

BROADCAST Dialogue

Essential Reading

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

Thursday, November 5, 2015

Volume 23, Number 25

REVOLVING DOOR:

RThe new Heritage Minister is **Mélanie Joly**, an MP from Montreal. Her portfolio includes the media industry – *Canada Council for the Arts, Telefilm Canada, Library and Archives Canada*, the *National Film Board of Canada* and the *CBC*. As well, Joly's portfolio oversees Canada's arts, culture and sports. Previously, she was a litigation lawyer and a managing partner of Montreal public relations firm *Cohn & Wolfe*...



Mélanie Joly

Tom Pentefountas

Tom Pentefountas, the vice-chairman of broadcasting at the *CRTC*, says he has resigned and will leave Nov. 20, four months before his five-year term expires April 1. *CRTC* commissioners and its chair and vice chairs are appointed by the federal cabinet. Upon his departure, there will be five vacancies to fill. Pentefountas's action led the Commission to postpone a Nov. 16 hearing on rules regarding French-language music on private radio because at least three French-language commissioners are required. At his leaving, just two will remain...

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The former president/CEO of *Air Canada's Leisure Group* has been appointed president/CEO of *Maple Leafs Sports & Entertainment (MLSE)*. Michael Friisdahl will begin next month...

Tony Ciciretto, the president/CEO of *Cogeco Cable's* recently renamed business unit, has stepped down. Succeeding him at *Cogeco Peer 1* is Philippe Jetté, senior VP, chief technology and strategy officer. He stepped into the leadership role this past Monday. Ciciretto will serve in an advisory role until Dec. 31...

Bell Media Radio's B.C. Interior assistant program director, Tammy Cole, is leaving her Kelowna base Nov. 13. She's been hired as senior PD at *Corus Entertainment's 97.5 BIG FM/Fresh Radio 99.1 Winnipeg...*

Lynda Parcels is the new morning co-host/news person at *Soft Rock 97.7 (CHUP-FM) Calgary*. She is a former news anchor at *660 News Calgary* and, before that, was a morning show host at *KISS FM Vernon...*

Elle Dee became the new midday host/music director at *Magic 106.1 Guelph* Nov. 2. Her background includes

91.5 The Beat and *107.5 Dave FM*, sister *Corus* stations, in the Kitchener-Waterloo market...

Jennifer Bragg is the new director, factual and lifestyle development at *Portfolio* Entertainment in Toronto. Bragg was most recently development associate at *Fusion Television*, a property of *Stornoway Communications...*



Lynda Parcels



Elle Dee



Jennifer Bragg

Cheryl Fullerton has been appointed to lead *Corus Entertainment's* human resources department. Her title is executive VP, people. Fullerton arrives at Corus from outside the industry.

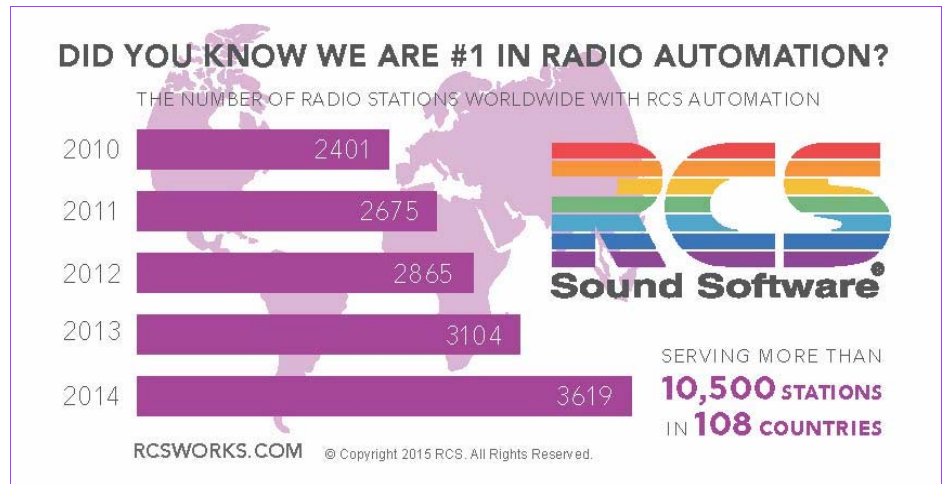
GENERAL:
The *Canadian Media Guild*, which represents *CBC/Radio-Canada* workers, is asking new *Heritage Minister* Mélanie Joly for

immediate funding for *CBC/Radio-Canada* to restore local news services, and in-house audio and visual production capacity. It also wants President Hubert Lacroix and the entire *CBC Board* shown the door. Prime Minister Trudeau promised during the election campaign to reverse the CBC funding reductions and to instead invest an additional \$150 million a year in the public broadcaster...

Departing *CRTC* Vice Chair Tom Pentefountas and Ontario Commissioner Raj Shoan will participate in next week's (Nov. 10) *Ontario Association of Broadcasters* annual conference — *CONNECTION 2015* — in Toronto. Pentefountas is the keynote luncheon speaker while Shoan will address the Annual General Meeting as well as take part in the Executive Industry Town Hall session...

Las Vegas may soon be in trouble when it comes to trade shows. Five industry leaders have made no bones about the *Las Vegas Convention and Visitors Authority's* (LVCVA) promise to expand and overhaul the existing 3.2 million-square-foot *Las Vegas Convention Center*. While the Authority plans to invest \$2.3 billion in the overhaul, local competitors say they'll oppose such public funding. Chris Brown, the executive VP of conventions and business operations for the *National Association of Broadcasters*, says the LVCC doesn't have the number of meeting rooms it needs; that general sessions are conducted in neighbouring hotels. Further, he said, the LVCC doesn't have the technical infrastructure to stream events to NAB members. Other American venues being considered by the big five industries (*Consumer Electronics Show*, *ConExpo-Con/Agg*, the *NAB*, *ReCon* and *MAGIC*) are Chicago and Orlando. But, for the moment — and despite the legitimacy of industry association complaints — movement away from Las Vegas appears unlikely...

The *Community Media Policy Working Group* has published a draft report calling for further research as well as a more coherent approach to community media. *Community Media in the Digital Era: Relic or Renewal* is based on a recent online survey and focus groups. Response to the survey was low (419 people from 152 communities across Canada). In a conference Nov. 22-24 at *Carleton University*, community media stakeholders from TV, radio, online and gaming will debate and finalize the policy.



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RADIO/AUDIO:

The *CRTC*, in the last part of its *2015 Communications Monitoring Report*, observes that there was a small decline in the average time spent listening to radio stations across all age groups in 2014. In diary markets listening was 18.8 hours in 2014, compared to 19.3 hours in 2013. Twenty-two percent of Canadian residents also streamed an AM or FM station's signal online, and 18% used personalized online music streaming services. Radio broadcasting revenues increased 1.4% in 2014 to \$17.3 billion. The broadcasting sector invested nearly \$60 million in new Canadian audio content. Satellite radio subscriptions grew a point, from 15% in 2013 to 16% in 2014. There were 1,107 authorized radio services in 2014, including 846 English, 222 French and 39 in other languages...

Country is the top U.S. radio format at 15.2% of all listeners. News-Talk follows with 10.6%. *Nielsen* also reports the third and fourth-rated formats are Top 40 with 8% and AC with 7.6%. An article last year in the *New York Times* said "Country has been one of radio's biggest success stories over the last decade". In an interview with *Inside Radio*, Jaye Albright of *Albright, O'Malley & Brenner* was quoted as saying: "If you still want to own 18-49, 18-34 and thus 25-54, one station can reach the audience as long as music is well-researched and has brand-building personalities who fit the image desired by contemporary Country fans"...

Speaking of Country, *CJYQ St. John's* moved to that format a while back, dumping its 15-year run with Traditional Newfoundland music. The *Newcap* station is now ID'ed as *KIXX Country 930*...

Napster, the subscription music service, went live in Canada on Monday. In its promotional bumpf, Napster says it offers 35 million songs for streaming and offline playback, including local music from top Canadian artists. Napster is on iOS, Android, Windows Phone, Web, Sonos, Chromecast, and supported by some car manufacturers...

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The *CRTC* says it won't issue a call for radio applications to serve the one-station Bracebridge/Gravenhurst market because no other party besides *Bayshore Broadcasting* has shown an interest. Since that's the case, the application will be reviewed at the non-appearing phase in the next feasible public hearing. Bayshore proposes using 102.3 at 22,000 watts...

Vista Radio recently launched two new stations, *Moose FM (CHBY-FM) Barry's Bay* at 106.5 with power of 12,000 watts and *COAST FM (CKPP-FM) Prescott* at 107.9 with power of 1,000 watts. Both have a Greatest Hits format from the '70s and '80s, with some reaching back into the '60s. Moose FM launched at Noon, Oct. 16 with *Carry On My Wayward Son* by *Kansas*. COAST FM launched at Noon, Oct. 20, with that same song. **Amanda**



Lorbetski, the morning host/news reporter at Moose FM, transferred from *Vista Bancroft* to go back to her home town. Morning host at COAST FM is **Jamieson Bridal**. He's the operations manager for the Vista stations in Prescott, Barry's Bay, Kemptville and Bancroft. Prescott is near Brockville on the north shore of the St. Lawrence River. Barry's Bay is about midway between Huntsville and Ottawa...

The *CRTC* has granted *Tietolman Tetrault Pancholy Media* another delay, this time to Nov. 2016, for the launch of its news stations, AM 940 in French (approved in Nov., 2011) and AM 600 in English (approved in Nov., 2012). TTPM also holds a third licence for AM 850 which was awarded in June, 2013...

The *Gabriola Radio Society's* request for a third one-year extension, until November of next year, to launch *98.7 CKGI-FM Gabriola Island (BC)* has been denied. The original *CRTC* approval was granted in November, 2011...

The *ZED 98.9 Red Deer Haunted House* saw over 7,500 people go through it this year which helped to raise \$130,000 for the *Red Deer and District Boys and Girls Club*. Utilized were animatronic props, feature designs and live character actors. The Haunted House is produced each year by the Boys & Girls Clubs of Red Deer and District. It ran on weekends this year from mid-October to the 31st...

Prior Smith's *Canada Calling*, now in its 62nd winter season (39 years with Smith at the helm), is back on the air in Florida for the season as well as being online with daily updates for vacationing Canadians. Later this season, *Canada Calling* will expand its network to The Bahamas, Arizona, south Texas and southern California.



O **OPS:** In an item last week about *C95 Saskatoon's* radiothon I mistakenly wrote that the station was in Regina.

TV **/VIDEO:** The *CRTC*, in the last part of its *2015 Communications Monitoring Report*, observes that the overall average time spent viewing TV remained stable in 2014 at 27.4 hours a week compared to 27.9 hours in 2013. Those who were 18+ also watched 2.7 hours of TV content on the Internet, up from 1.9 hours in 2013.

And 8% of viewers in Canada reported watching TV exclusively online. Anglophones who watched Internet video content on a tablet grew from 20% in 2013 to 26% in 2014. Francophones increased such viewing from 16% to 25% during the same period. Anglophone smartphone viewing grew, going from 23% in 2013 to 38% in 2014 while, for Francophones, it increased from 16% to 27%. In 2014, there were 663 authorized TV services; 392 English-language, 84 French-language and 187 in other languages. Anglophones' adoption of TV content via the Internet grew from 42% in 2013 to 47% in 2014. Among francophones it increased from 39% to 42%. Nationally, 46% of adults watched Internet TV in 2014...

CBS is looking into offering its online service free of ads for \$9.99 a month. CEO Les Moonves called the service "a major priority" as young people's viewing habits shift to mobile devices...

The *CRTC* and *NFB* say that with audiovisual content on TV, the Internet, smartphones and tablets, discoverability is key. The two have partnered to begin a discussion on *The Age of Abundance* with its first meeting to be held in Vancouver Dec. 1. The traditional ways of discovering content need to evolve, they postulate. Discoverability concerns viewers finding content and creators bringing that content to those viewers. A second such session, leading up to *The Discoverability Summit* in May, will be held in Montreal though a date has yet to be set...

Telefilm Canada, in a report on audience trends in Canada, has found — among other conclusions — that the top three ways Canadians watch films are (1) on TV, (2) paid streaming (e.g. *Netflix*, *shomi*, *CraveTV* and *illico.tv*) and (3) personal video recorders. Subscriptions to cable and satellite services remain strong, it says, at over 80%. Film viewers who use Netflix to watch movies rose to 41% in 2015; 60% of viewers aged 15-34 use Netflix. Telefilm also notes that in 2014, 24% of Canadians said they watched a higher number of TV series than they did a year earlier. This figure rose to 25% in 2015...

The Weather Network says a new interactive app is available on *Apple TV* for access to localized weather forecasts and personalized content. It also has features similar to its mobile and web apps...

Popcorn Time, the Canadian streaming service, has been shut down after the *Motion Picture Association of America* (MPAA) filed suit over online piracy. The site enabled unauthorized viewing of copyrighted movies and TV shows worldwide...

Bell has become Canada's largest television provider, according to *BCE's* quarterly results. It now claims more than 2.7 million subscribers. In their latest quarterly reports, *Shaw* said it has 2.69 million subscribers, *Rogers* claimed 1.9 million, and *Telus* said it had 954,000...

Groupe V Média in Montreal has acquired *25Stanley*, a sports news blog that generates over 32-million page views annually. Groupe V says the addition will enhance its mobile offering.

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Myles Morse

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Dan Roach

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Spirit Award

Nathan Pachal

PNI Digital Media Inc.

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*Tom Davies,
Corus Radio Edmonton*



Alex Loewen, SAIT Calgary; Nilton Faria, recent SAIT graduate; Brian Mayer, Global Calgary; John Bos, Global Edmonton and Michael Uhryniuk, Mount Royal University, Calgary



Al Pippin, Pippin Technical, Saskatoon and Pat O'Connor, Shaw Media Winnipeg



David Ford, Bell Media Penticton and Larry King, Bell Media Kelowna and wife Miriam



Networking in full swing



Jonathan Hutchinson, SAIT Calgary and Fred Schrod, Global Okanagan, Kelowna

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David Youell,
Bell Media Radio Vancouver



Sam Lowe, JPBG Grande Prairie
and Russell Boorman JPBG Victoria



Nathan Pachal presents Ken Dann
with the Retirement Award



WABE birthday cake



Nathan Pachal accepts the Spirit Award
from President Mark Crichton



Bill Stovold, Bell Media Calgary
and Robert Brown, Corus Vancouver

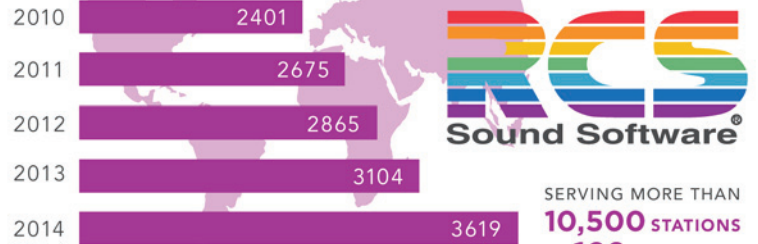


Brian Gatensby, Bell Media Victoria and
Darrell Norton, BC Legislature, Victoria

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Bill Polonsky, CJUC Radio Whitehorse YT and
Rob Hopkins, Open Broadcaster Tagish YT



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and Sarah Haslip, G.S. Broadcast Technical Services, Mississauga
and Ron Taylor, Winnipeg



Chuck Laws, Vancouver; Phil Keeling, Global BC Vancouver;
Fred Schrod, Global Okanagan, Kelowna and
Pat O'Connor, Shaw Media Winnipeg

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Laverne Siemens, Golden West Broadcasting Altona
and Oliver Eichel, Knowledge Network Burnaby



Dan Roach accepts the 2015 WABE Ambassador
Award from WABE President Mark Crichton



MC Dustin Collins,
Rock 101 Vancouver



Shawn Tompkins,
Rogers Lethbridge



Sue Stechly, Applied Electronics Mississauga
and Sylvia Fantin, Tektronix Toronto



Scott Farr, RCS Canada, Winnipeg



Trevor Stuart,
Bell Media Radio Edmonton

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*Sandra Goodwin, Novanet Communications Ajax
and Andrew Mulrooney, Davicom, Quebec City*



*Thomas Brauer and Ian Gunn,
Burli Software, Burnaby*



RCA antique microphone



*Shane Finch,
MusicMaster Ocala, FL*



*Jason Coleman, CBC Transmission Vancouver
and Eric Poppleton, ERP Engineering, Winnipeg*



*Allan Kranzler, Global Calgary
and Greg Elko, Shaw Media Calgary*



*Dennis Kadach and Robert Chambers,
CTV Vancouver*

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Thursday, November 12, 2015

Volume 23, Number 26

GENERAL:

GAt precisely 11 a.m. local time yesterday, Wednesday, Nov. 11, radio and television broadcasters across the country paused for a full minute to honour Canada's fallen war veterans. All TV stations/channels agreed to run a white on black slide with no audio that read "*Lest We Forget*" in the language of its service. The exceptions were those services covering the Ottawa ceremonies live. The radio stations ran a 1:40 version of *The Last Post* at the same time. Gary Maavara, the executive VP and general counsel at *Corus Entertainment* was the guiding light behind this united and national effort...



Job cuts at *Bell Media* in Toronto and Montreal are said to amount to 380, primarily in news and production but also in sales, marketing and administration — all to occur by the end of this month. *Unifor*, the union representing the workers, says the Toronto job losses will number 270, 220 in production and editorial, 45 in sales and marketing, and five in administration. In Montreal, 110 jobs will be cut: 70 in production and editorial, 45 in sales and marketing, and five in administration. In its latest quarterly report, Bell Media had an adjusted profit of \$183 million, up about \$1 million over last year; a strong quarter for BCE's media segment. Revenues grew 4.1% to \$692 million, mainly on the strength of conventional and specialty TV advertising. Bell Media began a major shakeup of its staff in late August — from senior positions on down — under Mary Ann Turcke, its new president...

Telus will reduce its workforce by 1,500 through early retirements and voluntary departures, the action to be completed by the end of the first quarter of 2016. The company expects to save as much as \$125 million a year. The reductions, *Telus* says, will be evenly split between unionized and management positions...

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Canada's Top 100 Employers for 2016, announced Monday, include media companies *Aboriginal Peoples Television Network Inc./APTN*; *Bell Canada*; *Corus Entertainment*; *Rogers Communications* and *TELUS Corporation*. The national competition is to determine which employers lead their industries in offering exceptional workplaces for their employees. Canada's Top 100 Employers is owned by *Mediacorp Canada* in Toronto...

Mélanie Joly, the new minister of Canadian Heritage, has assured *CBC/Radio-Canada* and the *Canada Council for the Arts* that the *Liberal* campaign promises to substantially increase federal spending will be honoured. For CBC it means \$150-million, \$25-million to *Telefilm Canada* and the *National Film Board*, and \$360-million for the Canada Council for the Arts. In 2007, Joly was an intern with Radio-Canada...

The *CBC* building in downtown Toronto was evacuated for just short of two hours last Friday afternoon after police were called to investigate an inert military shell donated to the CBC archives. The disruption forced CBC to broadcast from Ottawa instead...

The *MTM* (Media Technology Monitor) *Report* on *YouTube* watching says there over one billion users and 300 hours of new content posted every minute. Nearly seven in 10 Canadians watch YouTube monthly, with one in three viewing its content at least once a week. Sixty-eight percent of Canadians use the site as a personalized audio service...

Broadcast winners in the *2015 Jack Webster Awards* exclusive to B.C. are:

Best News Reporting of the Year - Radio	<i>CBC Radio One Vancouver</i> ; Bob Keating
Best News Reporting of the Year - Television	<i>CTV Vancouver</i> ; Scott Roberts, Michele Brunoro, Jon Woodward
Best Feature Story - Radio	<i>CBC Radio Vancouver</i> ; Margaret Gallagher, Yvonne Gall
Best Feature Story - Television	<i>CBC</i> ; Chris Brown, James Roberts, Nicolas Amaya, Brian Dutkewich
Best Reporting - Chinese Language	<i>CHMB 1320 Vancouver</i> ; Aiken Lau, Andy Cheung, Edward Chun, Kelvin Chung, Jose Ng, Luna Tsoi

RADIO/AUDIO:
The *Ontario Association of Broadcasters* has created a two-pronged *Pro-Radio* campaign targeting the general public and advertisers. The first phase, for the public, will roll out in January when most stations have available inventory. The :30 PSA was created by writer **Noah Campbell** and producer **Dave Cockram** of *Central Ontario Broadcasting*. Click [HERE](#) for a preview of "*There When You Need It*". The OAB began the campaign to underline for the public and for ad buyers that radio is an "*incredible and unique medium*"...

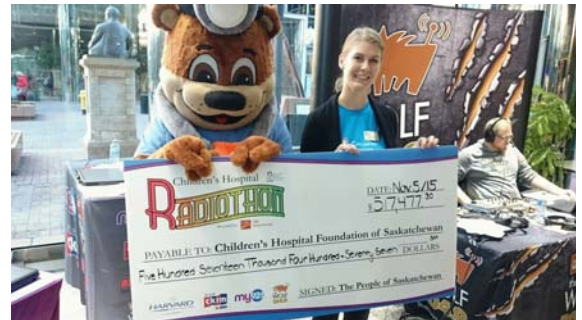
Inducted to the *Ontario Hall of Fame* at the association's annual conference in Toronto Tuesday was *Canadian Broadcast Sales* President/CEO Patrick Grierson. The tribute video featured Grierson's young granddaughter interviewing Rick Arnish, Elmer Hildebrand, Gerry Mackrell, Rael Merson, Gord Rawlinson, Rod Schween and Tony Viner, among others, about her granddad. OAB Community Service award winners were *Corus Hamilton* in the Radio Large Market category for its *Children's Fund*. Accepting for Corus was Olivia DePetris, the promotions and new media director. *Bayshore Broadcasting Owen Sound* won in the Radio Small Market category for its *Fire Victims Radiothon*. Accepting for Bayshore were the morning show's Cory Laycock and

Jamie Johnston...

Coincident to an FM chip activation discussion held during the *Ontario Association of Broadcasters* annual conference, American broadcasters told the *FCC* that FM radio should play a key role in the new *Wireless Emergency System*. The broadcasters say that if all the cellphones' FM chips in mobile devices were activated, FM would be a more reliable option for transmitting emergency information than cellphone networks or Internet signals. *Sprint* activated the chips in some Android and Windows devices in 2013. Last summer, *AT&T* and *T-Mobile* unveiled similar plans...

Clear Sky Radio and *Golden West Broadcasting* have both been denied FM licenses for the town of Sylvan Lake, AB. Interventions opposing both applications were submitted by *Newcap*, *Harvard Broadcasting*, *Jim Pattison Broadcast Group* and *L.A. Radio Group*. The *CRTC* determined that the proposed stations could have a negative impact on stations in nearby Red Deer in that ad revenues there are stagnant...

Harvard Broadcasting's three Regina stations — *620 CKRM/the WOLF 104.9/MY92* — raised \$517,477.30 over two days during its *13th annual Children's Hospital Radiothon*. To date, the radiothon has raised \$3.8-million to help build and outfit the new *Saskatchewan Children's Hospital* scheduled to open in 2019...



The 2015 *Music Nova Scotia Awards* were presented at the *Music & Industry Awards Brunch* in Yarmouth on the weekend. *CKDU 88.1FM Halifax*, the campus station at *Dalhousie University*, won awards for Radio Station of the Year and for Radio Program of the Year...

The era of webcasting began 21 years ago, Nov. 7, 1994. The source of the world's first radio station Internet broadcast was *WXYC Chapel Hill*, the college station at the *University of North Carolina*.

REVOLVING DOOR:

Rob Farina, the VP content and programming at *Rogers Radio* in Toronto is no longer with the company. He joined Rogers in May of this year from his position as co-founder/COO of *Black Box*, an artist development consultancy. Farina's background includes senior positions at *CHUM* and *Astral Media*...



Rob Farina



Jared Waldo

Christa Hicks, who became the *Country 106.7 Kitchener* program director in March, has added PD responsibilities for sister station *96.7 CHYM FM*. Rob Basile, who had held the position on an interim basis, is no longer with *Rogers Radio Kitchener*...

Newcap's Steve Ravenhill adds responsibility for national sales at Red Deer and the *Alberta Radio Group* (South) stations in Blairmore, Brooks, Stettler and Drumheller. He continues in his existing role with the Edmonton *Newcap* properties... And Retail Sales Manager Jared Waldo has been promoted to GSM at *Newcap's*

Red Deer and Alberta Radio Group (South) stations. He's been with the company since 2005...

Catherine Cano will become president/GM at *CPAC* in Ottawa effective Jan. 11. Her background includes serving as executive director of news programming at *Radio-Canada* as well as other senior executive roles at *CBC*...



Catherine Cano

Kathy Gardner

Kathy Gardner has been appointed to the newly-created position of VP, media insights at the *Television Bureau of Canada*. Gardner had been VP, strategic insight - research at *Shaw Media*...

Ted Jessop is the new afternoon host/APD at *Acadia Broadcasting's Magic 99.9 FM Thunder Bay*. His previous stop was also in afternoon drive at *Vista Radio's Moose FM Parry Sound*...

Alicia Olson-Keating has joined *ABC* in Australia as its new head of audience insights. Most recently, she was senior director of research at *Bell Media*. Before that, Olson-Keating was VP of strategic research at *CBS* in the U.S., and with *Astral Media* as GM of research and marketing services. She began at ABC Nov. 5.

SIGN-OFF:

Sally Stambuck, 95, in Saskatoon. He and the late **Denny Carr** — of *The Wal'n'Den Show* — are still regarded historically as the most successful morning radio team in Saskatchewan. In 1978, the Wal 'n Den show on *CFQC Saskatoon* won *Billboard Magazine's "Award of Broadcast Excellence"* in the International Radio Programming category.

TV/VIDEO:

Seven times as many subscribers as in the same period last year cut the cord in the nine-month fiscal period ended Aug. 31/Sept. 30: 153,000 subs this year compared to 22,000 in the first nine months of 2014. The research, provided by Ottawa's *Boon Dog Media*, applies to Canada's publicly traded TV service providers. Boon Dog also estimates that the number of IPTV subscribers will surpass DTH satellite TV subs in this fourth quarter. While the numbers are startling, the research company notes that the losses represent just 1% of the traditional TV service market. There are 11.5 million subscribers...

The 103rd *CFL Grey Cup* playoff games, including the Grey Cup game itself Nov. 29, will be livestreamed at no charge to 150 countries via *YouTube*. It's the first time that any North American professional major sports league has done so...

VICELAND, a new youth specialty channel to be launched this winter by *Rogers* and *VICE Media* to succeed *bio.*, will also have a Toronto digital content studio. The VICE Canada studio is in development and production on nine new Canadian original series. Over 100 writers, directors, editors, producers and filmmakers have been hired to create content for all screens...

Disney XD will be launched Dec. 1 by *Corus Entertainment*. It's geared to kids 6-11 and joins two sister specialty channels in Canada, *Disney Channel* and *Disney Junior*...



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Broadcast winners of Special Awards from the *Academy of Canadian Cinema & Television* are:

Ivan Fecan

A 40-year industry veteran who began at *CBC Radio*, went to *Citytv Toronto*, then *NBC New York*, back to CBC TV, CEO of *Baton Broadcasting* (renamed *CTVglobemedia*), and is now executive chair of *Thunderbird Films*.

This Hour Has 22 Minutes

Mark Starowicz

Now in its 23rd season on *CBC-TV* *Gordon Sinclair Award for Broadcast Journalism*. Creator and producer of the 30-hour *CBC* documentary series, *Canada: A People's History* (2000-01), joined *CBC Radio* in 1970, then *CBC-TV*...

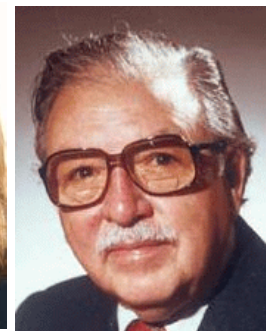
The Marilyn Denis show on *CTV* will mark its 1,000th episode Nov. 17.

PUBLISHER'S NOTE:

Special birthday greetings go out to Lyman Potts in Burlington. His input and assistance to *Broadcast Dialogue* over the years remains greatly appreciated. In 1978, for his work in broadcasting and Canadian talent, Potts was appointed a *Member of the Order of Canada* - the first private broadcaster to be so honoured. He was inducted into the *Canadian Music Hall of Fame* in 1976 and to the *Canadian Association of Broadcasters Broadcast Hall of Fame* in 1987. Lyman Potts, the now-retired Saskatchewan and Montreal/southern Ontario broadcaster, turns 99 today (Thursday).



Marilyn Denis



Lyman Potts

SUPPLYLINES:

Novanet Communications of Ajax, ON, has become the reseller in Canada for *Gorman-Redlich's* line of alerting systems.



This week's feature article,
beginning on the next page,
looks at the beginnings of
Roundhouse Radio,
Vancouver's newest station.



Wanted was a warehouse look for its open concept

- Its origins were contemplated by a group of radio aficionados over suds at a craft beer pub.
- Its open-space accommodations are rectangular, not round.
- The only doors within its 6,000 square-feet provide washroom privacy and studio integrity.
- It's located in Vancouver's Railtown, a gritty but emerging downtown Eastside neighbourhood.

by BD

- As of this writing, it had been broken into five times.
- Its bulletproof glass is tempered to withstand 38-calibre ammunition.
- The low-power FM signal has a small footprint.
- Its market is Vancouver's 22 neighbourhoods, roughly 700,000 people.
- Its programming is 80% spoken word, 20% music (half of which is Cancon).
- It's independent.
- And Roundhouse Radio is CEO/General Sales Manager Don Shafer's dream come true!

Retail Sales
Manager Regan
Gorman and
CEO/GSM
Don Shafer



* Perhaps a lighter version for the station's name relates to the rounds of craft beer consumed at the Alibi Room, a pub not a stone's throw away from Roundhouse Radio's location. Shafer and a group of colleagues were kicking ideas around back in 2013 about what they'd do if they owned a radio station. Notes on the back of a napkin got longer as some of the better thoughts came out. And thus was Roundhouse Radio born.

Derived from those handwritten notes was the vision: Draw inspiration from CBC, NPR and the BBC, and mix in some campus and community radio to give it honesty and edge. Don't shy away from breaking news but spend the most time developing and talking about stories that give listeners in-depth analysis. Sound more like a conversation around the breakfast or dinner table than a legacy newscast.

After the drawn-out and tedious regulatory applications and, later, the approvals, the next chore was finding a location and equipping it. Roughly 40 buildings into the search a decision was made to take an old renovated warehouse that had a street presence. The criteria was accommodation with spaciousness, that allowed a complete conversation, that had room to breathe, and that allowed people to share their stories.



Newscasts are hourly and updated by hosts during shows

* Don Shafer and Director of Programming Tracey Friesen put substance to the Roundhouse Radio name (click [HERE](#)).



On-air studio control room

Outfitting and furnishing the space was a peculiar mix of do-it-yourself handiwork and the purchase of the latest in broadcast equipment. Shafer and friends did a lot of the painting, carpentry, buying furniture from Craigslist, trucking it in, sanding it, setting it up, and so on.

On the technical side, Burli's newsroom computerization system was put in place, Ron Paley Broadcast supplied all of the Wheatstone IP Console Systems, and G.S. Broadcast Technical Services provided all of the other equipment, including Sennheiser microphones, Yellowtec mic and monitor arms, a Comrex phone system, Tieline codecs, Omnia audio processing and the Nautel transmitter.

The official launch saw live performances from Sarah McLachlan, Dan Mangan, Dee Daniels and Shari Ulrich (see [HERE](#), [HERE](#), [HERE](#) and [HERE](#)). Highlighting musicians from a wide variety of genres, Roundhouse Radio's doors are open for the local community to engage with performers they may not otherwise hear.

Roundtable in the main studio at street level with six microphones



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**Richard Sondermeyer
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owners of G.S. Broadcast
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excited to announce the
acquisition of
Oakwood Broadcast.**

Now that Oakwood is
part of the G.S. Broadcast
Technical Services family,
both Carol and Richard have
decided to retire and we
wish them all the best!

The standalone independent has 32 staffers, seven of whom work in the newsroom, four people in digital, four show producers, a number of researchers, content and commercial producers and on-air hosts whose backgrounds include some with radio experience and some who do not. Content is hyper-local and geared to anyone living, working and playing in the City of Vancouver.

Will it work? Time will tell, but if early sales are any indication, said Don Shafer, there's a lot of interest from local businesses and advertising agencies looking for something different: "The support and best wishes have been incredibly warm. While it's early days, I'm pretty happy with how the team is going and certain each day will get a little bit better, more interesting and more engaging. The challenge will be to make sure that we don't start sounding like everybody else."

To that end, Shafer has regular conversations with the team that focus on being true to the mission. Those conversations revolve around points that include providing listeners with different points of view through the Roundhouse Radio news, information and unique spoken content; make diversity and curiosity the foundation of programming on talk shows, in documentaries and in storytelling; and promoting neighbourhood events and businesses.

"My career has focused on radio's ability to galvanize community action," he said. "I am fascinated by the good work that is being done in the 22 neighbourhoods that make up Vancouver. These organizations and people are the lifeblood of any resilient city and often their efforts go unnoticed, except by those they



Pre-shows can be done in the boardroom area



View from main studio to reception area

touch directly. With (making these community efforts known) impact, I personally want to learn more about what they do and give them a voice on-air and online.

“Roundhouse Radio is an original voice, celebrating a diverse mosaic that is all about Vancouver. We are a collection of local Canadian voices, storytellers and musicians; a meeting place for fresh perspectives, views and ideas.”

Who are its listeners?

Their audience is divided into three groups:

Cultural explorers: Mostly female, with a passion for content on how to live a better life in Vancouver. They actively look for stories that explore art and culture, health and sexuality, and seek lifestyle advice.

Socially minded: This segment is slightly more male and highly involved with the community. They tend to volunteer or belong to a charitable organization and have an interest in local news and issues.

Active locals: The most diverse and ethically-minded group, these listeners want the



On the wall at Roundhouse Radio

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**ROUNDHOUSE
RADIO 98.3
VANCOUVER**

most out of city-living, exhibiting a strong interest in local stories, food, culture and community events.

In an interview with a local newspaper, the reporter postulated that this was a poor time in media history to launch a standalone radio station. Shafer's rebuttal: "Or it's a terrific time. With fewer voices, with a shrinking media landscape and fewer perspectives, and less focus on what's happening in the local community, I think it's a perfect time for us. The time's never been better."

Bolstering Don Shafer's positive attitude is the advice given by former employer Gary Slaight, now of Slaight Communications in Toronto "Don't forget this is supposed to be fun."

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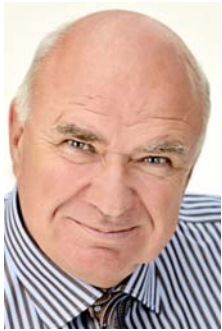
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Thursday, November 19, 2015

Volume 23, Number 27



Steve Madely



Shelley McLean



Harrie Jones



Carol Anne Meehan



Larry Keats



Michael Kuss

REVOLVING DOOR:

Steve Madely, after 21 years in the morning host position at *Bell Media*-owned *CFRA Ottawa*, has retired. On Friday, he told his audience that it would be his last day on *CFRA*. Madely was among the *Top 25 People in the Capital* for 2014. Before moving to *CFRA*, he was ND at *CFGO Ottawa* moving there in 1972 from *CKLW Windsor*. *CFRA* saw 15 positions eliminated and five more positions lost through attrition, including hosts Rick Gibbons and 20-year veteran Shelley McLean, Madely's co-host. Also gone are assistant news director John Brenner, afternoon anchor Sean Connolly and producer Mike Murphy. Harrie Jones, a 32-year employee, is no longer the director of engineering at *Bell Media Radio Ottawa*. He was president of the *Central Canada Broadcast Engineers* association 2001-2004...

At *Bell Media's CTV Ottawa*, news anchor Carol Anne Meehan, a 27-year veteran, and sports reporter Carolyn Waldo, a 25-year veteran, were among the casualties. *CTV Morning Live* reporter Lois Lee was also cut. Others included engineers, producers and several sales people...



Carolyn Waldo

Larry Keats, the *Bell Media Toronto* manager, transmission engineering, after 35 years, is no longer with the company. His primary duties were with *CHUM-FM/CFRB/TSN 1050*. Keats was president of the *Central Canada Broadcast Engineers* association 2009-2012...

At *Bell Media's CTV Vancouver*, there were 18 people affected. Among them, sports director Perry Solkowski, reporters Lisa Rossington and Peter Grainger, meteorologist Michael Kuss, assignment editor Len Catling and producer John Scott. At *TSN Radio Vancouver*, gone are Jeff Paterson, Matt Baker and Cam Mitchell... *CTV*

Vancouver Island assignment editor **Dave Biro** was also cut...

Five *Bell Media* employees at *Énergie* and *Rouge FM* stations in Québec City are no longer with the company. Gone are **Marie-Josée Longval**, host of the Rouge Café morning show; and **Patrick Côté**, the interim GM of Energie Quebec, along with two staffers in promotions and one in production. Also laid off was **Angelica Montgomery**, a Parliament Hill correspondent. She had been a reporter at the National Assembly and bureau chief at the press gallery...

At Toronto's *Bell Media* downtown (Queen West) location, 35 unionized positions will be eliminated come Feb. 25, including nine writer/producers and nine web developers...

Gone from *Bell Media's CTV News Channel* are anchors **Dan Matheson** and **Amanda Blitz**; from *CTV Toronto*, reporter/anchor **Bill Hutchison** and sports anchor/reporter **Suneel Joshi**; from *TSN*, reporter **Sheri Forde**; from *CFRB-Newstalk 1010 Toronto*, sports reporter **Mike Toth**; from *TSN Radio Toronto*, senior producer **Todd Hayes** and co-host **David Bastl**; and from *CTV*, and *W5* host **Tom Kennedy**. There are also camera and truck operators, sound technicians, finance staff, receptionists and producers who lost jobs at Bell Media this week...



Dan Matheson



Amanda Blitz



Tom Kennedy

(Editor's Note: Should you know of omitted names, please let me know.)

Neil McEaney succeeds **Jim MacLeod** as president/CEO of *Numeris* effective Jan. 11. McEaney spent the last 15 years at CBC, most recently as the chief business officer. MacLeod announced his retirement in April, saying he would remain in place until his successor was found and acclimatized...



Neil McEaney



Ann Rohmer



Peter Angle

Dallas Gray, GM/GSM at *K96.3 (CKKO) Kelowna* and **Ernie Blumke**, station manager at *Giant FM (CIGV-FM)*

Penticton are no longer with the *Newcap* stations. Succeeding them is **Peter Angle** who will become GM/GSM for both stations effective Nov. 30. Angle had been regional sales manager for the *Bell Media* properties in the BC Interior. He also was in an ownership position at *NL Broadcasting Kamloops* and was its GSM for 15 years...



National Account Executive - Vancouver
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to Apply, Click [HERE](#).

Ann Rohmer, the lead anchor at *CP24* – the Toronto-area news channel owned by *Bell Media* – has retired after a 36-year career in television. She became the chief anchor at CP 24 in October, 2001, leading the daytime coverage for the 24-hour news channel...

Peter Allen becomes director of regional and national sales at *Vista Radio* Nov. 26 and will be based in Toronto. For the last 10 years, Allen has been VP/GM/GSM at *Giant FM (CIXL)/Country 89 (CKYY Welland*. At the same time, he's been active as an instructor at *Niagara College* and *Mohawk College*. His background includes progressively greater responsibilities as he moved from account executive to sales manager to retail sales manager to general sales manager at stations in Cambridge, Kitchener, Collingwood, Oshawa, St. Catherines and Hamilton...



The Shadoe Davis Show begins in mornings Nov. 23 on *97.5 BIG FM (CJKR-FM) Winnipeg*. Davis will be joined by co-host **Joanne Cochrane** and producer **Brent "Bubba" Bernas**...

Travis Hay, also known on-air as Sassy Travis, has joined *Tucker In The Morning* on *99.9 Virgin Radio Toronto* as co-host. His last stop was at *Hot 89.9 Ottawa*. Before that, he was on the morning show at *HOT 93.5 FM Sudbury*...

Changes at *Blue Ant Media* in Toronto include: **Jamie Schouela** to EVP, Canadian networks. He had been EVP, marketing and communications; **Vanessa Case**, EVP, content has added new property *Makeful* to her responsibilities; **Marcia Martin**, SVP, original content, love nature will focus nature and wildlife original content; **Simon Foster** moves from SVP, digital publishing and business development to SVP, corporate development; **Jesse Dallal**, a new hire, is VP, product development; **Laura Pearce**, VP, brand strategy and fan engagement, also takes on VP, marketing and digital; and (Ms.) **Sam Linton** became VP, production, promoted from executive in charge of production...

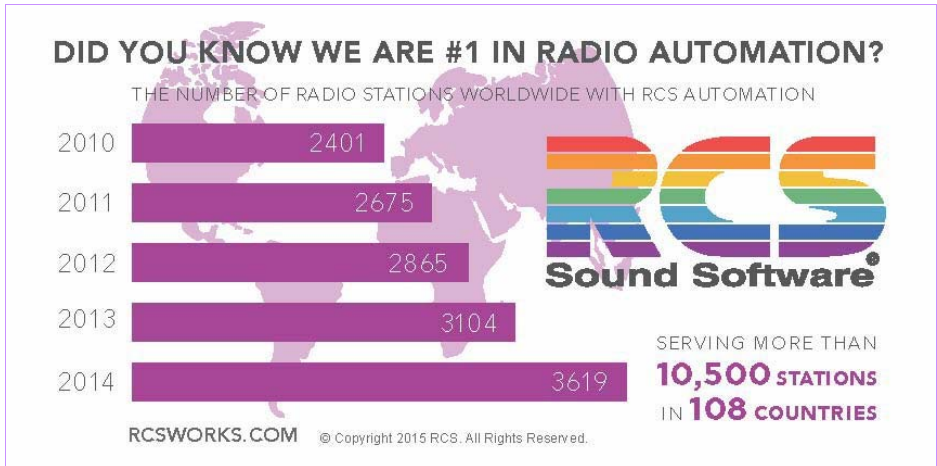
GENERAL:
G Five years ago, *Citytv Toronto* cameraman **Bill Atansoff** – a 34-year employee – was struck while on a shoot by a drunk driver who had no insurance. Today, he is blind, a quadraplegic, had his right leg amputated and requires 24-hour care, all as a result of the drunk's crime. While half of his medical bills are covered, half are not. See his story and consider a donation at <https://www.gofundme.com/329xc778>...

After 16 years of annual *Central Canada Broadcast Engineers* (CCBE) conferences at Horseshoe Valley near Barrie the board has opted for another venue. The 2016 CCBE is set for Sept. 15-18 at Kingbridge Centre in King City (just north of Toronto). For a preview, click <http://www.kingbridgecentre.com/#home>...

Cable companies not already offering cellular service, e.g. *Shaw* and *Cogeco*, aren't expected to expand. In the U.S. it's a different story. *Comcast* is poised to resell *Verizon* airtime because it's considering becoming an MVNO (mobile virtual network operator). An MVNO is a provider without its own cellular network that buys airtime from established players. In Canada, no such rules force the likes of *Rogers*, *BCE* and *Telus* to sell, much to the chagrin of small ISPs that tried last spring to persuade the *CRTC* to rule in favour of mandated network access for MVNOs. The ISP lobby group has appealed, asking the Commission to review its negative decision.

RADIO/AUDIO:

Radio CJLS Ltd. in Yarmouth, the owner of that town's only radio station, has been sold to Saint John, NB-based *Acadia Broadcasting*. Owner-partners Ray Zinck and Chris Perry are retiring. Zinck and Perry bought CJLS in 1998 though they've been with the station since the early '70s. Acadia's stations are in New Brunswick, Northwestern Ontario and in Bridgewater, NS, a neighbouring community to Yarmouth. *CRTC* approval of the deal is expected by next spring...



TSN Radio host Dave Naylor will be inducted to the *Canadian Football Hall of Fame's Media Wing* Nov. 29...

Pandora, the largest music streaming company with more monthly listeners than its competitors, is still struggling to turn a profit, even as user growth has slowed. Still, with *Rdio* shutting down after filing for bankruptcy, Pandora is buying what it describes as "several key assets" at a price tag of \$75-million. *Rdio's* business model could help Pandora grow to become a larger international player since, at the moment, it operates only in the U.S., New Zealand and Australia. *Rdio* is in 100 countries...

Skippable radio, a new service from *Capital Xtra*, has gone live in the United Kingdom. The basic premise is that there's a skip button for the song you love to hate. For more on this, click [HERE](#)...

Stations which have gone to a Christmas format include *Capital 96.3 Edmonton* and *Fresh Radio Edmonton*, both of which launched the format on the same day; *Fresh Radio London*; *Fresh Radio Barrie*; and *CHFI Toronto*...

My Broadcasting Corporation's recent acquisition, *107.9 The Breeze Cobourg*, has been rebranded as *Classic Rock 107.9*. The rebrand is not a format change. Rather, it says, the change better reflects the Classic Rock/Classic Hits selection. There is no change to the on-air line-up...

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Apple is pulling the plug on the *Beats Music* streaming service Nov. 30 and asking subscribers to move to its *Apple Music* which hopes to challenge *Spotify* and *Pandora*. *Apple Music*, according to the company, has generated 1/3 the number of paying subscribers of streaming leader *Spotify*. That

number, however, was released shortly after the service's three-month free trial period ended and might not be correct since an unknown number of users may have neglected to cancel their accounts before being charged...

Roughly 100 private francophone stations are pushing for French-language music quotas to be reduced. They say they need greater

flexibility to keep up with online competitors who play whatever music they want. The rules now require francophone stations to air 65% French music. Audience surveys suggest that francophone radio listeners seem to be slowly migrating to English-language stations for the music, particularly in Montreal and Gatineau. The *Quebec National Assembly* passed a unanimous motion in September critical of what it sees as the *CRTC's* bias in favour of the radio stations. The culture ministry said francophone radio remains a major stimulus for the promotion of the Quebecois identity. Any reduction in music quotas, it said, will do nothing to stop the progression to online music sites...

CJOB Winnipeg's Radiothon of Hope and Healing raised \$130,125 for the *St. Boniface Hospital Foundation*, \$10,000 more than it's \$120,000 goal. The money goes toward supporting research and health care excellence.

TELEVISION/VIDEO:

Channel Zero has launched its 24/7 Canadian business and financial news television channel, *Bloomberg TV Canada*. For the moment, it's available to six million cable or satellite subscribers...

A study of 18-34s (Millennials) TV viewing habits by the *MTM* has revealed that they still love TV. The only thing that's changed is the platform. A decade ago, 96% of them had watched TV in the past month. Today, it's 95%. Yes, they go online but still spend the majority of their viewing time with a TV set. *MTM's* free report can be found at www.mtm-otm.ca...

Videotron has been ordered to pay \$7 million in a class-action about over-charging subscribers as it related to the Local Programming Improvement fund (LIF). The fee, initially 1.5% of the bill, was applied to the full monthly cost of Videotron services for consumers who bought pay-per-view services when it should have only applied to TV services. Vidéotron based the fee for cable customers on its regular monthly rate, even when they had a discount for bundling. A Quebec Superior Court judge found Videotron had deliberately overcharged consumers and violated its contracts with consumers...

The first national and independent broadband performance report will be made available next spring, says the *CRTC*. Data is being gathered from so-called whiteboxes at the homes of 4,500 participants who expressed interest in measuring the performance of their broadband Internet services. The results, says the Commission, will provide data enabling it to improve broadband policy-making...

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DHX Media, the producer of child- and youth-oriented TV programming, says it turned a profit in its latest quarter compared with a loss a year ago. Revenue grew nearly 50%. DHX says it earned \$7.5 million or six-cents a share in its most recent quarter compared with the loss of \$7.7 million or six-cents a share in the same quarter last year. Adjusted, the company says it earned \$8.3 million or seven cents per share for the quarter ended Sept. 30, up from an adjusted profit of \$5.5 million or five cents a share a year ago. Revenue was \$63.9 million, up from \$43.0 million...

The *CRTC* has denied *TFO's* application for a must-offer order that would obligate all BDUs and direct-to-home satellite distributors to offer the French-language educational television service in French- and English-language markets across Canada.

SUPPLYLINES:

S *All Electric*, the audio equipment company based in Mission, B.C., is shutting down. Owner Peter Kelly is moving into retirement but will spend the balance of this year in the closing process.

Great Storytelling can be a gift
but, most often, it's an acquired skill.
Be sure to read the always insightful
Valerie Geller's article
right after all the great pics from this year's
Ontario Association of Broadcasters
annual conference.

Images from the Ontario Association of Broadcasters Conference courtesy of



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ChiChi Liu, BurlI Vancouver



*Veronica Lowe, Evanov Radio Group Toronto
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Alan Cross, Toronto



*Ian Lurie, Newcap Toronto; Pat Bohn, Bohn & Associates Media Vancouver;
James Cridland, UK; and Mario Cecchini, Corus Entertainment*



*Ross Kentner, Bayshore Broadcasting,
Owen Sound and Paul Larche,
Larche Communications, Barrie*



*Sean Campbell, Rogers Radio Toronto
and Chris Nimigon, Toronto*



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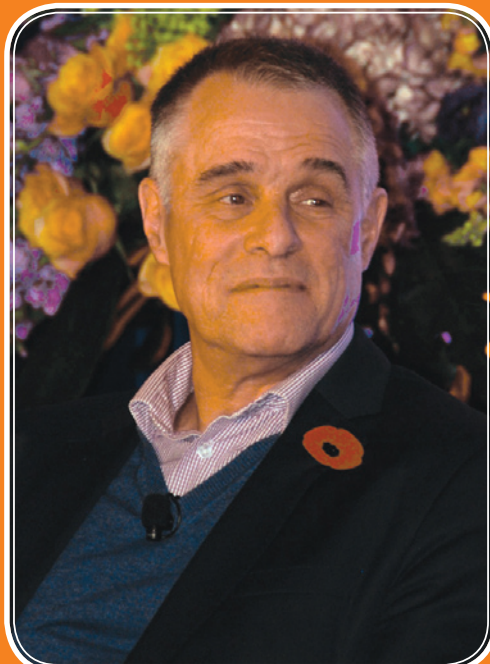
Paul Kaye, Newcap Radio Vancouver



*Jim MacLeod, Numeris Toronto and Rob Steele,
Newfoundland Capital Corporation, Dartmouth*



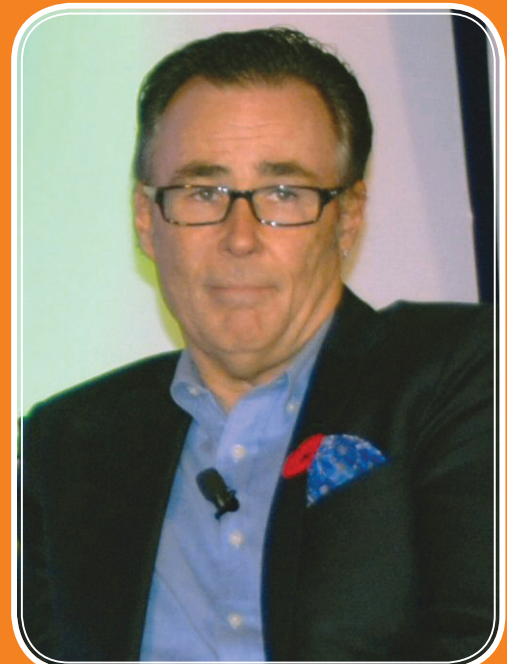
*Mora Austin,
Larche Communications, Midland*



Jeff Vidler, Audience Insights Toronto



Performer Kellylee Evans



John Derringer, Q107 Toronto

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*Neill Dixon, Canadian Music Week and
Duncan McKie, FACTOR Toronto*



*Broadcast Order of Achievement Awards for Veronica Low, Evanov Radio Group;
Patrick Gonsalves, Corus Toronto; Lisa Walker, Durham Radio; and OAB President Doug Kirk*



*Mick Weaver, KICX 91.7 Sudbury
and Chris Lecomte, TBL Consulting, Toronto*



*Mike Monaghan,
Moose FM North Bay*



*Dave Cole, SDS Toronto and
Walter Ploegman, Blackburn Radio, Chatham*



*Larry MacInnis, Toronto; Lorie Russell, Newcap Toronto;
Karen Steele KiSS 92.5 Toronto; Brian DePoe, 107.5 Kool FM/
Rock 95 Barrie; and Ross Davies, Numeris*



*John Hinnen, Oakville; Nancy Brown-Dacko, Toronto; Byron Garby,
Corus Radio Toronto; and John van Driel, Zoomer Media Toronto*

**Images from the
Ontario Association of
Broadcasters Conference
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Patrick Grierson accepts the 2015 Ontario Hall of Fame Award from OAB President Doug Kirk



Blair Bartrem, Q107 Toronto



Community Service Award Radio Small Market: Bayshore Broadcasting Owen Sound. Accepting are Jamie Johnston and Cory Laycock



Community Service Award, Honourable Mention, Large Market: CHFI/Rogers. Accepting is Jay Kennedy



Community Service Award Large Market: CHML/FRESH 95.3 & Y108/Corus Hamilton. Accepting is Olivia DePetris



Community Service Award, Honourable Mention, Small Market: Country 105/Magic 99.9 Thunder Bay. Accepting is Brent Preston

Creating powerful podcasts

by Valerie Geller

Podcasting. Talent's got the itch. Broadcasters and non-broadcasters all want in. Stations want to cash in, talent wants to paint on the new canvas, and everybody wants the chance to build their brands and grow new audiences.

I've coached and trained any number of podcast hosts—am a fan and dedicated listener to podcasts, and lately, have been a guest on podcasts. Clients all over the planet are all successfully podcasting, producing and building audiences for audio download on demand. Savvy broadcasters, including Rogers, CBC and others, are making their digital strategy, including podcasts, a vital part of their long-term planning.

It began for me a couple of years ago, getting calls from stations and talent looking for help. At the time, there were four types of requests:



1. Top management at stations had been hearing the buzz and didn't want to be left behind. They wanted real estate in place just in case this podcast thing took off.
2. Displaced DJs, personalities and talk hosts wanted a place to do new work or keep their previous on-air shows going. They needed an outlet to continue performing. With podcasting, they could enjoy the freedom to play or talk about whatever they wanted without restrictions.
3. Producers or those who'd never been allowed the chance to be on the air. They'd been told to get experience in a small market, then come back after proving themselves. Now they could broadcast on a level playing field.
4. There were the solid winners: People who had something to say and just thought podcasting was fun. No format. No boss. They loved the new platform, a blank canvas with freedom to talk about whatever they wanted, for as long as they felt like it and put it out there for the world to hear.

So You Want to Do Podcast

When Chris Sacca was head of Google's special initiatives department, he said, "At Google we worry first about creating an application that will work to benefit a user, rather than worrying first about how it's going to make money. Think of the podcast not as a broadcast but as a show."

Create a podcast only if you have a passion to try it. And then be willing to do what it takes to see it through over time. That's the key ingredient between success and those that drop by the wayside after a few episodes. Podcasting is not a hobby. And it's not a radio program. It's a new canvas, one that advertisers, who want to reach young people who make up the digital and mobile audience want to be a part of.

The coaching work I do is based on just three things:

1. Tell the truth
2. Make it matter
3. Never be boring

These principles don't change, no matter the format or platform. Powerful storytelling, authentic self-revelation, humour, unique journeys for the audience and connection—100%—it works.

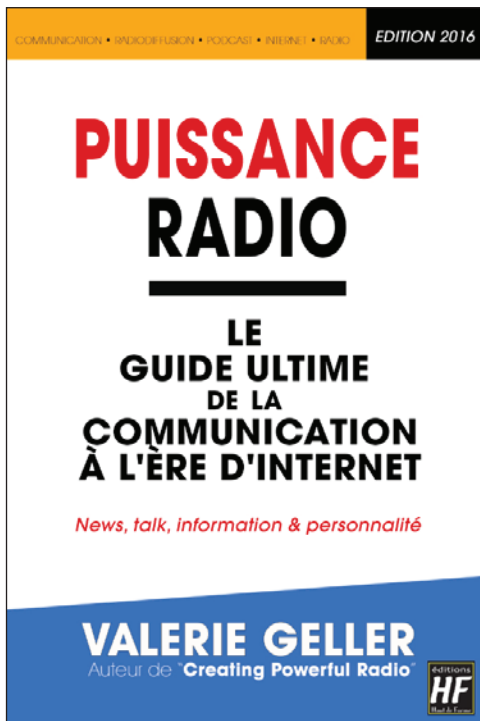
On a podcast it's all *P1s. Imagine a theatre of people who have gathered just to see you. People are there because they care about what you are offering and they want to listen to you. And they're listening in their cars, while they exercise, at home, on their mobile devices, anytime, anywhere they can plug into a show they're interested in. At a panel at the recent DASH conference in Detroit, podcaster Adam Corolla said he still believes the car is the best place to listen. "The car is the only place and time where you're not as likely to be interrupted as you are sitting at home watching TV or movies. Even at your desk your attention is divided. And that level of attention is perfect for advertisers."

* Listeners are broken into two segments: preference 1 (P1) listeners and preference 2 (P2) listeners. P1s are the core listeners, those who respond with the name of your station when asked “what radio station did you listen to most over the past week”. P2s are those who name your station as another station they also tuned into over the past week.

Unique Journeys

Your podcast should offer and contain what people can't hear elsewhere, including on the radio. Some of the following points are also true for radio but are especially important to create powerful podcasts:

1. Only podcast if you have passion for your material.
2. Start strong. Engaging an audience immediately has always been crucial but, in a podcast, it's survival. If you don't grab the audience's attention at the top of the show they don't stick around. You're narrowcasting here, not broadcasting, to people who want to hear you and this specific content, information or story.
3. Avoid reading your open. Reading a long introduction is usually boring. Very few hosts can pull it off. Audiences would rather be communicated with than read to.
4. Don't address the group. Talk to one listener at a time. Avoid: “Welcome podcast family”, “Hello to all my listeners”, etc.
5. Be consistent and persistent. The podcast world is littered with people who did three podcasts and then gave up. Whether monthly, weekly or daily, if you promise, deliver.
6. Produce your podcast. Or get a producer. Edit, then go back and edit again. Don't post anything that isn't perfect; a podcast lives forever.
7. Make your podcast as long or as short as works, with no time restriction nor constraint. But NEVER BE BORING. It's better to err on the side of brevity than go too long with anything.
8. Take full advantage of the platform. Offer content that might not be right for on-air but can work here.
9. Don't look at podcasting exclusively as a marketing platform. If that's all it is it will fail. You have to have a quality show or you won't have an audience.
10. Know who is listening. Take advantage of the analytics. The audience is trackable. Use all the data available to find out the size and demographic of your audience. Podcasts become sexy to advertisers when you can provide a hard-to-reach audience, including a younger demo or the digital-only consumer.
11. Build your following by using both radio and social media networks. Use radio as a driver to send audiences to your podcast. That was the secret of the success of Public Radio's *Serial*. The first episode aired on the popular *This American*



A French edition of *A Communicator's Guide to the Internet Age* will be available in February 2016.

Life radio show. If you wanted to find out what happened next you had to go online and listen to the podcast.

12. Create a community. Podcasts can connect people of like interests. That community can be offered the chance to gather at conferences, storytelling nights, concerts, live events, all with sponsorship opportunities.

Yes, But How Do We Make Money?

Making money with your podcast can happen when you develop and grow an audience for it. By now you may have heard about successful podcasts and how they've become profitable attracting unique sponsors who want to reach the digital audience and through Kickstarter funding or crowd sourcing.

Podcasting is a treasure trove of non-traditional revenue. It offers opportunity to reach young, digital and mobile audiences who might not listen to radio. If you're interested and want to learn more—here's a case study from Mark Ramsey's video interview with Public Radio Exchange'—(or PRX's) Jake Shapiro. For one of Podcasting's true success stories click [HERE](#). In Canada, The Motts and Humble & Fred are well-known podcasters.

Looking For a Podcast to Listen To?

Got an overweight aging cat? There's probably a podcast to help. It's not hard. Google a search word and you may see a podcast about that very thing. For more check [HERE](#).

Is Podcasting for You?

Podcasting is hard work. Successful podcasters have proven that good storytelling, uniqueness and persistence pay off. If you can offer something new —plus authenticity, fun, passion and consistency—you have a good chance for success.

If you're independent-minded, entrepreneurial—and burn with desire for your own platform for storytelling, entertaining and creative self-expression, podcasting could be right for you.

Valerie Geller's fourth book, [Beyond Powerful Radio – A Communicator's Guide to the Internet Age](#), is available in print [HERE](#) and in audio [HERE](#). She can be reached at Valerie@gellermedia.com.



BROADCAST Dialogue

Essential Reading

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Thursday, November 26, 2015

Volume 23, Number 28



Robert Fife



Laurie Graham



Bob McIntyre



Ruth Anderson



Charlie O'Brien

REVOLVING DOOR:

CTV Ottawa bureau chief, Robert Fife, will become the Ottawa bureau chief of *The Globe and Mail* Jan. 1. Fife, who also is executive producer of *Power Play with Don Martin* and CTV's *Question Period*, will continue to host the renamed *CTV Question Period with The Globe and Mail's Robert Fife* on Sunday mornings... Succeeding Fife on an acting basis is Laurie Graham, the Ottawa deputy bureau chief. She joined *CTV News* in 2013...

At *Bell Media's CTV Barrie (CKVR-TV)*, 14 of 38 jobs were lost. Retiring early to save another's job was long-time Weather Specialist Bob McIntyre, a 50-year broadcast veteran who, on two occasions, served the station as a news anchor, news director, and manager of news and public affairs. Between those two occasions, McIntyre was ND at *CKBB Barrie*. Sixteen-year CKVR veteran Ruth Anderson, who's been ND the last seven years, is gone as are Michael Whyte, promotions supervisor/community relations, shooter Lawrence Oakley (both longtime employees), a promotions editor, two commercial/news editors, two commercial producers, receptionist, executive assistant, finance manager, librarian, and a programmer...

Charlie O'Brien retired from his PD/morning host position at *AM580 (CKWW) Windsor* yesterday (Wednesday). He spent 44 years in radio, including 30 (to the day) at *CHUM/Bell Media*. Along the way he worked at *CFPL*



Account Executives - Orillia and Wasaga Beach

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London, CKSO Sudbury, CFGO Ottawa, CHUM Toronto, CJEZ-FM Toronto and nationally on the *Pelmorex Radio Network*. O'Brien was also a jock on *The Big 8 (CKLW-AM) Windsor* during the station's '70s and '80s heydays...

Rob Chambers, the director of engineering at CTV Vancouver, was caught in the *Bell Media* restructuring. Chambers began at CTV Edmonton in 1992 as a transmitter technician just after he turned 20. He moved to Vancouver in 1995 and joined CTV Vancouver in '97 as its senior engineer. In 2009 he was promoted to his most recent position. Chambers earned three *Emmy Awards* for technical achievement for his work with *NBC* during the 2000, 2002, and 2004 Olympics...



Rob Chambers



Bill Stovold

Bill Stovold, the director of engineering at *Bell Media Radio* Calgary, will become director of information technology & engineering at the *Jim Pattison Broadcast Group* effective Jan. 1. Based at *95.3 The Peak (CHPK-FM)/Kool 101.5 (CKCE-FM) Calgary*, Stovold will lead JPBG's engineering division...

Steve Garrison, 61, of *AM 1290 (CJBK) London*, has been restructured out of the *Bell Media* station. Until this past August he'd been the 27-year host of CJBK mornings and was a 13-year staff announcer before that. Since August, Garrison has been doing an hour-long show that began at 9:00 a.m. At 10 Monday morning, he says he was called downstairs and "escorted out the door"... *Bell Media London* Operations Manager *Al Smith*, a five-year staffer, was also let go, as were 16 others who had various job descriptions...

At *CTV Winnipeg*, among the 19 people who are gone from the *Bell Media* station are operations manager *Ken Peron*, a 35-year veteran, *Winnie Navarro*, the manager, traffic and program services, and Finance Manager *Scott Williams*. Others affected were a camera operator, an editor, a floor

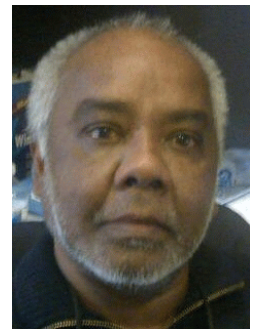
editor, a feed and play operator, a receptionist and a web producer... At sister Winnipeg radio stations **103.1 Virgin Radio** and **99.9 BOB FM**, Pamela Roz, the midday host at 103.1 Virgin Radio is gone as is Kristin Marand, the midday host at 99.9 BOB FM. Seven others in production, sales, street team and engineering are also gone...

At **TSN Radio 690 Montreal**, gone are Elliott Price, one of three co-hosts of the morning show, and Abe Hefter, host of the weekend morning show. Also in Montreal, **Virgin Radio 96** and **CHOM** have also lost their weeknight overnight hosts, Mike Dall (Mike D on air) and Ron E. MacKinnon (Ronny Mack). Price had been on Montreal radio since 1982. At **CJAD Montreal**, two reporters and the morning show weather specialist are also gone...

CTV Montreal lost five positions, all in operations. The low number of losses there is attributed to a severe staff cut a year ago...

Lisa Dillon, research manager with **Bell Media Toronto**, is no longer there. She began as research manager with **Astral Toronto** in Dec. 2007 and joined Bell Media after **Astral's** sale to **BCE**... **Bob Willette**, who joined **Virgin Radio 999 Toronto** as music director in June of this year, has been caught in the restructuring. Before going to the **Bell Media** station, Willette had been with the **Evanov Radio Group** for more than eight years as regional PD... Engineer **KSR Dias**, who moved from **Bell Media London**, where he'd been since 1997, to **Bell Media Hamilton** this past April, is no longer with the stations...

Martin Persaud, senior manager, engineering projects, is gone from **CTV Toronto**. He was there for close to 13 years focusing on UHD/IP technology systems integration... And **Robert (Bob) Miles**, senior manager, broadcast engineering (production, audio, distribution & transmission) is also gone. He had also held the position of manager, audio engineering at Canada's **Olympic Broadcast Media Consortium** for more than four years...



KSR Dias

At **Bell Media's Big Dog 92.7 Regina**, GSM **Gary Wilson**, an eight-year veteran, was caught in the company's restructuring efforts as was **John Boles**, the director of engineering. Both Wilson and Boles began at Big Dog when it launched in Feb. 2008...



Tom Pentefountas

Former **CRTC** Vice Chairman, Broadcasting **Tom Pentefountas**, who just resigned from that position Nov. 20, has been appointed as **Stingray Digital's** senior VP sales, Europe, the Middle East, Africa and Asia. He joins Stingray Nov. 30 and will be based in London...

Larry Hennessey and his morning co-host, **Corrie Miller**, are no longer with **LG104.3 Vancouver**. Hennessey began at the **Newcap** station in July of last year, more than a year after he and longtime on-air partner **Willy Percy** were dismissed from **Rogers Radio Vancouver**. Taking the morning spot at LG is **Kelly Latremouille**, Fred's brother, who pulls a six-hour shift beginning at 6:00 a.m. **Lea Miller** does middays noon to 3 p.m. and **Graham Hatch** is on 3 p.m. to 9 p.m....



Larry Hennessey

At **90.3 AMP Calgary**, PD **Steve Kennedy** is no longer with the **Newcap** station...

Ken Dawson, a reporter at **CFCW Edmonton/Camrose**, is gone. Another reporter is also said to have been caught in a restructuring there but his departure hasn't been confirmed. Likewise at sister station

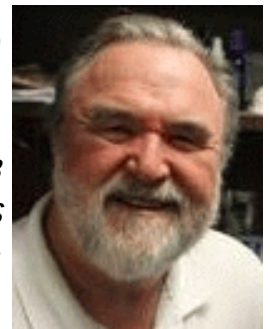
96.3 CAPITAL FM Edmonton where the morning show operator is no longer in place but may have been retained in other capacities...

Long-time **CBC News Vancouver** Anchor **Cecilia Walters** works her last shift today (Thursday), taking retirement. She's been a regular news voice on CBC Radio in Vancouver since 1982. Walters co-anchored *The CBC Evening News with Bill Good* on CBC Television for seven years in the 1980s...

Nathan Smith, the eight-year program director at **AM980 (CFPL) London**, is moving to sister **Corus** station **Talk Radio AM640 Toronto** as PD. He begins there Dec. 14 succeeding **Gord Harris**, the station's longtime PD who retired in August...

Mike Haberer, the four-year retail sales manager at **91.7 GIANT FM/Country 89 Welland**, has been promoted to general sales manager. Before moving to radio, Haberer owned and operated an advertising agency and promotions company. He succeeds **Peter Allen** who moved to become director of regional and national sales at **Vista Radio**, based in Toronto...

Wayne Cavanagh, after 46 years in broadcasting, most recently as morning host at **92.3 JACK FM Smiths Falls**, has announced his retirement effective Dec. 24. He began at **CKWS Kingston** in a "broom and dustpan" position but got the chance to go on-air one December evening after the host called-in and said he'd had too much Christmas cheer. From there, he went to **CKBY Ottawa**, then back to **CKWS**, then to Halifax and back to Ottawa. In 1995, he returned to hometown Smiths Falls...



Wayne Cavanagh

Kirk Williams, after 27 years of broadcast journalism in television and radio, the reporter/editor/producer at **CBC Vancouver** has embarked on a new career in public relations...



Ollie Williams

Ollie Williams has become PD at **100.1 Moose FM Yellowknife** as well as retaining his newsroom anchor/reporting duties. Former PD **Jason Boast** is no longer with the **Vista Radio** property...

Warren Dean, after 10 years as a weather anchor at **Global Saskatoon, CBC Edmonton** and **CBC Calgary**, has returned to radio at **Q107 Calgary** where he's doing swing announcer duties...



Warren Dean

Barry Slator, a broadcast engineer at the **Evanov Radio Group** in Toronto, moves to **Bell Media Hamilton** effective Dec. 1.

GENERAL:
GThe **CRTC**, under its anti-spam legislation, has fined **Rogers Media** \$200,000 for sending unsolicited advertising email. The violations were in the July 2013-July 2015 period when those receiving the emails tried using a malfunctioning unsubscribe button. With the failure to unsubscribe recipients, Rogers Media didn't comply within the prescribed 10 business days to do so...

BCE has entered into an agreement with a syndicate of underwriters (*BMO Capital Markets, RBC Capital Markets, CIBC World Markets, National Bank Financial* and *TD Securities*) under which the underwriters have agreed to buy on a bought deal basis 13,140,000 common shares at \$57.10 per share for gross proceeds of \$750,294,000 with the option to buy an additional 15% to cover over-allotments, if any. *BCE* says it will use the proceeds for general corporate purposes including reducing financial leverage...

Peter Mansbridge, anchor of *CBC's The National*, and **Paul Godfrey**, CEO of *Postmedia* and the *National Post*, were inducted Tuesday to the *Canadian News Hall of Fame* in Toronto. The hall of fame was founded in 1965 and is maintained by the *Toronto Press Club*...

Broadcast winners at the 37th annual *Canadian Ethnic Media Association's* annual gala and awards presentation held in Toronto were: For television, Producer **Mingu Kim**, *Arirang Korea*, for the news feature *Toronto: Land of Hope*; and Editorial Director **Igor Malakhov** of *TV Vestnik.ca* for the Russian language series, *Culinary Mosaic*. For radio, the winner was Producer/Host **Monica Muraira**, *CHIN Ottawa*, for *Momentos con Monica*.

TELEVISION/VIDEO:

Global Television will not be airing New Year's Eve celebrations from Niagara Falls this year, blaming the costs associated with the remote telecast. Last year's broadcast, with headliner **Keith Urban**, cost \$3 million to produce...

A *Bell Media - Corus Entertainment* deal will see Western and Northern Canada pay TV channel, *Movie Central*, folded into *The Movie Network*. TMN, available only in Eastern Canada now, will go national in March. Corus, pressured by the likes of *shomi, CraveTV* and *Netflix*, is moving away from the movie pay TV business. Bell Media also becomes the sole operator of *HBO Canada* as Corus waives its content licensing rights in Canada. For the package, Bell is paying Corus \$211 million...

The *CRTC* says cable and satellite subscribers will have the choice between pick-and-pay or small TV packages as of March 1. By Dec. 1/16, they'll have access to both options. The new basic packages must include all local channels as well as those on its mandatory distribution list. Supplementary choices will include either individual channels or small bundled channel packages. There will be a \$25 cap on the most basic TV service...

At *CTAM Canada's Broadcaster Forum* in Toronto late last week, unveiled was a consumer study on trends affecting traditional television, including skinny basic and pick-and-pay. The study revealed that among subscribers, 57% say they plan to either keep their package or add channels; 33% plan to switch to skinny basic and add channels from there; and 10% say they will choose skinny basic alone. Among Canadians who've never subscribed to TV or have cut the cord, about 1/3 will reconsider subscription TV when pick-and-pay becomes available (18% say they will create their own package of channels; 11% will subscribe to skinny basic and add channels from there; and 3% will subscribe to skinny basic alone). Sixty-eight percent say they will continue with no subscription. The report in its entirety is available [HERE](#)...

Michael Donovan, the executive chairman of *DHX Media*, is the 2015 *Canadian Entrepreneur of The Year*, as awarded by *EY*. He accepted the award at a ceremony in Toronto. *EY* is the new name of *Ernst Young*...

The *Media Technology Monitor* reports that television remains the main source for news although the Internet continues to make gains. One-third of Anglophone news users say the Internet is their primary news source. Younger Anglophones are heavier users of the Internet for news while TV is still king for over-50s...

YouTube has launched a new digital app for *TFO's* educational content for children. Glenn O'Farrell, the president/CEO of *Groupe Média TFO* -- and a former president of the *Canadian Association of Broadcasters* -- says TFO content on YouTube will create opportunities and grant access to new audiences in Ontario and beyond... Meanwhile, *Corus* and *TFO* now have competition from *Google* on children's programming. On Tuesday, Google launched its *YouTube Kids* app in Canada.

RADIO:

CFRA Ottawa began using recorded newscasts performed by *CTV Ottawa* anchors Monday in place of talent decimated in the current round of layoffs at *Bell Media*...

News Talk 980 CKNW Vancouver is now available on HD Radio, the second *Corus* station after *AM 640 Toronto* to do so. Both say it gives them greater quality in downtown areas...

CKDM Dauphin, which just moved to a newly-constructed 5,000 sq. ft. location, took home the award for Station of the Year (Secondary Market) at the *2015 Manitoba Association of Country Music Awards* held in Winnipeg...

Heart FM Woodstock now has a HD-2 channel airing an all-Christmas audio stream. Along with HD radio, it can also be heard via computer or smartphone...

Torres Media, which owns English-language *101.9 DAWG FM Ottawa* and *105.5 Hits FM Uxbridge*, has won *CRTC* approval to acquire *CKOD-FM Salaberry-de-Valleyfield, PQ*, a French-language station...

American talk radio is getting credit from a *Wall Street Journal-NBC News* poll for its sharp criticism of the *Republican* establishment and its favoritism toward candidate *Ben Carson*, thus influencing the U.S. presidential race. Talk radio listeners chose *Carson* and *Donald Trump* as their top picks while *Jeb Bush*, the ex-Florida governor, got just 3% in the survey. About one in three Republican primary voters identify strongly with conservative talk radio...

SIGN-OFFS:

Mary Ellen Fleming, 65, of a massive heart attack in Mexico. She had spent 30+ years in the broadcast industry, including being instrumental in the start-ups of *YTV*, *The New VI Victoria* (now *CTV Vancouver Island*) and *Gusto TV*. Fleming also worked with *Canwest Global*, *CKWS-TV Kingston* and *CTV Toronto*. She is the wife of *Ed Yiu*, widely known in broadcast engineering circles...



Mary Ellen Fleming



Jim Perry

Jim Perry, 82, in Eagle Point, OR, of cancer. Perry is best known here as the 21-year host of the *Miss Canada Pageant* on *CTV* and for successful *CTV* shows during the years between 1965-1991, including game shows *Fractured Phrases*, *Definition* and *Headline Hunters*. American game shows he hosted included *Card Sharks* and *Sale of the Century*.



Ontario
Association
of Broadcasters

There is an **uneven** playing field working in broadcasting's favour



Tom Pentefountas

In his last public speech while still vice chairman of broadcasting at the CRTC, Tom Pentefountas told the annual conference of the Ontario Association of Broadcasters that they hold all the competitive cards. (Pentefountas resigned from the CRTC effective Nov. 20.)

Despite the challenges, he said, TV broadcasters continued to invest in the creation of local news and drama series. Investments by private local stations in Canadian-made programs increased by 2.3% in 2014, to over \$619 million.

Because of the programming importance of local news and other types of local programming, the Commission's policies for local and community programming needs has to take into account the changing interests and behaviours of Canadian viewers. Further, he said, it's no secret that they're embracing newer ways of consuming and discovering content on multiple platforms.

The Commission, he said, has launched a review of the policy for local and community television programming with goals of ensuring that:

- Canadians have access to locally-produced and locally-reflective programming in a multi-platform environment;
- Both professional and non-professional independent producers and community members have access to the broadcasting system; and that



- Locally relevant news and information programming is produced and broadcast within the Canadian broadcasting system.

The public hearing is scheduled to begin Jan. 25.

Radio Licensing

The CRTC, he said, adopted a more efficient approach to calls for applications across all markets as a result of last year's targeted review of the commercial radio policy. The outcome was a new process to streamline licensing. It's also meant to better understand the marketplace before issuing a call, to be sure new entrants have a good chance of success and to avoid over-licensing.

The Commission is conscious, he said, of the potential to over-licence. The reality may be that some communities are already well served and may not require another station. Sometimes less is more.

Future for Private Radio Broadcasters

Pentefountas said the Commission has a flexible approach to HD Radio technology. There is no requirement to obtain a licence but the CRTC wants to be informed of experiments with it.

The benefits of HD Radio, he said, include allowing a station to broadcast multiple digital audio signals in addition to its main signal while increasing the diversity of radio services offered by broadcasters. Digital signals over traditional radio frequencies allow for up to three additional stations of new content to be accessed on the same channel. Further, he said, with the auto manufacturers upgrading their dashboards with HD Radio capabilities, more and more listeners will have the means to capture clear and interference-free signals. In the U.S. and Western Europe, connected car system penetration is expected to reach 80% of new models in 2017.

On streaming, Pentefountas acknowledged points of view being in conflict amongst broadcasters, some seeing it as an important future source of revenue while others expect streaming to continue eroding ad revenues.

An Internet Radio Advertising Impact Study prepared for the U.S. Radio Advertising Bureau and the Interactive Advertising Bureau concluded that there are powerful synergies when radio



and its digital platforms are used simultaneously. With those multiplier effects, the researchers found that, far from being a threat, radio and the Internet have complimentary roles. They discovered that ad recall drastically improves when radio and digital platforms are used in tandem. The study also demonstrated increases in visits to the advertised brand's website.

It found that the addition of Internet radio listening has an impact on broadcast radio ad response rates more than an increase in time spent with broadcast radio alone. The addition of Internet radio boosts ad response rates by 15 times or more. Multi-platform fragmentation requires multi-platform segmentation and targeting, he said, and combining the platforms could potentially represent an explosion of ad revenues.

More to the point: There's no holding back time or

technology, he said. It's impossible to try to protect radio from this new reality. But there are advantages to build on.

Pentefountas said that regulators can't stop this tsunami. It's not the '60s, the '80s or even the new millennium anymore. "There is absolutely nothing standing in your way if you want to capture new audiences using digital technologies. There are no impediments to you competing with online services. In reality, you have the upper hand. If anything, there's currently an uneven playing field—one that works in your favour!"

Cited as huge assets were radio's experience, expertise and brand recognition. But "it is up to each of you to determine what you will do to keep pace with these technological innovations. It is radio's opportunity to win or lose, depending on how—and how quickly—you respond to this reality."

—BD



Ontario
Association
of Broadcasters

Audio streaming comes of age in Canada



by Jeff Vidler

Take yourself back 10 years to 2005. Facebook was still restricted to high school and university students, and the iPhone was no more than a twinkle in Steve Jobs's eye. Meanwhile, some 11 years after the first broadcast radio station started streaming in 1994 Pandora had just launched a free version of its Internet radio service.

Flash forward 10 years. Facebook and the iPhone have absolutely changed the way we live, Pandora still isn't available in Canada, and online streaming represents just a fraction of total listening to broadcast radio.

But all that is changing. Spotify has been in Canada for more than a year, Apple and Google have brought their considerable cash reserves to the game, and with the purchase of Rdio, Pandora has positioned itself to get into on-demand streaming with their sights set on growth outside of the U.S., Australia and New Zealand.

How can Canadian radio stations best defend against and how can they best take advantage of the change that's coming?

A nationally representative sample of 1,505 Canadian adults from the Angus Reid Forum was conducted by Audience Insights in mid-October. Key findings were presented at the Ontario Association of Broadcasters conference in Toronto November 10.

AM/FM Radio Remains Canada's Dominant Audio Medium

Broadcast radio in Canada has weathered the digital storm well, especially compared to newspapers or, more recently,

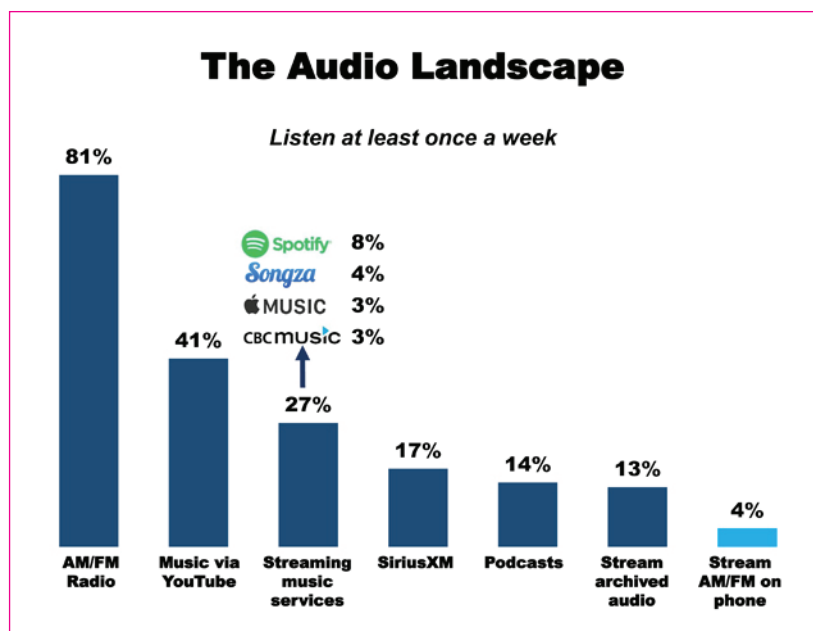
television. Eighty-one percent of Canadian adults say they listen at least once a week. Add in the additional tuning picked up by Numeris and you get to just under 90% of all Canadian adults.

Listening peaks among 35-54 year-olds, but nearly three-of-four 18-34s report listening to AM/FM in a typical week.

YouTube Leading Source for Music Streaming, while Audio-only Music Streaming Growing

Video may not have killed the radio star but YouTube remains the #1 source of music streaming. With more than 100 million views of the new Adele single in five days, it's no wonder that more than four-in-10 Canadian adults (41%) say they access music via YouTube every week.

That said, the arrival of Spotify last Fall with its on-demand capabilities is spurring growth of audio streaming services. Though still well behind the U.S., 27% of Canadian adults now say they listened to pure-play music services in the past week. Spotify leads the pack, with 8% of Canadians saying they listened in the past week, double that of #2 Songza at 4%. Further back are the new Apple Music and the CBC's streaming music service, cbc.music.ca, both at 3%.



Spotify's surge is reflected in Nielsen's most recent Music Canada report showing that on-demand music streams from audio services grew by 127% from the last six months of 2014 to the first six months of 2015.

The good news for broadcasters is that, at least for now, music streaming does not appear to be cutting into AM/FM listening. Daily listeners to streaming music services are just as likely to be weekly (82%) and daily (60%) listeners to AM/FM radio as other Canadians. The same is true of Canadians who access music via YouTube daily (with 81% listening to AM/FM radio weekly and 58% listening daily).

Efforts to Encourage Streaming of AM/FM on Smartphones Are Bearing Little Fruit

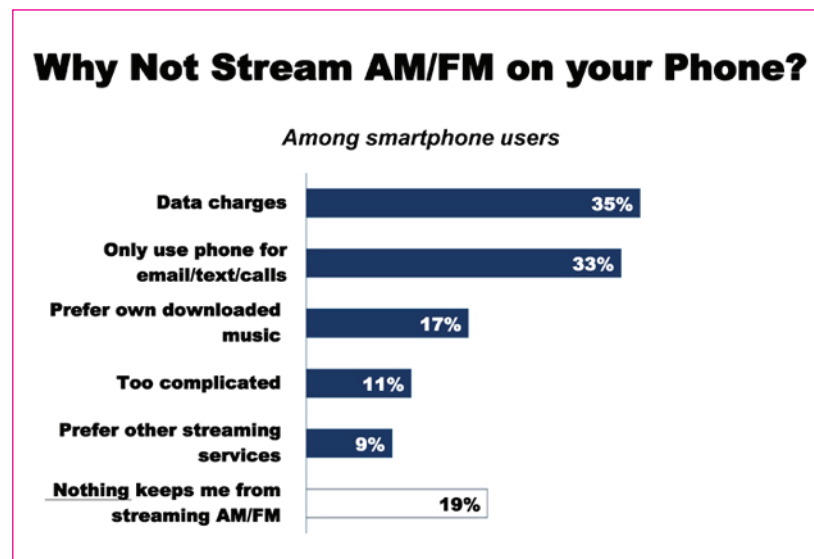
One of the key growth drivers for Pandora and other pure-play

music services across North America has been the ubiquitous presence of smartphones.

In recognition of the shift to mobile, broadcasters upgraded their apps and actively promoted their mobile apps over the last few years. You know the promos: “Your phone is also your radio”, etc.

The results so far have been disappointing. Only 4% of all Canadian adults say they stream AM/FM stations on their phone weekly. That is, just half as many as those who listened to Spotify in the past week (8%), despite the fact that Spotify has only been around for little over a year.

What’s keeping smartphone users from streaming AM/FM on their phones? High data charges were the most commonly cited barrier (35%), along with 33% (mostly older owners) who say they only use their phones for calls, email and text. But nearly one-in-five smartphone owners said that nothing was keeping them from streaming AM/FM on their phones; for the most part, they just don’t bother, suggesting that there needs to be other, more compelling, reasons for them to listen.



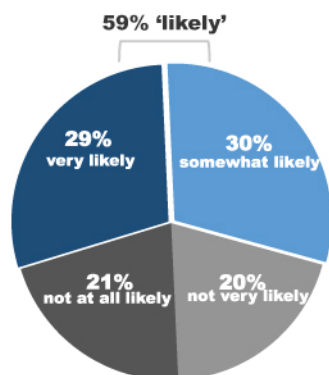
Can the FM Chip Get Listeners to Tune AM/FM on their Smartphones?

Activation of the FM chip, already present in most smartphones, shows promise to help boost AM/FM tuning on phones. Nearly six-in-10 smartphone users (59%) say they would likely listen to AM/FM radio on their phones if they could avoid data charges and listen as they would to a regular radio. That, of course, assumes that they would make the effort to download and listen and that the FM chip doesn’t get lost among all the other, often free, options already in front of them.

The FM chip is no guarantee of success. While it would help to solve radio’s problems, the low percentage of Canadians who stream AM/FM on their phones indicates that radio on smartphones also needs

Would You Listen to Radio on Your Phone via FM Chip?

Among smartphone users



to provide a clear benefit to listeners. Broadcasters will have to step up by providing a sufficiently rich, engaging and interactive listener experience to get Canadians to add FM to the long list of functions available on their phones.

Jeff Vidler is president of Audience Insights Inc., a Toronto-based media research consultancy. He can be reached at jeff.vidler@audience-insights.com.