement

EMPLOYED BY RADIO STATIONS ACROSS CANADA
We have applications for all formats and market sizes with investments as low as \$2,000

Give your listeners station branded Canadian Music Download Cards. The ultimate radio promo item!
• Artists and rights owners are paid full royalties upon redemption.
• FREE custom made music download store included.
• We handle all of the graphic design and store creation.
• Perfect for concerts, remotes and station events.
• Include station clients for increased distribution and leverage for sale programs!

CLICK HERE TO LEARN MORE

Mega Music Canada.ca

Chilliwack's licence for a six-year term – from Sept. 1, 2014 to Aug. 31, 2021 – it did not grant it permission to decrease Cancon from 40% to 35%.

GENERAL: *Rogers Communications* has confirmed the elimination of “several hundred” middle management positions as part of the company plan revealed back in May but did not reveal detailed numbers. (See BD May 29, the **GENERAL** section. To access

the BD archive, click www.broadcastdialogue.com then click **WEEKLY BRIEFINGS**). Rogers spokesperson Patricia Trott, in a note to BD, said: “As part of the restructuring we have reduced the number of vice president-and-above positions by 15% and several hundred middle management positions have also been eliminated across the company.” Rogers will report its second quarter results later today (Thursday)... At *CTV London/Newstalk 1290 CJBK*, TV senior anchor Tara Overholt is now reading news on Newstalk 1290 middays in addition to anchoring the television package at six. The 6 p.m. TV news is now being simulcast on CJBK... Advertising on smartphones and tablets this year will draw more money than newspapers and radio. Even so, it appears that marketers are still somewhat uncertain about mobile media's effectiveness. One research firm (*eMarketer*) has estimated that spending on mobile advertising in the U.S. will rise 83% to nearly \$18 billion in 2014. American newspapers, it predicts, will draw nearly \$17 billion, while U.S. radio ad revenue will be \$15.5 billion. Still, the researcher says, mobile's share of the ad market will be just 9.8%. Radio's share will remain above mobile, and TV still draws about 40% of adult media time and the same proportion of the ad market.

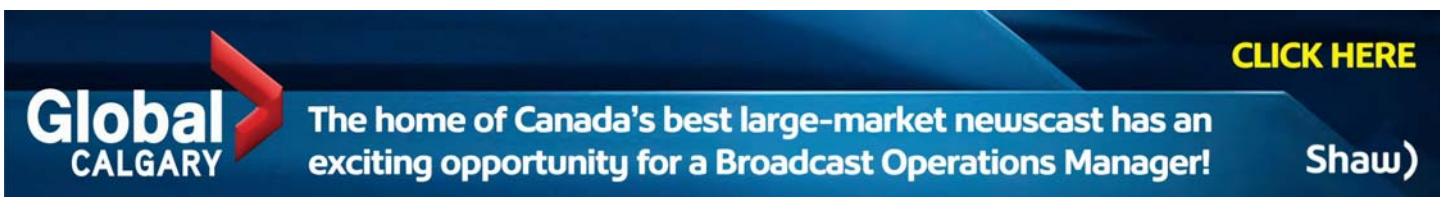


zoom

Handheld Digital Recorders

- Two, Four, and Six Track Recorders
- for ENG, Video and Music Production

OAKWOOD BROADCAST INC. **1-800-665-0501**
www.oakwoodbroadcast.com



Global CALGARY **CLICK HERE**

The home of Canada's best large-market newscast has an exciting opportunity for a Broadcast Operations Manager! **Shaw)**

REVOLVING DOOR: Jackson Proskow, the municipal affairs reporter at *Global News Toronto*, has been named the Washington bureau chief for *Global National*. He succeeds Robin Stickley who is returning to *Global News BC* in August to anchor the Early News program... *CTV London* news director Steve Young is now also responsible for news direction at sister *Bell Media* property, *Newstalk 1290 CJBK London*... Alan



Jackson Proskow



Steve Young



Alan Cross

Cross, known nationally for his series *The Ongoing History of New Music*, has returned to *102.1 the Edge Toronto*. Details on his new role at the *Corus* alternative rock station won't be known until September. Cross had been with the Edge on and off from 1986 through 2011 before his position was eliminated... Charmaine de Silva will re-join *CKNW Vancouver* Aug. 18 as assistant news director. Up until Aug. 2012, she'd been a two-



Program Director - Edmonton

For Information or to Apply,
Click [HERE](#).



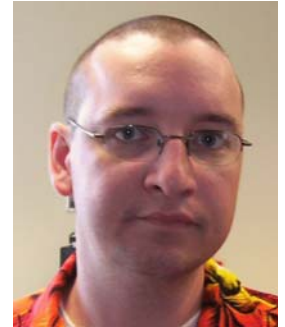
Account Executive - Calgary

For Information or to Apply,
Click [HERE](#).

year news reporter. It was then that she moved to *CBC Radio One Vancouver* as afternoon news anchor... Pat Kerr is the new PD at *Bell Media Brockville*. It's a return to the stations after a brief time away. Kerr had been APD/MD when he left in February after almost five years... Rick MacInnes-Rae, the world affairs correspondent for *CBC*, has retired after a 37-year career. His show, *Dispatches*, on *CBC Radio*, was born as an 11-week show that wound up lasting 12 years... Pierre Gagne, who was senior VP and chief financial officer at *COGECO* and *Cogeco Cable*, has departed for what are cited as personal reasons. His departure is effective immediately... Darrin Drouillard, ex of *Blackburn Radio Windsor*, is the new senior engineer at *Corus Radio Edmonton*. His background includes 15 years as the broadcast engineer responsible for *CHUM Windsor & Kitchener-Waterloo*, two years as director of engineering at *The Team 990 (CKGM) Montreal*, and five years as chief engineer at *Blackburn*... Robin Wilson has joined Wally Desjarlais and Angela Pearson in the mornings as news anchor at *CFWE-FM Edmonton*. Most recently she was with *Harvard Broadcasting Edmonton*.



Pat Kerr



Darrin Drouillard

SIGN-OFFS: Bill Stephenson, 85, in the Greater Toronto Area. He underwent a serious operation in 2006 after suffering a stroke and never fully recovered. Stephenson was the sports director at *CFRB Toronto* during the station's halcyon days from the '60s through the '90s, and known as one of the most outspoken and respected Canadian sports commentators. He is also a member of the *CAB's Canadian Broadcast Hall of Fame*. His early days in broadcasting saw Stephenson get his start at *CJAV Port Alberni*, then he had moves to *CKWX Vancouver* and *CKDA Victoria* (not necessarily in that order)... Clancy MacDonald, 71, in Sudbury hospital after suffering from progressive supranuclear palsy or PSP, a rare degenerative disease that affects a person's vision, balance, ability to speak and swallow. MacDonald was a veteran *CFCH North Bay* broadcast journalist who, from 1965 to 2001, was the voice of radio news in that city – and, for most of his time there, he was the news director of *CFCH* and its sister station, *CKAT-FM*. MacDonald left radio in 2001 to become the executive assistant for his riding's MP.



Bill Stephenson

In May, 2003 he became one of the first recipients of the *Lifetime Achievement Award* from the *RTNDA*, now the *Radio Television Digital News Association*... David Bryan, 54, in Halifax. He had been a technician for *Global Maritimes* for over 26 years. Before that Bryan was with *CHNS Halifax* and *Dartmouth Cable*... Rodney Maynard Booth, 80, in Surrey, B.C. He pioneered the *United Church's Vancouver* venture into television. Later,

Booth moved to Toronto and was media director/executive producer of *UCTV* (United Church Television) until his retirement in 1999.

T**ELEVISION:** Brian Coxford, a 30+ year veteran reporter at *Global News Vancouver*, has been named the *2014 Bruce Hutchison Lifetime Achievement Award* recipient which will be presented at the *28th Annual Jack Webster Awards Dinner* Oct. 29 in Vancouver... *Videotron* has applied to the *CRTC* to modify the licence of its *Canal Indigo* service to make it bilingual. The request comes less than a week after *Bell Media* announced that *Viewers Choice* pay-per-view would be shut down Sept. 30... *Walt Disney Studios* has struck a multi-year deal that will make *Netflix* the exclusive Canadian subscription TV service for first-run Disney live-action and animated feature films, approximately eight months after titles leave movie theatres... *Entertainment One* (eOne) of Toronto, the production and distribution company, has acquired program producer *Paperny Entertainment*. Based in Vancouver, Paperny has production operations there, Toronto and in New York. Paperny, launched in 1994, has produced over 500 hours of documentary series programming, as well as popular reality and lifestyle content.



Brian Coxford

S**UPPLYLINES:** *WideOrbit* has acquired Sweden-based *Admeta*, a provider of solutions for digital programmatic sell-side platforms. It's part of an initiative to expand *WideOrbit's* digital offering.

CCBE 63rd Annual Career Development Conference



Sept. 25 - 28, 2014
at Horseshoe Resort
just north of Barrie.
Contact Joanne Firminger

at 1-800-481-4649

for registration or sponsorship opportunities.

information@ccbe.ca

www.ccbe.ca.

Broadcast Dialogue will be back August 14.