

# Dialogue BROADCAST

## Essential Reading

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

Thursday, November 6, 2014

Volume 22, Number 25

**G**ENERAL: *Corus Entertainment* President/CEO John Cassaday is the 2015 inductee to the *Canadian Broadcast Industry Hall of Fame*. He'll be so honoured at the *Canadian Music & Broadcast Industry Awards* gala May 7 during *Canadian Music Week* at the Sheraton Centre Hotel in Toronto... At that same event, Steve Kane, the president of *Warner Music Canada*, will be the 2015 inductee from the music industry to the *Canadian Music Industry Hall of Fame*... Winners at last week's *Ontario Association of Broadcasters* (OAB) conference were:



John Cassaday



Steve Kane

**Small Market Radio:** *560 CFOS Owen Sound* (*Bayshore Broadcasting*) and *KICX 91.7 FM Sudbury* (*Larche Communications*)

**Large Market Radio:** *INDIE 88 Toronto* (*Central Ontario Broadcasting*)

**Large Market Radio Honourable Mention:** *Durham Radio*

Also at OAB, John Hinnen, the former GM at *680News Toronto* and VP, news at *Rogers Media*, was presented with the *2014 Ontario Hall of Fame* sculpture from OAB President Doug Kirk. *Broadcast Order of Achievement* certificate recipients were Narine Dat Sookram, *Caribbean Spice Radio* show, 11 years (Bronze), Gary Hooper, *HP Services*, 55 years (Gold); Brian DePoe, *My Broadcasting Corporation*, 31 years (Gold) and Dean Sinclair, *Humber College*, 37 years (Gold)...



John Hinnen and Doug Kirk

Forty-three percent of Canadians said they still relied on TV newscasts as their primary source of news, according to telephone surveys with 6,011 people by the *Media Technology Monitor*. One-third of the

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respondents said the Internet was their go-to source for news while 12% said they preferred newspapers and radio newscasts. Those who said they preferred their news from newspapers and news radio dropped by 25% and 20% respectively. Respondents in the 18-to-34 demo, by 57%, use mobile devices or computers most often for headlines. That compares to 39% of those in the 35-49 demo, 18% of 50-64s, and 7% of those 65+. Not surprisingly, the oldest respondents were the most likely to favour TV newscasts and newspapers. About 30% of respondents were identified as heavy news users who said they read, watched or listened to a variety of news every day...

*Aboriginal Peoples Television Network (APTN), Corus Entertainment, Rogers Communications and TELUS Corporation* have been recognized as being among *Canada's Top 100 Employers*. The annual competition gives nods to exemplary employers who lead their industries in offering exceptional places to work...

Broadcast winners at the *2014 Jack Webster Awards* were:

Curt Petrovich, *CBC National Radio News* - [Best News Reporting of the Year - Radio](#)

Kathy Tomlinson, Enza Uda & Robb Douglas, *CBC Vancouver* - [Best News Reporting of the Year - Television](#)

Mark Leiren-Young & Yvonne Gall, *CBC Radio* - [Best Feature Story - Radio](#)

Allan Hopkins, Pieter Romer & Winston Xin, *CTV Vancouver* - [Best Feature Story - Television](#)

Duncan McCue, *CBC The National* - [Jack Webster Award for Excellence in Legal Journalism](#)

Brian Coxford, *Global BC* - [Bruce Hutchison Lifetime Achievement Award](#).



Theresa Treutler



Mary Anne Turke



Jenny Hodge



Bill Roberts

**R**EVOLVING DOOR: Theresa Treutler will leave her position as president/CEO of the *Television Bureau* (TVB) at year's end. It was in June, 2007, that she succeeded Jim Patterson in the TVB post, moving from *Doner Canada* where she was the senior VP media director. A successor for Treutler is being sought...

John Bitove will step down as chairman of *Sirius XM Canada Holdings* in January and will be succeeded by Tony Viner, a member of the board of directors since 2011 and a former president of *Rogers Media*. ... Mary Ann Turcke has been appointed group president - media sales, local TV and radio at *Bell Media*, succeeding Luc Sabbatini, the president of Bell Media Sales. He announced in September that he'd be leaving by the end of the year. Turcke had been executive vice president, field operations, for Bell... Jenny Hodge has been appointed regional cluster manager/general sales manager at *Vista Radio's* group of Cottage Country stations: *Moose*-branded stations in Bracebridge, Huntsville, Bancroft, Haliburton, Parry Sound and *Juice FM Kemptville*. She begins immediately. Hodge began at *Moose FM Bracebridge* in 2004 as an account executive and moved upwards with regularity over the last decade. She has been operations manager/general sales manager at Vista's



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Bracebridge and Huntsville stations over the last year. Her base remains in Bracebridge... Brian DePoe, *MY FM's* GM/GSM at *92.1 myFM (CIMA-FM) Alliston*, will become GSM at Rock 95 (CFJB-FM)/107.5 KOOL-FM (CKMB-FM) Barrie effective Dec. 1. His background before MY Broadcasting includes programming roles at *Bell Media Ottawa*, *Corus Entertainment*, *Standard Broadcasting*, *Telemedia* in Toronto and *Lite 96 CHFM Calgary*... Bill Roberts, the former president/CEO of *Vision TV* and a former *Broadcast Dialogue* columnist, has been elected as a municipal councillor in Prince Edward County (Picton, ON)... Kristen Diehl will be the new PD and on-air host at *103.9 Juice FM Kelowna*, beginning Dec 1. She moves from *Newcap Calgary* where she was the *90.3 AMP* APD and swing announcer the last couple of years. She's also worked at *1031 Fresh FM London* and *Mountain FM* (now *The Goat*) *Castlegar*... Jordi Bott moves to *B93 Lethbridge* in afternoons. He had been with *Newcap Wainwright*... New evening show host at *102.1 the Edge Toronto* is *Gallows* frontman and former *Alexisonfire* guitarist Wade MacNeil. He began Nov. 3... New "chief of stuff" at *105.9 The Region (CFMS) Toronto* is Diane McCarthy, ex of *CBC Toronto*. She self-describes her duties as "EA to the station owners, office manager, promotions manager and so on".

**R**ADIO: It's already begun in the U.S. The question is, which will be the first Canadian radio station to take its format to All Christmas with endless loops of *Feliz Navidad* and *Grandma Got Run Over by a Reindeer*? The all-holiday format has remained one of radio's most enduring and profitable gimmicks. In the last decade, the number of American stations embracing the format has nearly doubled... Executive producer Arif Noorani has taken a leave of absence from *CBC Radio's Q* as part of the controversy surrounding Jian Ghomeshi... Three Peterborough radio hosts — Linda Kash of *Magic 96.7*, Megan Murphy of *Star 93.3/107.9 The Breeze* and Jay Sharp of *The Breeze* — have made it to the third round of *CBC's ComedyCoup*, a national online comedy competition. The trio combined their decades of radio experience for *Dead Air*, their proposed half-hour sitcom set in a small-town radio station. *ComedyCoup* will greenlight one project for \$500,000 in production financing to create a half-hour comedy special to air during *CBC Television's* fall 2015 prime-time schedule (<http://comedycoup.cbc.ca/dead-air/>)... The *Slaight Family Foundation* has gifted \$3 million to "support the next generation of radio innovators and entrepreneurs" at *Ryerson University* in Toronto by creating the *Allan Slaight Radio Institute* at the *RTA School of Media* in the *Faculty of Communication and Design*. Allan Slaight is a broadcasting pioneer and a former president/CEO of *Standard Broadcasting Corporation*... Six *TSN* stations will be joined by 13 others across Canada in airing the *Grey Cup Radio Network*. It will deliver full-day coverage Nov. 30 of the 102nd *Grey Cup* from BC Place in Vancouver... The *CRTC* has approved an application from a numbered company (that will be a corporation controlled by *Kumarakulasingam Nadarajah*) for an FM licence in Scarborough (part of the Greater Toronto Area). The new station would serve under-24s in South-, East- and West-Asian communities. It will further serve a minimum of 18 distinct ethnic groups in a minimum of nine different languages... *Corus* has asked the *CRTC* for approval to add an FM transmitter in Vancouver for its *CKNW-AM* at 980. The company wants 99.7 with power of 6.0 kW to improve reception in the downtown area... The same story holds true for *CBI-AM Sydney*. It also wants to maintain AM operations for outlying areas but wants an FM repeater for the downtown area... *Sirius XM Canada Holdings* reported an 8.6% increase in fourth-quarter earnings as revenue edged up just under two per cent or \$4.1 million. Revenue rose 1.8% to \$77.1 million from \$75.7 million... The 12-hour *Spirit of the North Radiothon* by *The Drive/The River Prince George* raised \$51,000+ to go toward a second pulmonary function lab at the city's *University Hospital*. Northern B.C. has the highest rate of Chronic Obstructive Pulmonary Disease in the province... *NL Broadcasting* in Kamloops won the *Mayor's Community Service Award* at a gala event Saturday.



Allan Slaight

at *Ryerson University* in Toronto by creating the *Allan Slaight Radio Institute* at the *RTA School of Media* in the *Faculty of Communication and Design*. Allan Slaight is a broadcasting pioneer and a former president/CEO of *Standard Broadcasting Corporation*... Six *TSN* stations will be joined by 13 others across Canada in airing the *Grey Cup Radio Network*. It will deliver full-day coverage Nov. 30 of the 102nd *Grey Cup* from BC Place in Vancouver... The *CRTC* has approved an application from a numbered company (that will be a corporation controlled by *Kumarakulasingam Nadarajah*) for an FM licence in Scarborough (part of the Greater Toronto Area). The new station would serve under-24s in South-, East- and West-Asian communities. It will further serve a minimum of 18 distinct ethnic groups in a minimum of nine different languages... *Corus* has asked the *CRTC* for approval to add an FM transmitter in Vancouver for its *CKNW-AM* at 980. The company wants 99.7 with power of 6.0 kW to improve reception in the downtown area... The same story holds true for *CBI-AM Sydney*. It also wants to maintain AM operations for outlying areas but wants an FM repeater for the downtown area... *Sirius XM Canada Holdings* reported an 8.6% increase in fourth-quarter earnings as revenue edged up just under two per cent or \$4.1 million. Revenue rose 1.8% to \$77.1 million from \$75.7 million... The 12-hour *Spirit of the North Radiothon* by *The Drive/The River Prince George* raised \$51,000+ to go toward a second pulmonary function lab at the city's *University Hospital*. Northern B.C. has the highest rate of Chronic Obstructive Pulmonary Disease in the province... *NL Broadcasting* in Kamloops won the *Mayor's Community Service Award* at a gala event Saturday.

Mayor Peter Millobar made the presentation to NL VP Garth Buchko... *Fairchild Radio's* Calgary, Vancouver and Toronto locations made October its *Fairchild Radio Breast Cancer Awareness Month*, each location doing something different. Vancouver teamed with the Canadian Breast Cancer Foundation for a double-decker Pink Bus as a mobile classroom for *Breast Cancer 101*. The station also set up a Pink Booth with a back-drop of 500 pink ribbons tied together. *Fairchild Calgary* invited listeners to knit pink scarves, while the Toronto station used multimedia; its hosts wearing pink for a video. During the month, the colour of Fairchild Radio websites in the three cities were pink... *KISS 95.9 Calgary* helped support the *Canadian Breast Cancer Foundation* with its *Pay for Play* day, an all-request 12-hours when the station, for a donation, played any song requested. Raised was \$2,070... Next week, on Nov. 12, rock radio icon Red Robinson will celebrate 60 years on-air. It began in 1954 with *Theme for Teens*, afternoons at *CJOR Vancouver*. In 2014, he's doing a Sunday show at *CISL 650 Vancouver*... Prior Smith's *Canada Calling* returned to the American southland for its 61st winter season a couple of days back. It is Smith's 38th year at the helm. His Canadian news show airs Monday through Saturday in all of the traditional Canadian destinations, plus new additions that include The Bahamas, central Arizona, south Texas and the Palm Springs region of southern California. *Canada Calls* will air in the deep south through the first week of April... *Country 101.1 (CKBY) Ottawa/Smiths Falls* morning show hosts, Jöel and Mary Anne, are working their truck magic again this year, aiming to fill it so that every child spending Christmas at the *Children's Hospital of Eastern Ontario* (CHEO) will receive a gift the morning of Dec. 25. So far, they've almost loaded the flatbed of their pickup truck's box.

**T**ELEVISION: *shomi*, the subscription streaming service owned by *Rogers* and *Shaw*, launched on Tuesday... *Rogers Communications* is partnering with *Vice Media* as part of a \$100-million joint venture that will create a new Vice-branded TV channel. While plans are still in the early stages, the deal calls for Rogers to open a production facility in Toronto next year that will create news, drama and documentary content. *Vice* began as a politics and culture magazine from its Montreal offices and now has a *YouTube* channel and a weekly series on *HBO* in the U.S... *Cogeco Cable* is the first Canadian BDU to integrate *Netflix* into its customers' set-top boxes. The capability was tied-in to the launch of its new *TiVo* service... *Bell Media* (BM) is launching a new subscription video streaming service, code-named Project Latte, that will include the *HBO* scripted library. BM says it will be launched soon, will offer more than 10,000 hours of TV content and be made available to all TV subscribers in Canada through set-top boxes, pending agreements with participating BDUs... *Blue Ant Media* has acquired a majority stake in New Zealand's *Choice TV*. *Choice TV* launched in 2012 as a broad appeal free-to-air channel offering programs on travel, outdoors, food, home décor, real estate, comedy and drama... *AMI* (Accessible Media Inc.) has launched the AMI player, the first of its kind in North America. It provides an accessible broadcast experience and allows audience members to access original content in an on-demand format.

**S**IGN-OFF: Philip Campbell, 65, in Victoria after a long illness (stage 4 melanoma). Campbell was a *CHEK-TV Victoria* anchor-reporter for 22 years until he left the station in 2009. Originally from Catalina, CA, he went to college and worked in Oregon before moving to CHEK in 1987.

**S**UPPLYLINES: Country radio specialists Jaye Albright, Mike O'Malley and Becky Brenner will hold their 21st annual *pre-Country Radio Seminar* event Feb. 25 at the *Country Music Hall of Fame's* Ford Theater.

The Western Association  
of Broadcast Engineers



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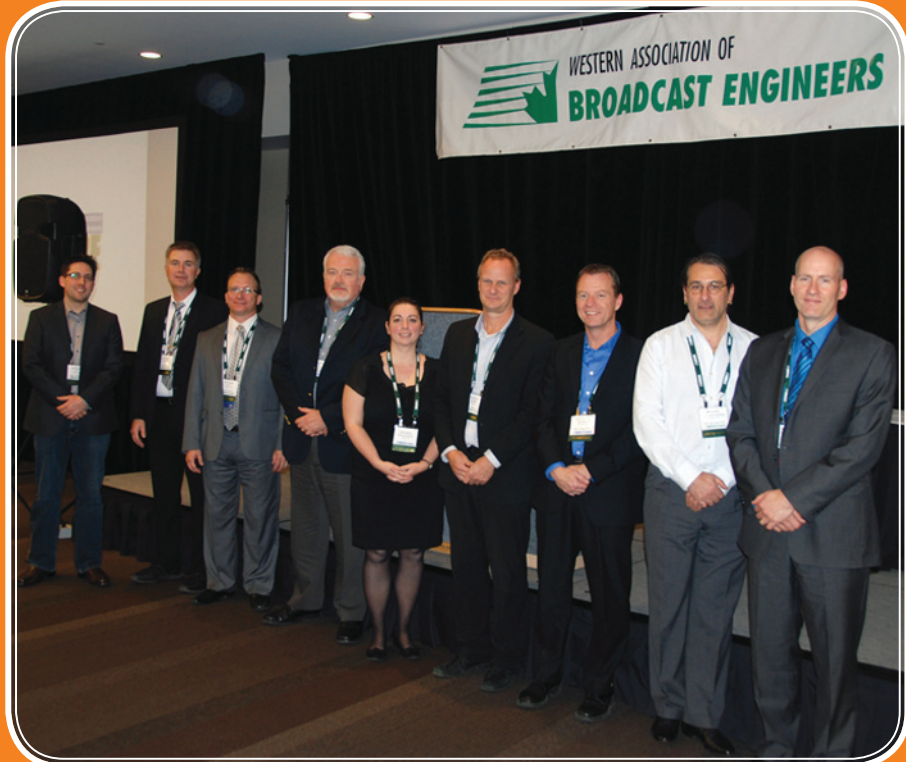
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and Greg Landgraf, Corus Radio Calgary



Craig Miller, Super Channel Edmonton  
and Curtis Britton, Global Edmonton



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Mike Moreau and Ian Gunn, Burli Burnaby

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WABE Past President Brad Hooper receives the Spirit Award from President Brian Mayer for his 20 years of service to WABE



Len Virog, Shaw Media Winnipeg



Steve Broom,  
Rohde & Schwarz Ottawa



Kam Abbott, Jim Pattison  
Broadcast Group Nanaimo



Sam Lowe,  
Rogers Radio Grande Prairie



James Thompson, CTV Calgary; Dale Coutts, CTV Calgary  
and Brian Bellew, WSI Andover, MA



Andrew Selwood, Super Channel Edmonton; Brenda Domeij, SAIT Calgary  
and Garry Shepherd, SAIT Calgary

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*Jeff Furlong, Applied Electronics Mississauga and  
Nathan Pachal, Rogers Broadcasting Vancouver*



*Rick Puleo, Key Code Media Seattle and  
Steve Jones, Vidcom Communications Vancouver*



*Sylvia Fantin, Tektronix Toronto and  
Gabrielle Larouche, CRTC Gatineau*



*Scott Farr, RCS Canada, Winnipeg*



*Rob Brown, Corus Radio Vancouver and  
Grant Ranson, Corus Radio Edmonton*



*Martin Marcotte, CBC Transmission Toronto and  
Steve Tomchuk, CBC Transmission Saskatoon*



*Bayne Opseth, Fabmar Communications Melfort and  
Vernon Mooers, Golden West Broadcasting Okotoks*



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*Bill Stovold presents the Retirement Award to Bob Hunter*



*Brad Hooper presents the Retirement Award to Gord "Gremlin Destroyer" Kartz*



*Paul East accepts the Retirement Award on behalf of Don Trueman*



*John McKay, Grundy Telcom Integration Burlington and Donald Walker, Gorman-Redlich Mfg. Co Louisville*



*Ross Wells, Jim Pattison Broadcast Group Lethbridge and Steve McPherson, Jim Pattison Broadcast Group Red Deer*



*Troy Dyck, Newcap Radio Edmonton*



*Peter Molennar, CBC Transmission Halifax*

# BROADCAST Dialogue

## Essential Reading

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Thursday, November 13, 2014

Volume 22, Number 26



Ian Lurie



Janice Smith



Vibika Bianchi



Al Ford



Rob Bye

**REVOLVING DOOR:** Ian Lurie, the senior VP, English radio at *Bell Media*, will leave the company at the end of this month. At Astral, Lurie was COO until BCE's purchase of the company... Janice Smith has been appointed VP, national media sales at *Rogers Media* in Toronto, effective Dec. 1. Smith worked at *CBC* for six years, most recently as executive director of multiplatform sales. Before that, she worked in various sales capacities at *CanWest MediaWorks*, *TSN*, and *The Discovery Channel*... Layoffs at *Bell Media Ottawa* include the on-air staff of *939 BOB FM*, 36-year veteran Steve Winogron, the longtime news director of Bell Media Radio Ottawa and PD of *CFRA*, and Promotions Director Jean-René (JR) Eilo of both radio and TV. The BOB FM staff no longer with the station are Cub Carson and Melanie Adams from mornings, John Mielke from middays, Codi Jeffreys in afternoons and evening/weekend host Darryl Kornicky. The station was transformed from a "'80s, '90s, Whatever" to a New Country format at Noon yesterday (Wednesday) with an ID of *Ottawa's New Country 94*. First song played was *Cruise* by *Florida Georgia Line*... Elsewhere within *Bell Media*, Tanya Kim, who was co-host of *etalk* with Ben Mulroney for over a decade, has been laid off as has *The Movie Network* host Teri Hart. The layoffs were part of a plan announced in June to cut up to 120 jobs at Bell's TV operations due to "financial



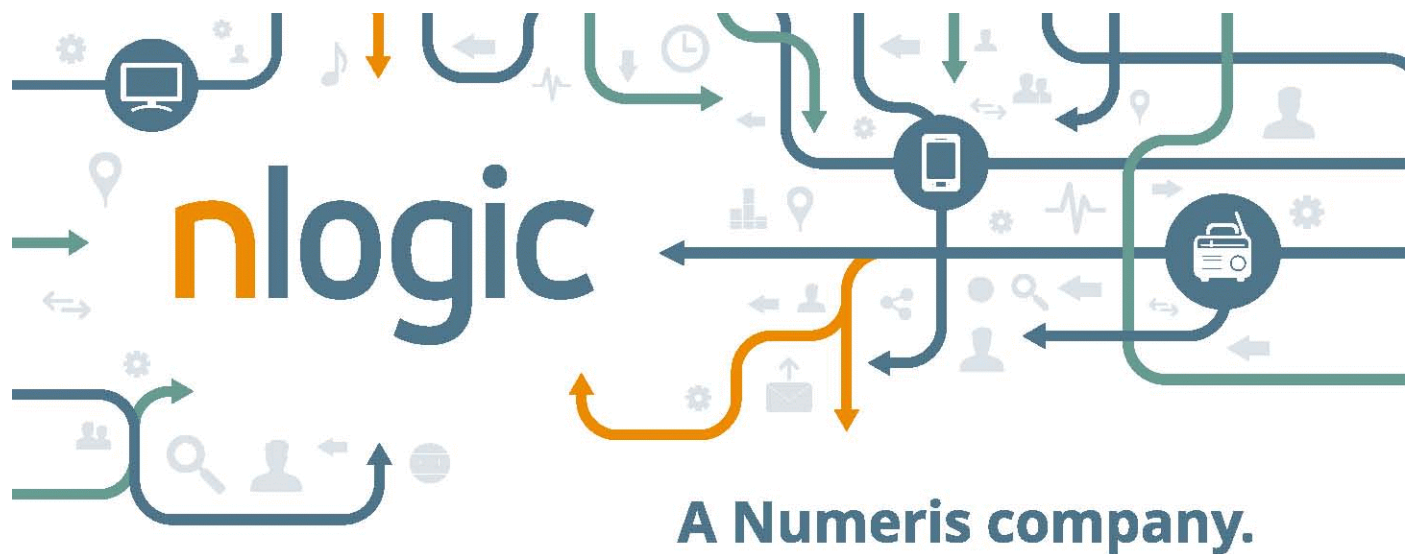
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*pressures*" in advertising and subscription TV services... **Vibika Bianchi**, ex of *Corus Entertainment*, has been appointed to launch and run Canadian producer *Force Four Entertainment's* new Toronto office. Bianchi most recently was VP of original programming at Corus. **Heather Findlay**, a former Corus colleague, joins Bianchi as supervising producer... **Al Ford** has been appointed PD at *96.9 JACKfm (CJAX-FM) Vancouver*. He starts early in the new year. Ford will move from his operations manager/PD position at sister *Rogers* stations *Sonic 102.9/91.7 The Bounce Edmonton*... **Rob Bye** has been named the permanent GM/national sales manager of *CKKQ-FM/CJZN-FM Victoria* after fulfilling that role in an interim capacity for the last six months. He succeeds **Dan McAllister** who retired. Bye has also been promoted to head all of the *Jim Pattison Broadcast Group* radio stations on Vancouver Island. He'll do so from his Nanaimo base... **Arif Noorani**, the executive producer of *CBC's Q* and who left in the wake of the **Jian Ghomeshi** situation, will return to CBC to work on the development of a new radio show. He retains his executive producer title. Former CBC director of news **Jamie Purdon** is the interim executive producer of *Q*... Engineer **Darrin Drouillard** moves to *Bell Media Radio Kitchener/Waterloo* from *Corus Edmonton*. It's a return to the Kitchener stations for Drouillard who begins there Dec. 1... New engineer at *Corus Vancouver* is **Mike van Ingen**, a recent graduate of *SAIT's Broadcast Systems Technology* program. He began Nov. 3.



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**SIGN-OFFS:** Mac Campbell, 69, in Charlottetown of cancer. The veteran *CBC* broadcaster got his start in journalism at radio stations in Cape Breton and Newfoundland before becoming a long-time broadcaster with CBC on Prince Edward Island... **Bob (Robert Gordon) Alexander, 76,** peacefully at St. Olga's Lifecare Centre in Hamilton. Family and friends of the former head of rep house *Alexander, Pearson, Dawson* are invited to a celebration of his life this Sunday, Nov. 16 from 1-4 p.m. at Toronto's *Weston Golf and Country Club*.

**RADIO:** *Jewel 106.7 (CHSV) Hudson*, the newest *Evanov* station, is on the air and testing. The station is the area's first English-language service aiming to serve the high concentration of Anglophones living in the Hudson/St-Lazare and surrounding area of Western Quebec. Programming is AC/Gold... *MY Broadcasting's* new *101.5 Orangeville* entered its mandatory testing period last week in the community northwest of Toronto. For the moment, its programming is "Christmas in the Country"... *RED FM Calgary*, a station serving the South Asian community, raised over \$868,000 during its *Radiothon for Peter Lougheed Centre and Calgary Health Trust*. Donations will help to support expansion of the centre's neonatal intensive care unit... *Harvard Radio Regina's* 12th annual *Children's Radiothon* raised a record \$540,727.00, up \$170,000 from last year's effort. The stations' (*620 CKRM/the WOLF 104.9/MY92*) total \$3.4-million fundraising efforts will go toward equipment at the new *The Children's Hospital*, scheduled to open in 2017 in Saskatoon... *Google* is remixing the music on *YouTube* by adding an ad-free subscription service and a new format aimed at making it easier to find millions of songs that can still be played at no cost. There's a new tab devoted to music on its mobile apps and website, meant to make it easier for YouTube's 1 billion users to find specific songs and entire albums, even if they aren't subscribers. The first six months are free. After that, an \$8 monthly charge will kick in but



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Canadians won't be seeing it anytime soon. It will initially be offered on an invitation-only basis in the U.S., UK, Spain, Portugal, Italy, Ireland and Finland... The 29th annual *VOCM St. John's/CFCB Corner Brook Children's Wish Radiothon* on the *Big Land FM Radio Network* raised \$55,294 after four hours of broadcasting from a St. John's mall. The funds will help grant wishes to children in Newfoundland and Labrador living with life-threatening illnesses... **Humble**



**Howard and Fred** celebrated their 25th on-air anniversary last week by doing a live two-hour broadcast from Toronto's *Horseshoe Tavern* on *Sirius XM*. About 300 fans who had won tickets showed up... **CKAR Huntsville**, known locally as *Hunters Bay Radio*, on the air for less than a year as a community station, has -- amongst its 45 volunteers -- a federal cabinet minister. **Tony Clement**, the President of the Treasury Board and the Member of Parliament for Parry Sound-Muskoka since 2006, appeared last week in his DJ role on *This Hour Has 22 Minutes*. Click [HERE](#) to have a look. Before being licensed, Hunters Bay Radio was heard via the Internet for four years.

**T****ELEVISION:** Beginning Dec. 8, a new content-sharing agreement between *CBC News* and *The Weather Network* will see national weather forecasts on select *CBC News* TV properties provided by TWN. In turn, CBC will provide TWN access to its weather-related stories, analysis and video content for use across its platforms. TWN updates will be seen on *CBC News Network* throughout the day and at the end of *The National* on both CBC-TV and CBC News Network. *CBC Toronto* will also carry expanded TWN weather reports on weekends... *CBS News* has line extended to a digital and ad-supported streaming network featuring live, anchored coverage 15 hours each weekday. Called *CBSN*, the network is available 24/7 on IPTVs, mobile phones and other devices. Check [www.CBSNews.com](http://www.CBSNews.com)... The *CBC's* French-language network, *Radio-Canada*, says **Pierre Karl Péladeau**, the controlling shareholder of *Quebecor*, will seek the Parti Québécois leadership and will probably announce it Nov. 23. A new leader will be selected in May... The 2014 *Banff World Media Festival* contributed positively to the industry's economic growth at a domestic and international level, according to the results of an independent economic impact study produced by *Nordicity*. Approximately \$2.4B in projected value of business deals which were discussed there closed. Traditional and digital broadcasters were estimated to have committed to \$474M towards production, and distributors advanced or closed a further \$391M in content sales. The festival is North America's largest production and development market for TV and digital media content... *CNN* will stop its specialty channel operations in Russia because of a new law that limits foreign ownership in media companies. CNN's Moscow bureau operations, however, are unaffected. Last month, President **Vladimir Putin** signed a law that requires Russian media with foreign owners to reduce non-Russian ownership to 20% by the end of 2016. CNN informed Russian TV service providers that it will stop feeding them the channel by Dec. 31... The *British Columbia Association of Broadcasters* has set May 13-15 as the dates for its 68th annual BCAB Conference. It will take place in Penticton.



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**GENERAL:** *NLogic* is the new name of *BBM Analytics*, the provider of software, data and consumer insight to the Canadian broadcast and advertising industry. NLogic, operating since 2006 as *BBM Analytics*, is a wholly-owned but separate and for-profit subsidiary of *Numeris* (formerly *BBM Canada*)... The *CRTC*, in its first decision related to *Let's Talk TV*, has ruled that Canadians will no longer be required to provide 30-days advance notice to change their television cable or satellite services. The Commission expects service providers to end this practice by Jan. 23. In the same decision, the *CRTC* prohibited Internet and telephone service providers from requiring that same 30-day notice (also by Jan. 23) before cancelling these services... *Quebecor* had a \$45.1 million net profit in the third quarter and \$65.6 million or 53 cents per share of adjusted earnings from continuing operations, both improved over the comparable results a year earlier. In the third quarter of 2013, *Quebecor* had a \$188.8-million net loss, or \$1.53 per share, and \$63.1 million or 51 cents per share of adjusted earnings. Important to note that this quarter does not include the sale of *Sun Media's* 175 English-language newspapers and publications to *Postmedia*... *BCE's* third quarter saw a reported net income of \$600 million, or 77 cents per share, an increase of about 75% from the same time last year when the profit was reduced by costs tied to the *Astral Media* acquisition. Adjusted profits increased by 11% to \$648 million. The adjusted profit was equal to 83 cents per share, five cents above analyst expectations. *Bell Media* revenue rose less than one per cent to \$665 million. Execs say the rising cost of sports programming and a library of streaming *HBO* shows are driving up expenses... The *Canadian Interactive Alliance* has released an examination of recent trends and key models being used to monetize digital media content. *Monetizing Digital Media: Trends, Key Insights and Strategies that Work* is intended to provide Canadian digital media companies with strategic information as they monetize their content across multiple platforms. The report can be accessed here: <http://trends.cmf-fmc.ca/media/uploads/reports/monetizing-digital-media.pdf>... At a special presentation being held at this week's *Merging Media 5 Market & Talks* in Vancouver, the *Canadian Media Production Association* and *Merging Media Productions* will present the first *Champion of Digital Innovation Award* to *Andra Sheffer*, the executive director of the *Bell Fund*, the *Independent Production Fund* and the *CEGECO Program Development Fund*. Sheffer will be recognized by industry colleagues for her efforts in advancing digital media opportunities in Canada... Broadcast winners of *Silver Leaf Awards* for outstanding work in communication management, awarded by the *International Association of Business Communicators* (IABC) are all from *Rogers Media*: *Shannon Hall*, Award of Excellence; *Charmaine Khan*, *Michelle Lomack* and *Andrea Goldstein*, Award of Merit; and *Terrie Tweddle*, also an Award of Merit.



*NLogic* President/COO **David Phillips** announces the new name for *BBM Analytics* in Toronto last night (Wednesday).



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**Images from the  
Ontario Association of  
Broadcasters Conference  
courtesy of**



*OAB President Doug Kirk presents Kevin Brown and Ross Kentner with the Radio Small Market Community Service Award for Owen Sound's 560 CFOS One Child—One Year*



*Jon Pole, Alan Duthie and Jeff Degraw, My Broadcasting Corporation*



*Geoff Poulton, Vista Radio Surrey; Vanessa Thomas, Google Canada and Paul Ski, Rogers Broadcasting Toronto*



*Lyndon Friesen, Golden West Broadcasting Steinbach and Dave Hughes, Pineridge Broadcasting Cobourg*



*Sarah Cummings, Bell Media Hamilton/ St. Catharines and Tracy Johnson, Tracy Johnson Media Group*



*Travis Caine and Matt Caine, Whiteoaks Communications Group, Oakville*

# Images from the Ontario Association of Broadcasters Conference courtesy of



*Stephen Sienko, Target Broadcast Sales Toronto  
and Ed Torres, DAWG-FM Ottawa*



*Radio Large Market Honourable Mention went to Durham Radio for  
25 Ways, 25 Days. Accepting are Adriane Vogel and Steve Kassay*



*Brian Perkin and James Smith, Lake 88.1 Perth*



*Walter Ploegman, Jay Poole and Dale Dubilowski,  
Blackburn Radio Chatham*



*Dave Farough, Corus Entertainment Toronto; Anna and Gary Hooper,  
HP Services, Thornhill and Paul Larche, Larche Communications, Barrie*



# Images from the Ontario Association of Broadcasters Conference courtesy of



# NUMERIS



Broadcast Order of Achievement certificates recipients are Narine Dat Sookram, Caribbean Spice Radio show, 11 years (Bronze); Doug Kirk; Gary Hooper, HP Services, 55 years (Gold); Brian DePoe, My Broadcasting Corporation, 31 years (Gold) and Dean Sinclair, Humber College, 37 years (Gold)



Rita Cugini Oakville and Ross Davies, Numeris Toronto



Peter Miller, Toronto and Scott Hutton, CRTC Gatineau



Doug Bingley and Dave Carr, Rock 95 Barrie and Paul Moran, Megan Bingley and Adam Thompson, Indie88 Toronto



Jim MacLeod, Numeris Toronto; Raj Shoan, CRTC Toronto and Erica Farber, Radio Advertising Bureau



Terry Scott, Burlington and Lyndon Friesen, Golden West Broadcasting Steinbach

# Images from the Ontario Association of Broadcasters Conference courtesy of



# NUMERIS



*Sasha and Donina Lombardi, Toronto*



*Darren Wasyluk, Corus Radio Toronto; Maureen Bulley, The Radio Store, Toronto  
and Steve Macaulay, Durham Radio Oshawa*



*Luke McMaster*



*Jim Anderson and Shane Harris, SDS Toronto*



*Rick Ringer, Bayshore Broadcasting  
Owen Sound and Rose Kingdon,  
The Canadian Press Toronto*



*Troy McCallum, boom 97.3 Toronto and  
Sheila Walsh, Humber College Toronto*

# Images from the Ontario Association of Broadcasters Conference courtesy of



*Mick Weaver of KICX 91.7 FM Sudbury accepts the Radio Small Market Community Service Award from OAB President Doug Kirk*



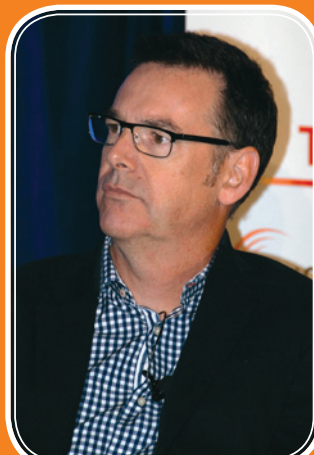
*Jim MacLeod, Numeris Toronto; Raj Shoan, CRTC Toronto; Erica Farber, Radio Advertising Bureau; Geoff Poulton, Vista Radio Surrey, Vanessa Thomas, Google Canada; Paul Ski, Rogers Broadcasting Toronto and Rita Cugini*



*Jeff Vidler, Audience Insights Inc. Toronto; Catherine Kelly, Numeris Vancouver; David Huszar, leanStream Toronto and Steve Parsons, Bell Media Toronto*



*Adam Thompson of Indie 88 Toronto accepts the Radio Large Market Community Service Award for Halloween Blood Drive*



*Steve Parsons, Bell Media Toronto*



*Gala MCs Paul Cook and Marlane Oliver, 680News Toronto*

# Images from the Ontario Association of Broadcasters Conference courtesy of



*Hillary Hommy, sparknet Vancouver; Lorie Russell, Newcap Toronto and Glenda Spenrath, Newcap Lloydminster*



*John Hinnen accepts the 2014 Ontario Hall of Fame award from OAB President Doug Kirk*



*Rick Pearce, Sandy Campbell Sunshine 89 Orillia; Rick Zacharewicz and Kevin Brown, Bayshore Broadcasting Owen Sound*



*Bob Harris, Bell Media St. Catharines/Hamilton and Paul Fisher, Bell Media Kitchener/London*



*Dan Blakeley, Central Ontario Broadcasting Barrie*



*Geoff Poulton, Vista Radio Surrey and Lannie Sibian, Canadian Traffic Network Toronto*

# BROADCAST Dialogue

## Essential Reading

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

Thursday, November 20, 2014

Volume 22, Number 27

**R**EVOLVING DOOR: **Bell Media** has cut 80 full-time positions, or about 1.3% of its work force, in its latest round of layoffs, and cites an “industry-wide challenging advertising market” for the action. The affected positions include local radio and TV; sales, research and revenue management; marketing and communications; network operations; and news. The 80 jobs chopped yesterday were not a part of any previously announced cuts. **Jacqueline Milzcarek**, an anchor at **CTV News Channel**, was one of the 80 people laid off by **Bell Media** in Toronto yesterday... **Mark Schembri**, the regional manager, engineering & IT - radio and TV Operations - Ontario, is among a number of people laid off by **Bell Media** yesterday. Before taking that position, Schembri was Manager of Engineering & IT at **CTV London** from Oct. 2008-March 2012... Also in Southwestern Ontario, seven people in the Bell Media creative and traffic departments at Windsor Radio will lose their jobs one month from now. Their functions are being moved to Hamilton. Also laid off by Bell Media was **Jane Nadeau**, a 34-year veteran sales co-ordinator at **CFCA-FM/CCKW Kitchener/Waterloo**...

**Murray Brookshaw** will join **Vista Radio** in the new year as its national director of programming. He moves from **Rogers Vancouver** where he was PD and also group PD for company stations in Squamish, Abbotsford/Chilliwack



Mark Schembri



Steve Parsons



Ronnie Stanton



Peter Mayhew



Retail Sales Manager - Radio -- Edmonton

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

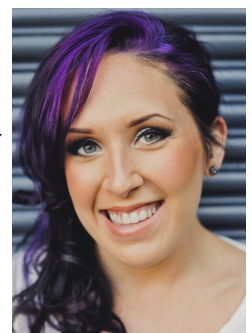


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and Victoria. Brookshaw's background includes being PD at *92/CJCH* and *C100 Halifax*, PD at *89X* and *CKLW FM Windsor* and operations manager at *Newcap Calgary's* two stations, *Fuel 90.3/XL 103*. As reported last week, *Al Ford* of the sister *Rogers Edmonton* stations will succeed Brookshaw as PD of *96.9 JACKfm (CJAX-FM) Vancouver...* Less than a month after joining *Bell Media Radio* in Toronto as manager, national music programming, *Steve Parsons* is going back to *Newcap Radio Toronto* as operations manager of *The Flow 93.5/boom 97.3...* *Ronnie Stanton*, the brand director at *Rock 101/CFOX 99.3 Vancouver*, adds VP, national brands and programming for *Corus Radio* to his duties. Stanton joined Corus in the spring of 2013... New general sales manager at *Corus Kingston (FM 96, HITS 104.3 and CKWS-TV)* is *Peter Mayhew*. He moves from the sister stations at *Corus Cornwall* where he's been GSM the last two years... *Al Douglas*, the 19-year former chief engineer at *Bell Media Kitchener*, will join *Blackburn Radio* in Chatham Dec. 1... *Pete Travers*, the PD at *102.3 JACKfm London*, is no longer with the station... *Dayna Bourgoin* has been hired by *Bell Media Ottawa's New Country 94* (previously *Bob FM*) as assistant PD. Previous career stops include *CMT Toronto* where she was MD and MD/promotion coordinator at *Rogers Media Ottawa...* *Evan Cooke* is the new ND at *MIX 103.7/100.5 CRUZ fm Fort McMurray*. Cooke, originally from Ontario, moved across the street to the *Harvard* stations from his afternoon news anchor position at *Rogers Radio Fort McMurray...* *Meredith Geddes* will move from afternoon drive at *96.9 JACKfm Vancouver* to middays at *CFOX Vancouver* in early January... *Jenna Bourdeau* has been appointed *CBC's* new senior director, acquisitions. She moved from *Proper Rights* where she was VP of distribution... *Jen Schlueter* *Meredith Geddes* moved from *Vista's Country 97 Prince George*, going across the road to do middays at *Pattison's 101.3 The River*.



**TELEVISION:** *Telus* has joined *BCE* in accusing *Rogers Communications* of trying to edge out competition under the guise of innovation related to exclusive

**National Hockey League** content, specifically the *Rogers GamePlus* mobile application. It lets smartphone and tablet users choose customized camera angles for replays during hockey games. BCE and Telus say that the app being available only to Rogers customers is a violation of the **CRTC's** vertical integration rules. Those rules require media content creator/distributor companies to offer it to their competitors...

**TVA Group** will acquire **Vision Globale's** Montreal and Saint-Hubert assets for approximately \$118 million, subject to approval by the **Competition Bureau**. The operations will become part of TVA Group within the Media Group segment of **Quebecor Media**. The assets are used for local and foreign film and TV production, including American blockbusters... **shomi**, the subscription video-on-demand (SVOD) service, has content deals with **CBS Studios International**, **The Walt Disney Studios** and **The Disney/ABC Television Group**. Shomi, the **Rogers/Shaw** SVOD partnership, is in limited beta release to its TV and/or Internet subscribers... In the U.S., **Nielsen** will start tracking ratings for TV programming viewed on **Netflix**, **Amazon Prime** and other SVOD services. The ratings will be measured using the programming's audio. Netflix and Amazon have repeatedly said that their ratings don't matter because their business models are built on the idea of users watching shows at their leisure and not so much on schedules. Studios that licensed their content to both services are flying blind at the negotiation table because all they have for measurement is what they're being told about subscriptions. For Nielsen the SVOD measuring legitimacy won't be complete until it can also track mobile data. **Forbes** magazine speculates that while this may not appear to be such a big deal right now, when streaming contracts come due for the likes of *The Blacklist*, *Arrow* and *Gotham*, that transparency could mean the difference between a series remaining in production on other platforms or being cancelled... The **Canada Media Fund** has provided \$2.5 million in funding to 10 convergent projects that applied to the *Diverse Languages Program*. Each of the 10 projects, all are documentaries, include a TV production with digital media components in Italian (3), Mandarin (1), Spanish (5) and multilingual (1). Click [HERE](#) for a list of the new projects that received funding... **Anne Dorval** will be the 2014 recipient of the **Women in Film & Television - Toronto (WIFT-T) Crystal Award for International Achievement**. The award is presented to a Canadian woman working in screen-based media for her significant and well-recognized body of work in Canada and abroad. The award will be presented Dec. 2 at a sold-out gala luncheon in Toronto. Dorval is well known in Quebec and Europe for her comedic roles in Quebec television series... **TVFreedom.org**, **Antennas Direct** and **LG** have partnered on a campaign to give away HDTV antennas in as many as 25 U.S. cities. The push starts in Toledo and Washington where 1,000 antennas will be distributed. An Antennas Direct spokesman said that the Washington event is a kick-off for the *Broadcast TV Liberation Tour*, an effort to bring free high-def TV to American families... **Netflix** will expand to Australia and New Zealand in March, bringing to 52 the number of countries it serves.

**RADIO:** The **CRTC** issued mandatory orders to **Radio India**, **Radio Punjab** and **Sher-E-Punjab Radio**, saying it won't tolerate any business or individual broadcasting illegally in Canada. Radio India, which had used **KVRI 1600 AM Blaine**, Washington, to carry its Surrey-produced programming, was told to stop by Midnight Nov. 13. The majority of Radio India's revenue came from Canadian advertisers...

An **Evanov Radio Group** company, **Dufferin Communications**, has applied to the **CRTC** for approval to acquire control of **CFMB-AM Montreal**, the first licensed multilingual radio station in Canada. Purchase price is \$1.125 million. CFMB was founded in 1962 by **Casimir Stanczykowski**. If approved, CFMB will join the company's two other ethnic stations, **CIAO-AM Toronto** and **CKSJ-AM Winnipeg**. Evanov/Dufferin's new **Radio Fierté (CHRF-AM) Montreal** is scheduled to be operational within 30 days as is the new **The Jewel (CHRF-AM) Hudson/St. Lazare...**

The **CRTC** has approved an application by **King's Kids Promotions Outreach Ministries Inc.** to increase power of its **CKOS-FM Fort McMurray** from 35 watts to 40,000 watts and to change the authorized contours of the



Christian music station. As a result, CKOS will move to a protected class B service from a low-power unprotected service... The **Community Radio Fund of Canada** (CRFC) says \$1,144,300 has been allocated to 41 community and campus radio stations through its biannual funding program, Radiometres, funded by Canada's private radio broadcasters through the Canadian Content Development (CCD) contributions. To view the list of Fund

recipients, click: <http://www.crfc-fcrc.ca...> **CHFI Toronto** is the first to check in with word that they've switched to an all Christmas music format. It happened during the *Santa Claus* parade last Sunday... **Moose FM (CJCD) Yellowknife** is celebrating its 35th anniversary. The station, owned by **Vista Radio** since 2007, was founded and owned by **Charles Dent** (whose initials are part of the call letters)...

In his first visit to the *Saddledome* this **NHL** hockey season, **Peter Maher**, the now-retired 34-year radio voice of the **Calgary Flames**, had to sit in the stands instead of the broadcast booth. The benefit, though, was easy access to the ice when he was called out to be honoured for his years of service... **Jeff Lutes**, the president of **International Harvesters for Christ Evangelistic**, has petitioned the **CRTC** to remove a condition of licence for **CITA FM 105.1 Moncton** and its repeaters in Amherst and Sussex that would allow the sale and airing of commercial messages on the stations. Specifically, Lutes wrote, CITA-FM has been approached to carry play-by-play coverage of the **Moncton Wildcats** hockey club (which has "a modest" number of spots during their live broadcasts)... **CJ1150** officially took over from **CJ 1280 (CJSL) Estevan** yesterday (Wednesday) when **Golden West**, after all the approvals were locked in, made the switch. **Laverne Siemens**, GW's director of engineering, says construction of two new AM towers began in July, along with a taller **CKSE-FM Estevan** tower... **News Talk 770 (CHQR) Calgary** is celebrating its 50th birthday this week. CHQR launched Nov. 17, 1964. Morning show host **Bruce Kenyon** notes that while everything analog is no more, replaced by electronics and digital, the ultimate goal remains the same: "The whole idea is to connect with the listener, and I don't think it matters how you do that or what technology you use." News Talk 770 is owned by **Corus**... Over 1,400 winter coats have been donated to the **Salvation Army** through the **Rogers Kitchener Radio Group's One Warm Coat Campaign**. **570 News/CHYM 96.7/Country 106.7** teamed with the Sally Ann to collect and distribute coats to those in need... **CJMR 1320 Mississauga** raised 30,000 lbs of food and over \$110,000 in pledges for the **Seva Food Bank** to mark the 545th anniversary of **Guru Nanak's** birth. Nanak was the founder of Sikhism and the first of the Sikh Gurus.

**GENERAL:** At the **CBC/Radio-Canada** annual public meeting in Montreal yesterday (Wednesday), President/CEO **Hubert Lacroix** was adamant that despite chatter to the contrary, he has been frustrated by suggestions that he is out to hurt CBC and what it stands for. And he insisted that CBC/Radio-Canada is managed independently from government. The workforce adjustment, he said, is a necessary consequence of the changes occurring in the media landscape and the pressures that bear on each of its revenue streams. Unstable commercial revenues, a decreasing parliamentary appropriation and a broken business model affects all conventional broadcasters, especially public broadcasters. CBC needs to take steps to become financially viable since expenses are still higher than revenues. At the same time, he said, CBC has a responsibility to stay relevant while adapting to Canadians' preferences, whatever the platform or screen size. And the public broadcaster must accompany its audience toward digital media. Speaking to the situation surrounding **Jian Ghomeshi**, Lacroix said "we are making every effort to be as open and transparent as possible under the circumstances. An independent investigation is underway. It will look into any and all allegations of improprieties in our workplace that have arisen in the recent controversy, and covers anyone from unionized



*employee to manager to executive. It will also look at our processes. We will continue to inform employees and the Canadian public as the situation unfolds”...*

In protest of ongoing job losses at the public broadcaster, **Radio-Canada Sherbrooke** staff refused an award presented to them by **CBC** President **Hubert Lacroix**. The newsroom had been selected to receive the President’s Award for its coverage of the Lac-Mégantic disaster... In Montreal, **Radio-Canada** supporters took to downtown streets Sunday to protest job cuts. An event organizer said Quebecers value the French-language service and want to ensure it gets adequate funding. **CBC/Radio-Canada** announced in June it would slash 1,000 to 1,500 jobs over the next five years...

For the first time, everyone at **CBC Halifax** is working together in the same building. The move from the iconic TV studio on Bell Road to new digs on Chebucto Rd. took place on the weekend. The Bell Rd. location was home to singing, fiddling contests, symphony specials and other variety programming. Countrywide shows and personalities included *Singalong Jubilee*, **Don Messer**, *Frank’s Bandstand*, **Anne Murray**, **Bill Langstroth**, **Catherine McKinnon**, **Natalie MacMaster**, *Gary and Dave* and **Edith Butler**... **Accessible Media Inc.** (AMI) has partnered with **BBC** to broadcast **BBC Radio 4’s In Touch** program on AMI-audio and stream it on AMI.ca. The show airs weekly on BBC Radio 4 where host **Peter White**, himself blind, delivers news and information geared towards those who are blind or partially sighted.

**SIGN-OFF:** **Len Marucci**, 84, known as **Len Michaels** on the air at **CFPL-AM 980 London**. He spent his broadcast career as a reporter/anchor. A memorial service will be held in the spring.

**SUPPLYLINES:** Toronto-based **e-Radio** has won the **CES** award in the *Tech For A Better World* category. Using the RDS section of a local FM station, appliances in the home, e.g. a water heater using the e-Radio module, can “listen” to data transmitted to it. The water heater can then be activated automatically to reduce electrical demand. Ditto any other electrical appliances. The award will be presented during the Consumer Electronics Show in Las Vegas Jan. 6-9.



## tracking share!

Catherine Kelly, vp electronic measurement of Numeris is passionate about looking at the right stats when analyzing how well a station is doing. In her experience, most programming team members look at Share instead of Average Minute Audience (AMA).

In her message to the Ontario Association of Broadcasters during OAB's fall conference, Kelly's plea, nay, demand was: "Stop tracking SHARE!"

Share, she said, doesn't tell you what's going on. Instead, it's entirely dependent and completely related to what's happening in the market which is outside programmers' influence.

"If things are changing in your marketplace," said Kelly, "the size of the pie is expanding or contracting for your audience, and those things have nothing to do with what you are doing. It

has everything to do with what's going on in the lives of Numeris panelists. They've got work, they've got school, they've got back to school, they've got holidays, they've got a whole ton of other things in their lives. So, that pie is shrinking and expanding all the time. Also, your share can change, simply because of changes by audiences on the other stations. Whether they move, contract or expand affects what your station's share numbers are going to look like. This tells you NOTHING (*she adamantly exhorted the audience*) about the performance of your station and your audience."

AMA is the true measure of audience in a PPM world, she said. It takes daily cume and total time spent, and pushes them together.

What you want to know about your AMA,

when it's going up or down, is how much of that is driven by regular come visits (regular daily come) and how much of that is driven by growth in time spent. You need to see the balance underneath that AMA, to understand the behaviours that are feeding into the audience. Are they spending more hours with your station, or are there more new listeners, or both?

Loyalty Percent is the most underutilized stat. It has to be tracked at the show level so that you know the percentage of your morning show, in minutes, that people are consuming daily, weekly, monthly, over and over. "You should be trending this stat for every show you have," said Kelly, because it will tell you about your growth in Time Spent Listening (TSL) for each show.

Catherine Kelly exhorted OAB delegates to monitor the shows. She said reach plan, total week means nothing in a programming world, calling it "irrelevant and pointless". She said people don't consume a station on a reach plan nor do they consume you on total week. They consume you by time of day, when it fits their mood, when it's in their life. So you need to start watching every show you have at the exact times you have it. Don't default to a 6-to-10 breakfast definition if your morning show is 5:30 to 9:30. Those are the times you really have to track. You should be trending this information over time. Watch every hour, every half hour. Watch the lead-in to each show and the lead out of each show.



**Catherine Kelly**  
vp electronic measurement, Numeris

# Opportunities. Issues. Solutions



*“If you heard tomorrow that you were going to have a multitude of choices on any platform you wanted, supported by local business—music, news, information, talk, you name it and it’s free—can you imagine how people would react?”*

Erica Farber, President/CEO of the Radio Advertising Bureau



In her luncheon keynote presentation to the Ontario Association of Broadcasters annual conference in Toronto, RAB President/CEO Erica Farber underlined radio’s attributes: “We’re live, we’re local, we’re mobile, we’re social and we are interactive. We are available in homes, in our cars, at work, on demand and on the go ... and radio is so, so personal.”

Radio, she said, is the original and social interactive medium with “an amazingly solid position” in today’s landscape. It reaches 92% of North Americans 12+ every

week even as the entire audio space is becoming more competitive. Radio is as much a part of the daily consumers' lives today as it's always been, continuing to be the ultimate audio source for information, entertainment and music.

People, despite the multitude of options, are still tuning to radio first for music discovery, she said, and it leads word-of-mouth, Pandora, music collection services, Facebook, YouTube, you name it. "This is the greatest time to be in radio. We offer audio, we offer video, events, interactivity. There's nothing we can't do. We are only limited by our imagination, our resources and, I understand, sometimes, even a corporate culture."

But Farber was also unequivocal in her presentation of issues that require industry attention, among them the connected car, mobile, talent, women and promotional budgets.

Radio is cited by 86% of drivers as their primary in-car device, she said, but ensuring radio's prominent place in car dashboards is a priority: "it is a big, big issue." Farber told OAB delegates that while she regards herself as pretty savvy when it comes to technology, it took her over 20 minutes to find the radio in a new car she recently rented. She pointed to Ford which has 34 unique models with a different in-dash entertainment system in each.

On the topic of mobile, Farber said this is where the audience is going. And radio must be on all mobile devices. Every FM chip, available in every mobile device, must be turned on but most carriers have been reluctant to do so. Sprint in the U.S. is the first company that has formally allowed it to happen.

Broadcast signals coming through a mobile device do not eat into data plans, and don't drain batteries. Importantly, in times of crisis, the radio will still work in a mobile device so if a cell tower goes down you still have the radio available. During recent focus groups with young people 18-21 who didn't grow up with radio, Farber said when they were asked how they felt having a radio on their mobile devices all were adamant that this would be a cool idea; that they never thought about having a portable radio. "They have no idea of what a transistor radio meant to many of we older folk."

With interactivity being so important, Farber talked about a company called Clip Interactive. It takes broadcast signals and brings them up live on mobile devices. With technology delivering audio beyond the dial, she said, it allows listeners to get their radio station whenever and wherever they want it regardless of the platform or device.

In the United States last month, she said, "we had over 39 million people download a podcast. A year ago if I said the word podcast everyone would have asked what I was talking about. Farber reminded OAB delegates that streaming doesn't take away from broadcast listening. Instead, it's complimentary with 82% of online radio listeners also listening to broadcast radio each week. When your listeners consume your radio station's product on multi-platforms, they expect you to be everywhere.



***“I can always tell that I’m at a radio meeting because there is never a line in the ladies room.”***

**Erica Farber, RAB**

But with multi-platforms, there is the issue of measurement. As an example, she described getting into her car, then listening on a PC at her office, then listening on her phone. She’s only one person but is she being measured with one number? The answer, she said, is no and the radio industry has to figure out—quickly—how to do that.

### **Talent**

Farber: “When I say talent I mean on air, off air, and sales talent. What are we doing to attract young people to this industry? Again, they didn’t grow up with a transistor and radio, and audio entertainment has a totally different meaning to them so we have to solicit their interest and we have to let them know that this is a career that they need to focus on. And, just a side note, we need our own employees to help recruit new people. I speak at a lot of colleges and I think I’m pretty hip but I know most of the time I walk in and they go yeah, this is Mom speaking to them. Do I really want to work for Mom? So let’s think about that. When we are trying to attract young people we need to be training the younger people on our staff to be our advocates as well as training the people who are out there talking on our behalf.”

### **Women**

With the demographics changing and with more women in the workplace, she said there remains a lot of work to be done in the radio industry. Farber pointed to U.S. statistics that showed, as of December last year, 17.8% of all commercial radio stations in the U.S. are managed by women. Sales management is 30% women while

programming management is 11% female. “I always find this statistic really interesting since women are such a large demographic.”

## Promotional budgets

While traditional advertising budgets are not growing, promotional and digital budgets are. While most radio sales executives don’t have relationships with the decision-makers at large companies the need is there to develop new relationships.

Further, said Farber, sales reps have to understand and speak their language rather than “radio speak”. We know, she said, “that return on investment is the most important thing to an advertiser and, based on Nielsen’s recent link to shopping data to audio data, for nearly every dollar spent on radio advertising, advertisers achieved \$6 on average of incremental sales. This is important, this is meaningful and this is incredibly good news for radio. We work for the consumer and we work for advertisers.”

Radio works for the listeners by delivering the songs and information they need and want to hear. They listen to commercials, and those commercials sit in a positive environment for advertisers because it works for them. The commercials tell consumers where to shop and where to buy. Radio is helping listeners learn about local businesses where they live, driving on-line and in-store traffic.

Radio is absolutely on, said Farber. “On air we are a mass media capable of easily delivering messages to many targetable listeners, assuring that the right people are exposed to the right message. We are trusted and we are always available during a time of crisis and need.”

In her closing remarks, the RAB president was insistent that everyone in radio drop the phrase ‘terrestrial radio’. “If I were in the U.S. I probably would have heard it 20 times. I ask you all to please eliminate the word ‘terrestrial’ from your vocabulary. Please. Before satellite radio existed we never used that word. I have never once heard a television sales person or manager say that they work for terrestrial television. We allowed the satellite industry to rename our history so I don’t care what you call what we do; broadcast, AM/FM or over the air. Just don’t call it terrestrial.”

# BROADCAST Dialogue

## Essential Reading

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Thursday, November 27, 2014

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**GENERAL:** Toronto police have charged **Jian Ghomeshi** with four counts of sexual assault. Another charge still to come is what police called “*overcome resistance - choking*”. His lawyer says Ghomeshi plans to plead not guilty to all. Since his Oct. 26 dismissal, nine women have come forward with allegations that Ghomeshi sexually or physically assaulted them. Meantime, Ghomeshi has withdrawn his \$55-million lawsuit



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against **CBC** and will pay CBC \$18,000 for the public broadcaster’s legal fees. Further, Ghomeshi will receive no compensation from CBC. The agreement still needs to be formalized through a court. He will, however, contest his dismissal through a grievance for reinstatement. That grievance has already been filed through his union, the **Canadian Media Guild**... At the beginning of a **CRTC** public hearing this week in Gatineau on the review of wholesale wireline services, Chairman **Jean-Pierre Blais** said that the regulatory body wants to ensure that Canadians can benefit from a world-class communications system in which they have access to content as well as the choice of wireless and Internet services. **Bell Canada** said that the Canadian Internet market is already highly competitive and shouldn’t be regulated further. It also told the hearing its investment in fibre technology would slow or stop should Bell be forced to offer smaller competitors greater access to its networks. Though there are more than 500 Internet service providers across the country, Bell, **Rogers**, **Quebecor**, **Telus** and **Shaw** - the top five players - own the vast majority of market share. The current hearing is the third of three that the Commission held this fall, the first being the future of television in Canada. After that came the hearing on the wholesale wireless mobile services market... The **Rogers** family has donated \$130-million to establish a new heart research centre in Toronto. The gift will be split three ways between the **Hospital for Sick Children**, the **University Health Network** and the **University of Toronto**. Each intend to contribute an additional one-third of the Rogers’ gift, taking the total to more than \$260-million. **Ted Rogers** died at 75 of heart failure... **Corrie Coe** of **Bell Media**, **Lisa LaFlamme** of **CTV National News**, **Manon Brouillette** of **Videotron**, and **Andrea Goertz**, **Sandy McIntosh** and **Monique Mercier** - all of **Telus** - have been recognized by **the Women’s Executive Network** with **Canada’s Most Powerful Women Top 100 Awards** in the Arts and



Communications category.

**RADIO:** *Rock 102 Saskatoon's* 12th annual *Coats for Kids* campaign saw about 2,500 coats distributed to kids in 17 of the city's community schools. A group of Grade 4 students at one school jumped on and over piles of coats, mittens, hats and boots, picking out what they'll wear this winter... *Bell Media Radio* has launched *Shopico.ca*, described as a transactional website offering deals to consumers, e.g. gift certificates at 50% off. The website has retailers from various fields and industries... *Attraction Radio* has applied to the *CRTC* for a change of ownership of *CKLD-FM Thetford Mines* and its rebroadcaster, *CJLP-FM Disraeli* (PQ) and *CFJO-FM Thetford Mines* and its rebroadcaster, *CFJO-FM-1 Lac Mégantic*. The transaction would be through the transfer of all of the shares in the share capital of *Gestion Appalaches* to *Attraction Radio*... *QM/FM Vancouver* has gone to all-Christmas music... In Toronto, *CHUM-FM* is now playing non-stop Christmas music weeknights through Christmas evening.

**REVOLVING DOOR:** Kerry French, the director of research at *Rogers Radio* in Toronto, will - after almost 40 years in radio - retire from that position Dec. 31. Before joining Rogers, she was VP for business analysis at *CHUM Toronto*. French joined Rogers in January of 2010... Among those laid off by *Bell Media* in Toronto last week were **Paul Patenaude**, a 32-year veteran who most recently was director of post production/on-air services/distribution services, and **Brad McLean**, senior manager on-air services for *CTV Television* and specialty channels... At *Bell Media Ottawa*, **Peter Angione** is now director, news and information programming as well as remaining ND at *CTV News Ottawa*. He is responsible for all on-air and digital programming and news content for *580 CFRA* and *CTV Ottawa*. Angione succeeds **Steve Winogron**, the 34-year *CFRA* veteran who was recently laid off... Also at *Bell Media Ottawa*, **Joanne Woo** has been appointed executive producer, news and information programming. She continues, too, as executive producer of *CTV News Ottawa*... **May Lam** is the new manager sales integration, local TV/radio at *Bell Media Vancouver*. Her broadcast background includes being senior communications officer at *CBC Vancouver* and promotions and marketing director at *JACK FM/News1130/FM104.9 Vancouver* as well as APD at *JACK FM*... **Tony Stark** from *Virgin Montreal* is the new morning host at *JUMP! 106.9 Ottawa*. He begins Dec. 1 and succeeds **Jay Hatton** who moved to sister *Corus* station *Fresh FM Edmonton* as morning host... **Darryl Hooke** retires from *Corus* tomorrow (Friday) after spending his entire 41-year career at *CHED Edmonton*. He'd been a copywriter, creative director, promotion director, program director, director of client services and, most recently, new media account manager. Hooke's thoughts on the



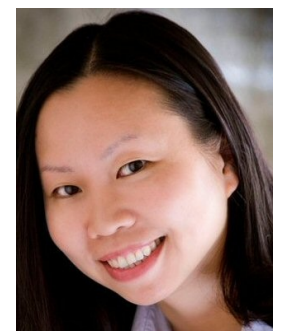
Kerry French



Peter Angione



Joanne Woo



May Lam

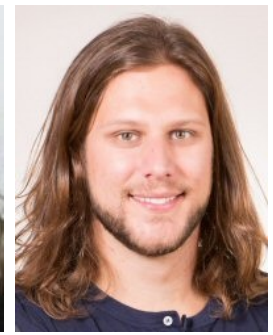


Darryl Hooke at the beginning of his *CHED Edmonton* career (before) and 41 years later (after).


new media position: “*Never stop learning. Technology changes at the speed of thought but content remains king. If your message doesn’t resonate with people, the delivery system is irrelevant*”... **Cara Golden**, ex of **Numeris** (formerly **BBM**) where she was an account executive, is now at **Newcap Toronto** where she’s doing sales, programming and corporate work... **Andrew (Beckler) Boechler** joins **X929 Calgary** in late February as afternoon drive host. Right now, he’s with **Virgin Radio Edmonton**.



Cara Golden




Andrew Boechler



**General Sales Manager - Calgary**

For details or to apply,  
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**Midday Show Host - Regina**

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**TELEVISION:** **Rogers** says it never would have developed the **GamePlus** app for tablets and smartphones if it had to share that technology with competitors. The app, an add-on feature of **GameCentre Live**, allows hockey fans who are **Rogers’** subscribers, to stream **NHL** games online. **BCE** filed a complaint about that exclusivity with the **CRTC** last month. **Rogers**, however, says creating such interactive television was too expensive to give away to its competitors. **BCE’s** position, along with **Telus’** and **Eastlink’s**, is that **GamePlus** is a violation of the Commission's vertical integration rules. Those rules require companies that both create and distribute media content to offer it to their rivals to distribute as well... **Tantoo Cardinal**, born in Fort McMurray and a 40-year acting veteran, will receive the **ACTRA Toronto Award of Excellence** at the **2015 ACTRA Awards** Feb. 20 in Toronto. She’s worked in such TV projects as **Blackstone**, **Dr. Quinn**, **Medicine Woman**, **North of 60**; **Legends of the Fall** and **Loyalties**... **Corus** says such hit reality shows as **Property Brothers** have convinced it to



invest more in producing TV shows that it will own. COO **Doug Murphy** says new VOD (video on demand) services are driving the demand for programming and, as a result, is a **Corus** growth opportunity. Hit reality shows such as the **Property Brothers** can be dubbed into multiple languages or the concept can be sold to other broadcasters who can produce their own versions... It’s all over for the **Aereo** online streaming service after it lost in a U.S. Supreme Court fight. The start-up sought bankruptcy protection after the Court said its TV service violated programming copyright protections... Waterloo, Ont.-based **Sandvine**, in its bi-annual Internet traffic trends report, says **Netflix** continues to dominate North American networks, accounting for 34.9% of downstream traffic in the peak evening hours. **Amazon Instant Video**, the

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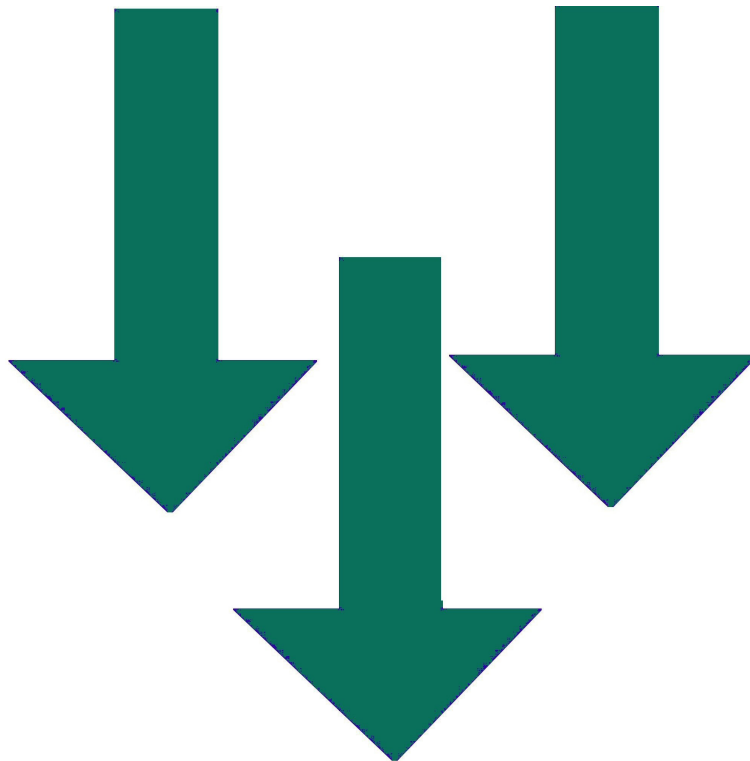
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second largest paid streaming video service in North America, accounts for 2.6% of downstream traffic, doubling its share in the last 18 months. **Facebook's** introduction of video autoplay saw average subscriber usage increase by as much as 60% on mobile networks and over 200% on fixed networks in the past year... **Corus** has new origination deals with certain Canadian broadcasters to transmit their broadcast feeds from its media and broadcast facility at Corus Quay in Toronto. **DHX Media** added **Disney XC** and **Disney Junior**. **FEVA TV** recently partnered with Corus to launch its specialty service and, coming soon will be **Groupe Média TFO's** broadcast feed... **Nelvana**, the **Corus** animation and distribution company, has appointed Santa Monica-based digital media company **Kin Community** to manage and optimize its content offerings on **YouTube**... **shomi**, is using **Twitter** to launch a marketing campaign that will use configurator Twitter quiz cards that will “help users decide what they should watch on shomi based on how they are feeling”. The plan is to engage “entertainment lovers” on the social media platform.

**SUPPLYLINES:** **Yangaroo**, the Toronto-based media distribution company, has an agreement with UK-based **Adstream** to distribute Adstream television commercials for some clients to Canadian broadcasters. Adstream specializes in digital asset management, workflow and delivery for the international advertising industry.

## The Importance of The Story

This week's feature begins  
on the next page.





**StoryWorld  
Quest** highlights the  
importance  
of the story

by Connor O'Donovan

I looked up and saw about a hundred red dodge balls flying towards my face. I looked left to see scores of individuals launching their own projectiles toward the opponent. I looked right and saw more of the same which is kind of odd considering I was standing outside of the Shaw Theatre at the Northern Alberta Institute of Technology.

I did have  
the Oculus Rift headset  
wrapped around my head, of course.

The Oculus Rift is the flagship device in what  
many are calling the next step forward in content con-  
sumption; it is a futuristic pair of ski goggles set to revolution-  
ize the way we play videogames and watch television and movies.

As I removed it, however, I didn't quite feel the hype. The virtual  
world in which I was craning my neck involved some sort of massive dodge  
ball game that had been filmed at almost every angle possible to make me  
feel like I was really there. Yet I still had so many questions. Where was I?  
Who made up my team or my opponents? How many people were playing and  
why were we all participating? There was no real story presented to narrate the  
experience.

My Oculus experience took place Oct. 24-26 in Edmonton at StoryWorld Quest,  
North America's first transmedia storytelling conference. Transmedia storytell-  
ing is the practice of telling stories across multiple platforms and thus the con-  
ference featured a myriad of ideas, thinkers and professionals from across  
the broadcast, technology and entertainment industries.

Writers, directors, actors, animators, web developers, authors, tele-  
vision network executives and others spoke in panels and work-  
shops dedicated to storytelling. Some of these panels put

focus on the broadcast industry, such as *Giving Your  
Story Legs: How Mobility Can Help Content  
Build Community, TV's Future:*

*S e c o n d*

*S c r e e n*  
and *Beyond and Enthral*  
*Your Audience—Telling the 'Right' Story  
for the Right Platform.*

If these presentations, led by radio specialist Valerie  
Geller and ex FOX show runner John Heinsen among others,  
could be boiled away to a single thesis, it would be this: without a  
compelling and engaging story with which to structure your content,  
your audience will not exit your sphere of influence with an exciting im-  
pression. That's why I left my storyless encounter with the Oculus Rift, one  
of the hottest and most talked about items in the tech world, barely wanting  
to tell my friends about it.

In her *Enthral the Audience* workshop, Valerie Geller spoke about how she  
thinks stories should be told. As she says, if something matters to you it matters to  
someone else but it's important to think about why your content matters to your  
audience rather than just why it matters to you. Predicting what your audience  
wants to hear will more easily enable you to inform, entertain and connect  
with them across any platform.

Take the Oscars, for example. How do you go about telling the story  
of the Oscars, traditionally one of the highest rated television events  
of the year across the nearly universally-used Internet and mo-  
bile platforms? What type of Oscar experience does the  
audience want?

John Heinsen was the director of produc-  
tion for *The Oscars Backstage*,

which allowed online and mobile viewers to see extra footage of celebrity arrivals, fan reactions along the red carpet and the first thoughts of award winners as they left the stage. Heinsen and company utilized non-television platforms to tell unique and relatable stories not seen on the broadcast.

Viewers experienced the glamorous celebrities trotting down the red carpet from their limousines, empathized with the experience of viewers who were at the venue and shared in the emotions of Oscar winners. The second screen experience, which went on to win an Emmy Award, told stories in an explicit and engaging way and provided a more personalized account of the event.

The success of the second screen experience is most easily seen in the form of the Ellen Selfie. Partway through the ceremonies, Oscar host Ellen Degeneres strolled offstage and tweeted a picture with some of Hollywood's most famous people. The post, which temporarily crashed Twitter, has been retweeted 3.3 million times.

So, whether it be on the radio during the morning drive, on TV during the six o'clock news, on a tablet, a mobile phone or in a virtual reality headset, your production begins with the story.

Content is King has become a cliché but, in Edmonton, with 60+ speakers, StoryWorld Quest highlighted that however extensive the formats of storytelling may become, the quality of content holds prominence.

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