

# BROADCAST Dialogue

## Essential Reading

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Thursday, May 5, 2016

Volume 24, Number 1

### PUBLISHER'S NOTE:

The time has come, as I knew it would, but I didn't expect it to creep up so quickly. Broadcast Dialogue, now beginning its 25th year of service to Canadian broadcasters and their suppliers, will cease publication at the end of June. It has been a great ride. We've witnessed and reported on what, looking back, can only be described as a revolution in the broadcast industry. It has been Ingrid's and my pleasure to serve you with Broadcast Dialogue every Thursday morning but now it's time for us to stop. Between now and **June 30**, we will continue to provide the same high quality of service. Your support over the years has been incredible, often lifting us to great heights of joy. For this, we thank you.



Howard

### RADIO/AUDIO:

With Fort McMurray's 80,000 residents evacuated due to a an out-of-control wildfire, word as this edition was being put to bed was that all staff at *Rogers' Country 93.3/Rock 97.9* are safe and accounted for. The stations are on the air with out-of-market sister station programming although Rogers staff at Fort McMurray were trying to go live from the transmitter. The stations' building and towers were okay as of this writing. *Harvard's Mix 103.7* and *100.5 Cruz FM* were off the air with all staff also safe and accounted for. Staff continues to provide updates on social media and out-of-market sister station programming...

The application by *Acadia Broadcasting* to acquire *CJLS Yarmouth* from Chris Perry and Ray Zinck has been approved. The two have been a part of the station since the early 70s, and bought it in 1998. Zinck and Perry announced their retirement last fall...

The *CRTC* has issued a *Call for Comments* related to market capacity and the appropriateness of issuing a call for radio applications to serve Québec City. There are two applications now, one for a French-language FM licence and the other for an English-language station. *Dufferin Communications (Evanov)* has applied for 105.7 with power of 1,400 watts while Gilles Lapointe and Nelson Sergerie want that same frequency at 1,919 watts...

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The *CRTC* has found that the Kentville market can't sustain an additional commercial radio station and will return the *Newcap* application. There are three stations now operating there, two owned by *Maritime Broadcasting System* and one by Newcap...

An application by *Larche Communications* for another FM licence in Sudbury initiated a call for comments on the market's capacity. The *CRTC* has set June 1 as the deadline for interventions...

Almost 20% of American radio listeners are tuning to AM/FM more this year than they did in 2015. A recent *Jacobs Media* survey also found that AM/FM accounts for 66% of listening time in the car, compared with 10% for satellite and 10% for personal music (thumb drives, CDs, etc.)...

Among recipients of the 2016 *Saskatchewan Order of Merit*, the province's highest honour, will be **Gord Rawlinson**, the CEO of *Rawlco Radio*. The ceremony is to take place May 23 in Regina. The Order of Merit recognizes excellence, achievement and contributions to the social, cultural and economic well-being of the province and its people...

*News Talk Radio (CJAD) Montreal*, in a new initiative to promote talented up-and-coming journalists, will grant *Gord Sinclair Radio Awards* to two *Concordia University* students each year for the next three years. As well as receiving \$2,500 each, winners will join the station's news team for a summer internship. The awards pay homage to the late **Gord Sinclair**, CJAD's former news director, who passed away in 2002...

*Sun FM Vernon*, after totaling donations during its 13th annual *Have a Heart Radiothon*, raised a record \$62,100 for the *Vernon Jubilee Hospital Foundation*. The money will go toward a central monitoring system for Women's and Children's Health Services...

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The *VOCM St. John's/CFCB Corner Brook Cancer Care Radiothon* for the *Dr. H. Bliss Murphy Cancer Care Foundation* and cancer care centres around Newfoundland and Labrador raised \$100,200...

*CHYM 96.7, 570 News* and *Country 106.7 Kitchener* combined to raise \$190,174 in support of *KidsAbility*. The funds will help 600+ children and youth with special needs presently on a waiting list for life-changing therapy.

### **T**ELEVISION/VIDEO:

Private-sector TV broadcasters, says the *CRTC*, saw industry revenue shrink by \$46.6 million and pre-tax losses increase slightly between 2014 and 2015. In its annual report, the Commission said 93 private TV stations generated \$1.76 billion in the 12 months ended Aug. 31, 2015; down 2.6% from the previous broadcast year. National ad sales were about \$1.2 billion, unchanged from the previous year. Local advertising fell 1% to \$330.1 million from \$333.6 million in 2014. *CBC* advertising revenue fell to \$220.1 million from \$474.6 million due primarily to fewer broadcasts of sports and the loss of *NHL* rights. *CBC* also received \$757.9 million from the government, up \$32 million, for its 27 TV stations...

The *Canadian Media Guild* has applied to the *Canada Industrial Relations Board* for the right to represent *VICE Canada* employees in the editorial, marketing and production/post-production departments. The next move will see the labour board organize a secret ballot vote of employees to confirm their desire for a union. *VICE* was founded in Montreal as a magazine in 1994 and is now based in Brooklyn, New York. It formed a partnership with *Rogers* to launch, first, *VICE Studio Canada* in 2015 and then specialty network *VICELAND* this past February...

*Rovi* has agreed to acquire *TiVo* for about \$US1.1 billion, \$10.70 per share in cash and stock.

### **R**EVOLVING DOOR:

Phil King, the former president of *CTV*, sports and entertainment, has joined *Sony Pictures Television's* operations as senior VP of distribution in Canada. King left Bell Media in August 2015 as part of *Bell Media's* multi-round reorganization and layoffs...

Anne-Marie Mediwake, co-host of the supper hour *CBC Toronto News*, has left for another undisclosed opportunity. She'd been in the position for over six years...



Phil King



Anne-Marie Mediwake



Gord Martineau

Former *City Toronto* anchor Gord Martineau will join John Moore once weekly on his *NEWSTALK 1010 Toronto* morning show. Martineau will offer insight and opinion on news and social issues beginning May 9...

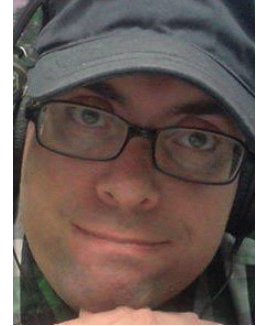
Former *C95 Saskatoon* Senior Program Director **Ryan Zimmerman** has been promoted to the newly created position of VP/GM of C95 and *Rock 102*. Moving up to the PD position at C95 is **Shyla Williams**, the former assistant program director. Zimmerman's and Williams's appointments allow **Kristy Werner**, *Rawlco* VP/GM, to focus the majority of her energy on *News Talk CKOM Saskatoon*...

**Kenton Dunphy** is now the GSM at *New Country 92.3/UP! 93.1 Fredericton*. He transferred from *Newcap* sister stations in Moncton where he was an account executive...

**Lois Reid**, *Bayshore Broadcasting's* business manager, will retire this summer. She began in the traffic department of *CFOS Owen Sound* in 1970. As controller and HR manager since 2001 she played a role in Bayshore's growth to eight stations across Central Ontario...



Lois Reid



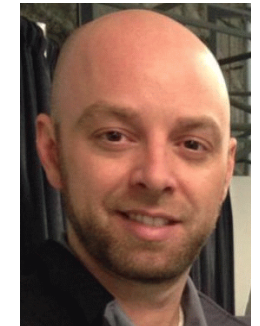
Sylvain Boucher

**Sylvain Boucher** is the new station manager at *Glow 100/Great Lakes Country 103.1 Manitoulin*. His background includes *Le5 Communications Sudbury*, *Haliburton Radio* and *Pelmorex Radio*...

**Dave Inglis**, a producer with *Rogers Radio Ottawa* for over 39 years, retired last week. He's been a producer for all five of the *Rogers Ottawa* stations: *CHEZ*, *1310 News*, *Country 101.1*, *KiSS105.3* and *92.3 Jack FM*...



Dave Inglis



Jeremy Paige

**Jeremy Paige** is the new GSM at *Newcap's* seven stations in Lloydminster, Bonnyville, Cold Lake, Lac La Biche, St Paul and the two stations in Wainwright. Most recently, he was a senior account manager with the *LA Radio Group* in Red Deer...

**Wayne Young**, ex of *Jampro Antennas & Alan Dick Broadcast*, will join *CBC Transmission* next week as project manager...



**Jani Yates** will become the president/CEO of *Advertising Standards Canada* June 13. Most recently, she was president of the *Institute of Communication Agencies*...

**Pam Westman** has been appointed to head *Corus Entertainment's Nelvana Enterprises*. Most recently, she was director, integration for *Staples Canada*. Before that, she was executive VP at *HIT Entertainment*...

**Sandra Kleinfeld** will become senior director of documentary at *CBC*. Most recently, she was Director of development for *CBC* unscripted content.

## SIGN-OFFS:

Ralph Colin Ellis C.M., O.Ont., 92, at *Oakville Trafalgar Memorial Hospital*, Ellis was a pioneering independent film and TV producer who, for more than 40 years, supported domestic television programming by producing popular wildlife and children's series. He was among the first to make his work available in both official languages...

Kiviaq aka David C. Ward, 80, in Edmonton of cancer. The accomplished Edmonton lawyer, boxing champion, football player, city councillor and *CJCA Edmonton* talk show host born in Chesterfield Inlet, N.W.T. was the first Inuit called to the bar. Later, he successfully fought Alberta's name laws (which require a person to have both a first and last name) to restore his original Inuktitut name...

James Carroll, 60, in Huntsville of cancer. The journeyman *CBC* actor, best-known for his portrayal of Max Sutton on the long-running *CBC* series *Wind at My Back* (1996-2001), did the Noon-2 p.m. show on *Hunters Bay Radio*. He'd moved to Huntsville in 2010 to be close to his daughter...

Harv Stewart, 60, in Halifax of a heart attack. The sportscaster worked in Ontario and Alberta before his career took him to Nova Scotia in 1990. He was part of the *Q104 Dartmouth/Halifax* morning show from 1990 to 2006. Stewart also was host of a television call-in show called *Harv's Sportsland*, broadcast in Nova Scotia and Prince Edward Island. A colleague wrote of him: "His sound was unique, his approach was unique and his path in life was unique. The only man I knew who could swing from having the best of luck and the worst of luck, most likely on the same day."



Harv Stewart

## GENERAL:

The *Ipsos Most Influential Brands* study has revealed *CBC* as the second-most recognized Canadian brand after *Tim Hortons*. The dimensions which define and determine influential brands are Corporate citizenship, engagement, leading edge, presence and trustworthiness...



*Shaw Communications*, as previously announced, has cut almost 200 positions as part of a senior management realignment. The layoffs are organization-wide, although most will occur in Calgary. Some are effective immediately with the balance expected to occur by the end of May...



*BCE* reported a 32.9% jump in its first-quarter profit compared with a year ago, earning \$707 million or 82 cents per share, up from \$532 million or 63 cents. Revenue was \$5.27-billion. *Bell Media* revenue grew 2.1% to \$741 million, up from \$726 million in Q1 last year although ad revenue for conventional and specialty TV was affected by reduced year-over-year spending by some key customers. Radio advertising also declined due mainly, said *BCE*, to a weaker economy in western Canada...

*BCE* will acquire all of the issued and outstanding common shares of *Manitoba Telecom Services* (MTS) for a total transaction value of approximately \$3.9 billion. Included in the total is \$0.8 billion in outstanding net debt. The combined company's Manitoba operations will be known as *Bell MTS*. In related news, *TELUS* has reached an agreement in principle with *BCE* for approximately one-third of MTS' spoptpaid wireless customers to become *TELUS* customers once the purchase of MTS by *BCE* concludes, likely at year-end or early 2017...

*Brian Mitchell*, an eight-year member of *CBC's* board of directors, has resigned to seek the presidency of the *Conservative Party of Canada*. Mitchell is a former treasurer of the former *Progressive Conservative Party of Canada*. He then served as a Conservative party VP before being appointed to the *CBC* board by former PM *Stephen Harper*...

*Global BC* and the *Corus Vancouver* radio stations helped raise \$58,000 and 9,000 pounds of food for the *Surrey Food Bank*, now entering its leanest season...

*KRTS Marfa* has won every *RTDNA* award in its region. And, for the second year in a row, the west Texas public radio station is the most-awarded small market station in the regional *Edward R. Murrow Awards*. Founded in 2005, *KRTS* has five people in Marfa and another one in Midland, TX.

**SUPPLYLINES:**  
*RCS* won *Best of Show* at *NAB2016* for *The Selector Cloud*, as chosen by *Radio World*.



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# NAB 2016

## – A perspective

The NAB Show 2016 tag line was “Ready, Set, Unleash”, telling of barriers coming down across media and entertainment as content is available on more platforms and devices with less constraints. The unleashing is opportunity via industry transformation.

By Laurie Kennedy

The official report is 103,000 registered attendees though some on the trade floor felt attendance was down. My focus was the conference and it certainly was a challenge deciding, of the 760 sessions, which ones to attend. The NAB Show (National Association of Broadcasters) now represents all aspects of the media and entertainment industries.

Though there were many of interest, including, Digital Futures, Radio, Cloud/IP, Virtual/Augmented Reality, Multi-cultural/Niche TV, and Drones, this article provides highlights from a business perspective on:

- What’s New in OTT
- Advanced Advertising
- The Future of Video—4K, UHD, HDR
- Next Gen TV—ATSC 3.0.

# What's New in OTT

OTT (Over the Top TV) continues to be a disruptor with content providers, traditional and new, straddling a range of models from ad-supported and subscription services in local and global markets. Many are navigating around existing content agreements as they try new things. Succeeding in OTT doesn't lend itself to a one-size-fits-all approach; rather, it involves creating a service that meets the needs of the consumer, showcasing content, and allowing you to scale quickly.

## Platform

David Simon, VP Inventory Acquisition at AOL, said as a media technology company, it continually tries new things; failing and trying again is part of today's world.

Braxton Jarratt, GM, IBM Cloud Video Services Unit and CEO Clearleap, said you need to focus on the business and not as much on a custom OTT/IP infrastructure. To be agile and flexible, you should select a proven platform. He says content owners have always had multiple revenue streams with existing licence agreements and distribution channels. OTT is a new distribution channel and will continue to evolve with multiple options (subscription, ad supported, buy, rent). Braxton believes you will see successes with live events which will bring a broader perspective and value proposition to the consumer.

Andy Shenkler, Chief Solutions and Technology Officer at Sony DADC, says don't overlook the competition with piracy. According to Variety, the top 10 movies have had 465 million piracy downloads. Many of these sites are easy to use, good quality video, rich in metadata with a nicely built hierarchy. Much of the metadata is available via TVDB, the Wikipedia of TV series info. It is important to have a strategy, look at the big picture, keep it simple, and don't let the technology alone be your point of differentiation.

## Channel Aggregators

Traditional BDUs and MVPDs provide aggregation of conventional and speciality channels. Several new OTT services like Sling TV and HULU are similar. Keep your eye on YouTube Red, Amazon Prime and ROKU. What is key about them is the size of their existing customer base and ability to scale quickly.

ROKU provides a user interface and streaming device. The first ROKU-enabled TV was available in 2015. This suggests it is evolving as a "smart" standard among TV manufacturers. Andrew Ferrone, VP, Pay TV at ROKU, said they have over 500 apps and 2,000 content channels with a variety of models (SVOD, AVOD, rent, buy, free). In 2015, 5.5 billion hours streamed through ROKU, available in Canada.





any other... and creators all aim to bring the professional level synonymous with workstations to market that's... new content

There are many OTT providers popping up. In a stand-alone mode, SVOD providers require a large funnel of content to sustain a monthly subscription fee. AVOD (Ad Supported Video on Demand), free for the consumer, allows a varied library size, perhaps better for niche content or smaller libraries.

Michael Paull, VP of Digital Video at Amazon, said Amazon Prime now includes Prime Video and Prime Music, available in the US. Newly added, Dec. 2015, is a Streaming Partners Program which opens up the opportunity to have third party channels on Prime with an integrated subscription (SVOD). This allows Partners to access the Amazon customer base, maintaining a quality and reliable streaming service, as well as managing the billing and credit card payment services. Paull said they have 30 services within PRIME, including Showcase. Amazon is doing cross promotions to their customer base in addition to their Partner promos (e.g. Starz/Outlander). Paull believes AVOD and SVOD will co-exist giving consumers choice.

NAB Show TV was produced by Broadcast Beat providing live streaming of select conference sessions as well as interviews with leading industry experts and vendors. Available at [nabshow.com](http://nabshow.com) and [broadcastbeat.com](http://broadcastbeat.com).

## Advanced Advertising

With new terms popping up, advertising has never been more diverse. audience of one, mobile advertising, native advertising, programmatic, ad blocking, standard currency, etc.

Dan Ackerman, SVP Programmatic TV at AOL Platforms/Adapt.tv, said you need to have a holistic view of who to target when planning; you cannot do it in silos anymore (e.g. linear, VOD, social, device). Also needed is one standard currency to measure across all the platforms.

Jason Schragger, Chief Creative Officer at Saatchi & Saatchi LA, says we need to evolve to “Audience of One” advertising. He described an example of harnessing Facebook data to create 100,000 customized videos to reach individuals with a wide range of personal interests. They did this by making the beginning, middle and end of the ads interchangeable.

Ad blocking means they need to be more effective targeting with native ads. The term “native ad” means ads relevant to the device and location it is being consumed, ads deemed effective and non-intrusive. For example, video pre-rolls are accepted on an in-home TV but not on a mobile device. Content production should now consider advertisers and include ad inserts/overlays within the content itself.

Zachary Soreff, President at Sawyer Studios, agrees there is a trend now to fuse the ad with the content; it is harder to block. He also mentioned you need to consider whether the audio is on or off and still be able to deliver a message. He believes it will take three to five years for TV to have effective and mainstream consumer targeted ad insertion.

Research company BIA/Kelsey forecasts mobile advertising within a three-block radius is expected to grow 25% per year over the next five years. This is GEO targeting based on the location of the consumer (and smartphone).

## The Future of Video - 4K, UHD, HDR

Robert Seidel, SMPTE President and VP Engineering and Advanced Technology at CBS; Mark Schubin, Chief Information Server at Schubin.Cafe; James DeFilippis, CGO at TMS Consulting; and Matthew Goldman, SVP Technology & Media Strategy at Ericsson came together in a panel to discuss what these numbers and letters mean to a producer and how they are affecting consumers.

Resolution Names	Horizontal Pixel Resolution	Devices	Names used
720p	1,280	TVs	HD, High Definition
1080p	1,920	TVs, monitors	HD, High Definition
2K	2,048	Projectors	2K, Ultra HD
UHD	3,840	TVs	4K, Ultra HD
Cinema 4K	4,096	Projectors	4K, Ultra HD
8K (SHV)	7,680	Concept TVs	8K, Super HiVision
HDR	High Dynamic Range (colour)		
HFR	High Frame Rate (refresh)		

Source: CNET.com

All agreed they would like 4K and HDR but don't have the funding for everything. What would provide the best bang for their buck? Answers varied depending on content and target distribution platform. There are also variations of 4K.



Seidel believes 4K is the best base quality for sports. There are also shifts to 4K for nature and space. Seidel has had a 3D 4K HDR, 120 HFR experience and thought it was impressive. However he said some thought it was a little too real. Goldman believes the biggest bang would be HDR (high dynamic range). In his experience HDR 1080p (Ericsson calls HDR+), has a WOW! factor for the consumer.

HDR is not about brightness, it is about the brightest whites being more real. You need to study balancing “video loudness” so you don’t over saturate; similar to the problem with audio levels. HDR can also make motion artifacts more visible and to compensate you would need HFR (high frame rate). DeFilippis says you can see the difference of HFR on a big screen but not on a laptop. Ambient light in the room where the viewing monitor is affects HDR making it tough to tune for a specific scenario when editing.

The general message was to tread carefully when introducing 4K and HDR; consider the viewer experience. You need to engage the creative folks to better understand the use/benefits. It can become uncomfortable for the viewer and create eye fatigue. Also, higher resolution requires larger TVs for optimal viewing.

## Next Gen TV – ATSC 3.0

ATSC 3.0 is a new IP-based standard for OTA broadcast delivery of content. It is expected to replace the existing ATSC 1.0 standard. Centralized software configuration and control will be essential to maintain broadcast efficiency.

### More Than Just TV

ATSC 3.0 provides an opportunity to change the broadcasting business model. Still a one to many broadcast feed, however now via an IP pipe able to target a wide range of applications on any IP device in or out of the home (public transit, car, smartphone, tablet, digital signage, home TV; with an ATSC 3.0 receiver).

In addition to supporting 4K UHD and HDR, a connected ATSC 3.0 device will allow two-way communication. The device will receive a broadcast one-way signal while also able to communicate two-way via a wireless or WIFI network. This allows for new applications not available on traditional OTA, including, targeted ad insertion based on GEO location and consumer profiling, advanced emergency alerting, GEO targeted traffic and weather reports, data collection and more.

It is expected with ATSC 3.0, broadcast Digital Signage DOOH (digital out of the home) ad revenues will significantly increase. Advanced Emergency Alerting will take advantage of the GEO location in providing XML alert messages, first responder data, evacuation route, maps and specific info.

A new ATSC 3.0 antenna is expected to be a wireless network antenna (smart antenna) which could be the home gateway with a WIFI output.

### Testing/Roll-out

Testing is in progress, including WJW on Channel 9 in Cleveland, Ohio. They have done urban and rural tests (29 grid clusters). The focus was outdoor though some indoor testing was done at four sites. The conclusion was that the prototype does work in the real world with some learnings and no red flags for VHF operation.

On May 10-11 there will be an ATSC Broadcast Television Conference in Washington, D.C. to begin planning the U.S. roll-out.

Korea is a bit further ahead, targeting ATSC 3.0 UHD rollout in 2017 (regular terrestrial UHD TV). They also expect to use it to broadcast the Winter Olympics in Korea, in Feb. 2018.

In Canada, the CRTC has requested broadcasters who have conventional licence renewals coming up in August 2017 to share what plans they have re: ATSC 3.0 as part of the renewal process.

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# BROADCAST Dialogue

## Essential Reading

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Thursday, May 12, 2016

Volume 24, Number 2

**GENERAL:**  
**G**All across Canada, radio and television stations came to the fore in efforts to soften the harsh blow dealt to so many families affected by the Fort McMurray wildfire. To highlight the efforts of some would be a disservice to all the others. And to mention all of their efforts would take up too many pages. Canadian broadcasters, yet again, have performed magnificently in community service...

*Advertising Standards Canada*, in its latest research report, probes consumer perceptions about general views on advertising; perceptions of truth and accuracy of advertising across media types; and Canadians' perspectives on certain advertising themes with a spotlight on perceptions around sexism in advertising. One key finding is that comfort levels with truth and accuracy in advertising continue to be higher in ads in traditional versus digital media. To learn more, click [HERE](#)...

Rick Arnish and Vic Dubois will be inducted June 9 into the *Western Association of Broadcasters Hall of Fame*. Arnish, who had been chairman of the *Jim Pattison Broadcast Group* before retiring earlier this year, had a broadcasting career that spanned 47 years. Dubois, also with 47 years of broadcast service under his belt, remains in charge of the *Saskatoon Media Group's* three stations. He is a past president of WAB and has served on two occasions as president of the *Saskatchewan Association of Broadcasters*...

The *CRTC* has denied an appeal by *BCE* of a decision limiting wholesale wireless rates telecoms charge each other. Smaller firms will keep an expansion foothold as *BCE*, *Telus* and *Rogers* will have to reduce rates...

*Jeopardy!* host Alex Trebek has donated \$5 million to the *University of Ottawa*, his alma mater. The next day, he was presented with the Key to the *City of Ottawa*. The city cited "his philanthropy and activism" and his "unrelenting commitment to higher education"...

Valerie Creighton, president/CEO of the *Canada Media Fund*, will be awarded the *2016 Saskatchewan Order of Merit* during a ceremony May 24 in Regina.



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VANCOUVER

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Winners of Gold and Silver awards at the 35th *Atlantic Journalism Awards* in Halifax on the weekend were:

### Breaking News Radio

Gold: Robert Jones, *CBC Fredericton*

Silver: Jessica Doria-Brown, *CBC PEI* and Paul Raynes, *VOCM St. John's*

### Breaking News/Spot News: Television

Gold: *Global Halifax*

Silver: Brett Ruskin, *Global Halifax* and Heather Gillis, *NTV News St. John's*

### Enterprise Reporting: Radio

Gold: Angela MacIvor, *CBC Halifax*

Silver: Erin Moore, *CBC Halifax* and Robert Jones, *CBC Fredericton*

### Enterprise Reporting: Television

Gold: Ariana Kelland, *CBC St. John's*

Silver: Rob Antle, *CBC St. John's* and Shane Rockland Fowler, *CBC Fredericton*

#### Feature Writing: Radio

Gold: Gavin Simms, *CBC St. John's*

Silver: Pauline Dakin, *CBC Halifax* and Vanessa Blanch, *CBC Moncton*

#### Feature Writing: Television

Gold: Shelley Steeves/Steve Fiander, *Global NB*

Silver: Serge Bouchard, *Radio-Canada Acadie Moncton* and Shelley Steeves/Steve Fiander, *Global NB*

#### Business Reporting: Any Medium

Gold: Rebecca Martel, *Radio-Canada Acadie Moncton*

Silver: Adam Walsh/Paul Pickett/Philippe Grenier, *CBC St. John's*

#### Video Journalist: Television

Gold: Philippe Grenier, *Radio-Canada Acadie St. John's*

Silver: Brett Ruskin, *CBC Halifax* and Laura Meader, *CBC PEI*

#### Best Multimedia Feature

Gold: Nicolas Steinbach/Philippe Duclos, *Radio-Canada Acadie Moncton*

Silver: Alison Auld/Michael Tutton, *The Canadian Press, Halifax* and Michael Tutton, also of *CP Halifax*

#### Best Information News Radio Program (Selected Program)

Gold: *Information Morning, CBC Fredericton*

Silver: *St. John's Morning Show, CBC St. John's*

Silver: *Island Morning, CBC Charlottetown*

#### Best Radio Newscast (Selected Newscast)

Gold: *6:30 AM News, CBC Halifax*

Silver: *The Morning News, News95.7 Halifax* and *6:30 AM News, VOXM St. John's*

#### Best Television News Broadcast (Same Date Newscast)

Gold: *Compass, CBC Charlottetown*

Silver: *Halifax Evening News, Global Halifax* and *New Brunswick at 6, CBC Fredericton*

#### The Jim MacNeill New Journalist Award

Silver: Laura Howells, *CBC St. John's* and Steve Silva, *Global Halifax*

## RADIO/AUDIO:

At the *CMW Music Industry and Broadcast Awards*, Nelly Furtado received the *Allan Slaight Humanitarian Spirit Award*. Those being honoured with the *Hall of Fame Award* were: André Menard and Alain Simard, the co-founders of *Spectra Scène* (now *L'Equipe Spectra*); songwriter/recording artist Andy Kim; and Rob Steele, the president/CEO of *Newcap*. A tribute was presented to the late Pat Cardinal, who passed away one day after he was informed that he would receive the *Hall of Fame Award*. Listen <https://vimeo.com/164737803...>

The broadcast winners at the *Music Industry and Broadcast Awards* are:

Music Director Major Market:	Chris Lynch, <i>X929 Calgary (Harvard Broadcasting)</i>
Music Director Secondary Market:	Anna Zee, <i>Q104 Halifax (Newcap)</i>
Music Director Small Market:	Scott McGregor, <i>98.1 The Bridge Lethbridge (Clear Sky)</i>
On Air Talent Major Market:	Roz & Mocha, <i>KiSS 92.5 Toronto (Rogers)</i>
On Air Talent Secondary Market:	Biggs & Barr, <i>97.7 HTZ FM St. Catharines (Bell Media)</i>
Program Director Major Market:	Al Ford, <i>SONIC/JACK Vancouver (Rogers)</i>

Program Director Secondary Market:	Jeff Winskell, <i>97.7 HTZ FM St. Catharines (Bell Media)</i>
Program Director Small Market:	Dennis Allen, <i>KRAZE 101.3 Red Deer (Harvard Broadcasting)</i>
Promotion:	<i>Peak Pride Wedding, 102.7 The Peak Vancouver (Pattison)</i>
Station Small Market:	<i>99.9 SUN FM Kelowna (Bell Media)</i>
Station Country:	<i>Country 105 Calgary (Corus)</i>
Station CHR:	<i>The New Hot 89.9 Ottawa (Newcap)</i>
Station AC:	<i>CHUM FM Toronto (Bell Media)</i>
Station Rock:	<i>INDIE88 Toronto (Central Ontario Broadcasting)</i>
Station Classic Gold:	<i>BOOM 97.3 Toronto (Newcap)</i>
Station Multicultural:	<i>CHIN Toronto (CHIN)</i>
Station News/Talk:	<i>680 News Toronto (Rogers)</i>
Station Medium Market:	<i>97.7 HTZ FM St. Catharines (Bell Media)</i>

Gold winners at the *2016 Crystal Awards* dinner, which took place during *Canadian Music Week*, were honoured for outstanding achievement in radio creative. They are:

PRODUCTION-CREATIVE USE OF SOUND/MUSIC	<i>"Creek" by Ig2</i>
STATION SINGLE	<i>"Acappella" by Jim Pattison Broadcast Group</i>
STATION CAMPAIGN	<i>"Shepherd's Pie/Mom's Wedding Ring/It's Not Christmas" by Bell Media Radio Toronto</i>
COPYWRITING	<i>"Silent Letters" by Blue Hive Canada</i>
AGENCY SINGLE	<i>"Silent Letters" by Blue Hive Canada</i>
AGENCY CAMPAIGN	<i>"That's No Joke/Change The Tune/Not A Game" by Juniper Park\TBWA</i>
PERFORMANCE	<i>"Time to Breathe" by Cossette</i>
STATION PROMOTION SINGLE	<i>"Bob Dylan Ticket Blitz" by Adam Kecskemeti (now with Bell Media) &amp; Sean McNamara of Corus Radio Toronto</i>
BEST STATION ENTRY FROM A SMALL MARKET	<i>"Like Old Men" by Logan Norris &amp; Theresa Leslie, Blackburn Radio Inc.</i>
PUBLIC SERVICE ANNOUNCEMENT	<i>"Not A Game" by Juniper Park\TBWA</i>
STATION IMAGING AND SOUND DESIGN	<i>"One Shot ... #COMETOGETHER - Blue Jays" by Chris Pottage and Kris Ferguson, Rogers Radio Toronto</i>
PLATINUM BEST IN SHOW - \$10,000 winner	<i>"That's No Joke/Change The Tune/Not A Game" for YWCA created by Juniper Park\TBWA</i>

A non-appearing *CRTC* hearing July 13 in Gatineau will hear, among other applications, a request from *Atlantic Broadcasters*, the owner of *989 XFM (CJFX) Antigonish*, for a sister FM station at 93.5 with power of 60,600 watts and programming Country. And *Bayshore Broadcasting* has applied for an FM station in Gravenhurst/Bracebridge that would operate at 102.3 with power of 22,000 watts and program Country...

*Microsoft's Windows 10* operating system for smartphones has stopped offering a built-in FM radio app, once standard in the smartphone version of Windows...




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The *South and Central Health Foundation* in Grand Falls-Windsor, NL, saw \$55,000 raised during the 22nd annual *VOCM Mother's Day Radiothon* on *620 CKCM*. The money will be used to purchase a portable cardiac ultrasound monitor, bariatric stretcher and a defibrillator...

The 10th annual *800 CHAB Moose Jaw Family First Radiothon*, which hoped to raise \$150,000, instead saw a final tally of \$173,680 to support of the *Moose Jaw Health Foundation*, with funds from the radiothon earmarked to purchase equipment for the *Dr. W.H. Wigmore Regional Hospital*...

*CHNS Halifax* turns 90 today (Thursday). It was on May 12, 1927, that the station used a 500-watt transmitter to go to air from a tiny room at the *Carleton Hotel* in Halifax. Now known as *89.9 The Wave*, it's celebrating with vintage programming for the rest of this month...

**Rick Cluff**, the morning show host at *CBC Vancouver*, celebrated his 40th year with the public broadcaster May 4. He began in 1976 as a reporter/editor in the national radio newsroom and spent over 20 years covering sports before moving to the Lower Mainland's *The Early Edition* in September, 1997...



Rick Cluff

Former *CJAD Montreal* reporter **Bruce Myers** will become an Anglican bishop this evening (Thursday) during a ceremony in Quebec City. He served as CJAD's bureau chief in both Quebec City and in Ottawa during the '90s. Myers was ordained to the priesthood in 2004.

## TELEVISION/VIDEO:

**Bell Media** has acquired the *Gusto* brand so as to launch a food-centric cooking and lifestyle network, expected later this year. There's also a production arrangement with industry veteran **Chris Knight** to supply exclusive 4K programming for the network through *Gusto Worldwide Media*...

The *42nd Alberta Film & Television Awards*, held in Calgary May 7, saw *The Rosies Gala* honour the best of Alberta's production in the screen industry. Winners are: <http://ampia.org/wp/wp-content/uploads/2016-Alberta-Film-Television-Awards-Winners.pdf>.

## REVOLVING DOOR:

Jeff Hutchison, after 40 years in broadcasting, will retire this summer. The veteran CANADA AM sports and weather anchor broadcasted from nearly 400 locations across Canada and around the world during his CTV morning stint...



Jeff Hutchison

Rick Tompkins, PD at *Newcap's Rewind 103.9 (CHNO-FM)/Hot 93.5 (CIGM-FM) Sudbury* is no longer with the stations. Tompkins had joined *CHNO-FM* in 1999 when it was owned by *Haliburton Broadcasting*. *CHNO-FM* was acquired by Newcap in Nov. 2001. In Nov. 2008, *CIGM* changed hands from *Rogers* to Newcap and Tompkins became PD of it, too...

Terry Callaghan is the new morning show host/MD at *Rewind 103.9 Sudbury*. He'd been with *Q92 Sudbury* for 19 years before the *Rogers Radio* cluster underwent restructuring...

Carol Anne Meehan, the ex-anchor of *CTV Ottawa's* evening news package, has joined *1310NEWS Ottawa* as host of *The Carol Anne Meehan Show*. It launches May 30. In 1989, she joined Max Keeping as co-anchor of the CTV 6 o'clock news. They were together for 22 years before Keeping retired in 2010. Meehan continued anchoring the evening news until Nov. 2015...

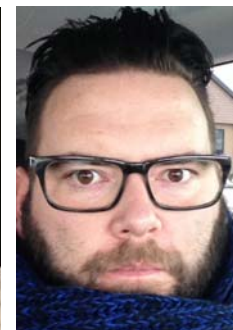
Dan Mody, the long-time morning show host on *YL Country (CKYL) Peace River*, officially retires tomorrow (Friday) though his last day on air was May 6. Mody began three separate tours of duty with YL Country beginning 35 years ago...

Al Thorgeirson is now VP operations at *National Captioning Canada* in Calgary. It was in October that he completed his contract as managing director, English services, at *CBC Calgary*. Before that, he was a regional VP with *Rogers*. He'd also been in an executive position at *CHUM Television* in Calgary before it was sold to Rogers...

Nelson Millman retires at the middle of next month from his PD position at *NHL Network Radio* on *SiriusXM*. His broadcast career began in 1972 at *CHIC Brampton*. From there, he worked at *CFUN Vancouver*, *CJBK London*, *Telemidia Sports Network Radio* and, for 16 years, as executive producer, PD and VP/GM at *The FAN 590 Toronto*...



Nelson Millman



Donnie Atkinson

Morley Safer, the Toronto-born journalist who is best known for his work on *60 Minutes*, is retiring. The 84-year-old, who has filed a record 919 reports for the news magazine show, is leaving this week after more than half a century with *CBS*. Safer was a correspondent and producer with *CBC* before he joined *CBS News* in the mid-'60s...

Donnie Atkinson is now the GSM of *Vista Radio's* Lloydminster, Bonnyville and Medicine Hat radio properties. He was promoted from senior account executive. Atkinson joined the Lloydminster station, *The Goat (CKLM-FM)*, in 2003 when it was owned by Stu Dent and remained through the purchase transition...



Doug Chard



Larry Gifford

Doug Chard, ex of *Bell Media London* where he spent 19 years, is now sales manager at *94.1 myFM St. Thomas*. He began May 9. Chard's career before Bell Media London was in radio at Sarnia and Ottawa...

Larry Gifford is now the senior PD at *CKNW* and *AM 730 Vancouver*. He's spent the last several months as interim PD. Before joining *Corus*, Gifford worked internationally as a radio consultant and talent coach...

JD Anderson has been appointed operations manager for *Vista Radio's* Lloydminster, Bonnyville and Medicine Hat stations. He also retains his role as regional cluster PD for the Alberta and Northwest Territories Vista stations...

Sam Zniber, the PD at *92.5 The Beat Montreal*, is no longer with the station. Interim PD is Martin Tremblay, who had been at the *Astral/Bell Media Montreal* stations. Zniber took over the PD role held by Leo Da Estrela in the summer of 2014...

Evan Degenhardt has been promoted to operations manager at *2Day FM Grande Prairie*. Degenhardt joined *CFRI-FM* July 2014 as morning show host and was promoted to PD one year later... Also at *2Day FM*, Jennifer Brunham has been promoted from senior account executive to GSM...



Evan Degenhardt



Jennifer Brunham



Andrew Wolframe

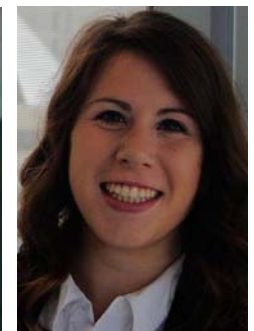
Two news positions have been filled at *Bell Media Brockville*, *104.9 JR fm* and *103.7 Bob FM*. Darrell Evans, whose background includes stops at Peace River, Bonneyville and, most recently, Edmonton with *Corus Radio (630 CHED and iNews880)*, will become the news director. Andrew Wolframe moves from mornings at *106.5 Moose-FM Barry's Bay* to become an anchor/reporter. Both begin May 24...

Tony Do has been added to the broadcast engineering staff at *CTV Vancouver*. His background includes stints at *Newcap*, *Astral* and *Rogers*, all in Vancouver...

Matt Scigliano moves to *570NEWS Kitchener-Waterloo* from *660NEWS Calgary* to become a weekend anchor and a weekday reporter, effective May 25. Before Calgary, he was a junior at *680NEWS Toronto*...



Matthew Scigliano



Amanda MacKenzie

Amanda MacKenzie has become the sponsorship coordinator of *Manitoulin Country Festival/Great Lakes Country 103*. She arrived from outside the broadcast business.

# Images from Canadian Music Week courtesy of

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looking good!”



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Jim Waters presents the Allan Waters Broadcast  
Lifetime Achievement Award to J. Robert Wood



Roz and Mocha, KiSS 92.5 Toronto



Carolyn Ellis and Jerry Archer, KX 96 Durham



Nira Arora and Jonny Staub,  
94.5 Virgin Radio Vancouver



Role reversal: Jonny Staub and Nira  
Arora, 94.5 Virgin Radio Vancouver



Duff Roman and Paul Cugliari

# Images from Canadian Music Week courtesy of

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Marnie Smyth, Jeanne Beker and Dick Smyth



J. Robert Wood and Jim Waters



Stephanie Friedmann, Nielsen BDSradio Vancouver  
and James Stuart, Bell Media, Vancouver



Roger Ashby, CHUM FM Toronto



Chuck and Kim McCoy, and Doug Thompson




*Stephen Sienko, Target Broadcast Sales, presents the Gold Crystal Award for “Production—Creative Use of Sound and Music” to Ariel Riske, LG2*



*Accepting the “Station Promotion Single Award” from Troy Reeb, Corus Entertainment (middle) are Adam Kecskemeti, formerly at Corus, now Bell Media Radio (left) , and Sean McNamara, Corus Entertainment*



*Kim Dougherty, President of the Broadcast Executives Society, presents “Platinum Crystal/Best in Show Award” to David Toto and Erin Kawalecki, Juniper Park\TBWA and Sarah Corman, YMCA*



*Elmer Hildebrand, Golden West Broadcasting presents the “Copywriting Award” to Serge Pennings of Blue Hive Canada*



*Geoff Poulton, Vista Radio, presents Erin Kawalecki of Juniper Park\TBWA with the “Agency Campaign Award”*



*Accepting the award for “Station Campaign” are Rebecca Milloy and Maryann Hadden, Bell Media Radio Toronto*



THE  
*Crystals*



*Chris Pottage, Rogers Radio, Patrick Grierson, Canadian Broadcast Sales and Kris Ferguson, Rogers Radio  
"Station Imaging & Sound Design Award"*



*Dave Haydu, Jeanne Sheridan, John Tucker  
and David Mazmanian*



*Gerry Mackrell, Corus Entertainment, presents the  
"Agency Single Award" to Serge Pennings of Blue Hive Canada*



*Mike Cooper and Jeanne Beker*



*Logan Norris of Blackburn Radio accepts  
the "Best Radio, Small Market Award" from  
Leon Hildebrandt, Canadian Broadcast Sales*



*Valerie Skivington, OAB and Roy Hennessy*

# BROADCAST Dialogue

## Essential Reading

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

Thursday, May 19, 2016

Volume 24, Number 3

### GENERAL:

A new *Nanos/Globe and Mail* poll has found that Canadians aren't looking for big changes to the national cultural industry, despite a full-scale review of the laws and regulations that govern Canada's \$48-billion cultural industry. At the same time, they're opposed to a new tax on U.S.-based Internet services such as *iTunes* and *Netflix*. Heritage Minister Mélanie Joly says "everything is on the table". The poll found that there is no strong consensus to shift the *CBC's* funding formula or to change the rules in favour of increased Canadian content, among other findings...

*Sirius XM Canada Holdings Inc.*, the parent of *Sirius XM Canada*, has an agreement to recapitalize the company by way of a go-private transaction. *CBC*, *Slaight Communications* and *Obelysk Media* - the three largest Canadian shareholders - support it. While *CBC* has indicated it intends to sell 100% of its shares, *Slaight* and *Obelysk* will (with the recapitalization process approved) end up with each owning 33.5% of the voting shares and 15% each of the equity in the recapitalized business. *SiriusXM* will own the balance of votes and equity...

At the *British Columbia Association of Broadcasters* conference in Penticton, inductees into the Quarter and Half Century Clubs were honoured. Reaching the 50-year mark is **John Ashbridge** from New Westminster. Quarter Century inductees are: **Doris Maria Bregolisse**, Kelowna; **Mike Clotildes**, Prince George, **Yvonne Eamor**, New Westminster; **Jim Failes**, Kelowna; **Blaine Gaffney**, Kelowna; **Doug Marin**, Victoria; **Andrew Murdoch**, Kelowna **Fred Schrod**, Kelowna; **Richard Alan Skinner**, Comox; and **Barbara Vanstone**, Kelowna.

### RADIO/AUDIO:

*CBC* wants to extend for another two years the ruling that allows it to air national advertising on *CBC Radio 2* and *ICI Musique*. Comments to the *CRTC* on the *CBC's* request will be accepted until June 22...

The *National Campus and Community Radio Association* is launching a campaign to pressure *Rogers*, *Bell* and *Telus*, and smartphone manufacturers, to activate the FM chip which is installed on most smartphones. For readers not aware of the FM chip, click [HERE](#) for an article published in *Broadcast Dialogue*...





In what's believed to be a Canadian industry first, *CKLW Windsor's* morning show did its four-hour program on the move from inside a new Chrysler Pacifica. They connected back to the studio via *TieLine*, and co-hosts **Mike Kakuk** and **Leah Hanson** were mobile most of the time. The Pacifica's significant connection to the Windsor economy led to the idea of the mobile broadcast...



Marilyn Denis



Nina Arora



Meredith Shaw



Andrea Collins



Nat Hunter

CTV's daily show, *The Social*, will wrap up tomorrow after a week of female *Bell Media* radio hosts making guest appearances. They are Marilyn Denis, *CHUM FM Toronto*, Nina Arora, *Virgin Radio Vancouver*, Meredith Shaw, *CHUM FM Toronto*, Andrea Collins, *Virgin Radio Toronto* and Nat Hunter, *QMFM Vancouver*...



*KIXX Country 97.1 (CKLN-FM) Clarendville* signed on May 9, joining *CHVO-FM Carbonear* and *CJYQ-AM St. John's* as the third KIXX Country station in *Newcap's Steele Communications* division. Danika Carter co-hosts mornings from Clarendville, along with Mickey T. and Kerri Abbott in Carbonear...

*B104 (CHBZ-FM) Cranbrook's* support of the B.C. *Society for the Prevention of Cruelty to Animals* earned it the *Media Excellence Award* at the provincial SPCA Awards dinner May 6. Cited was the Pattison station's highlighting of stories about the work of the SPCA, regular promotion about animals for adoption and its raising of awareness about animal welfare issues in the community...

The *CKNX Wingham 15th Annual Health Care Heroes Radiothon* raised \$247,822 for area hospitals.

## REVOLVING DOOR:

**R**Len Virog, after 41 years in the business, is retiring at month's end. He is the manager, technical services at *Corus Winnipeg*. Virog began as a technician at *CKBI Prince Albert* in March, 1975, and stayed with the station for 12 years. In 1987, he moved to become chief engineer at *CFSK-TV Saskatoon* where he oversaw the building of a new facility that became *Global Saskatoon*. Later, he moved to Regina where he lead the technical teams for both it and *CFSK Saskatoon*. Four years later he moved to the CanWest properties in Winnipeg (*CKND-TV* and *CJZZ-FM*), still maintaining his responsibilities for Regina and Saskatoon. Virog has also been president of the *Western Association of Broadcast Engineers*...



Len Virog

At *Energy 106 Winnipeg*, personnel changes include **JD Francis** no longer employed there, morning co-host **Frankie Hollywood** taking time off beginning in June for personal reasons, and **Jenna Khan**, his co-host, moving to a career outside of broadcasting...

Donna Todd, after more than 27 years, has left *Moose FM (CKAP) Kapuskasing*, to continue her marketing consulting career outside of broadcasting...

Pat Hurley, 80, has announced his retirement for the seventh time. He'll leave his sales rep position at *KX94.7/Durham Radio Hamilton* at the end of August. He retired for the first time in 1985 when he sold his stake in *CKMW Brampton*. Over his 57 year career Hurley's been a host, sales rep, sales manager, VP and owner at radio stations in Ontario and Quebec...



Pat Hurley

Nicole Dubé

Nicole Dubé has been named co-host of *CTV Winnipeg's* morning show, *CTV Morning Live*. She joins longtime co-host Kris Laudien. Dubé, the social media reporter, assumes her new role June 6. She succeeds Eleanor Coopsammy...

Steve Garrison, the 40-year *CJBK London* veteran announcer/commentator who was released from that position a while back, has found a new home on London radio. He'll be offering commentary mornings and Noon hours on *AM 980 (CFPL) London*, a *Corus* station...

At *99.9 Sun FM Kelowna*, the new morning show co-host will be Karly Fiddes when she joins Brian Mack next month. Fiddes moves within *Bell Media* from her afternoon spot at *Sun FM Vernon*. Katie Murray moves from *JPBG Cranbrook* to become the evening host for the B.C. Sun stations on *BC @ Night*. And Kirsten Ralko moves into the afternoon show at Sun FM Vernon...

Rob Kemp, last on the air at *CHOM-FM Montreal* and who was let go in November amid a round of *Bell Media* budget cuts, will be back on Montreal radio at month's end. Kemp will do Saturday and Sunday mornings at *The Beat 92.5*...

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The advertisement features a background of a starry blue and red space scene. In the center, a Tieline Genie STL device is shown, which is a black rack-mountable unit with a control panel. The panel includes a small LCD screen displaying 'Genie', several buttons (including 'OK', 'F1', 'F2', 'F3', 'F4', 'F5', 'F6', 'F7', 'F8', 'F9', 'F10'), and status indicators for 'ALARM', 'USER', 'CONNECTED', and 'POWER'. The Tieline logo is visible on the left side of the device.

Chad Coughlin has been promoted to news director of *93.1 The One Leduc*. Most recently he was the morning news anchor at *88.1 The One Stony Plain* in Parkland County. Thomas Strangward is now ND at 88.1 The One while Rebecca Steinhubl is the morning news anchor. She is a recent *SAIT* graduate...

Sandrine Pechels de Saint Sardos joins *TFO Toronto* June 8 as head of the new "disruption and multiplatform distribution direction". She had been EVP of sales & acquisitions at *Bejuba Entertainment*...

Heather Smith will join the *Newcap Vancouver* cluster as a broadcast engineer May 30. She graduated from *SAIT* this year.

#### **S**IGN-OFF:

Iain Atholl Gray Barrie, 69, in Ottawa. He worked at several private stations in Montreal and Ottawa, and in various capacities. Barrie was also with *CBC Ottawa*. He finished his career as a professor in radio broadcasting at *Algonquin College*...

#### **T**ELEVISION/VIDEO:

*Netflix*, in a move representing new business, is allowing re-runs of its original shows to play on broadcast TV in the U.S. The move is seen as a marketing test to see if airing its shows on broadcast TV can drive subscriber growth...

The *CRTC* says cable companies not offering fair \$25 basic TV deals risk licence renewal. It has demanded that BDUs provide full details about their new TV packages. Those reports will be made public and Canadians will be asked to comment.





## The future of radio is...

# TALENT

During “Building the Stars of the Future” at Canadian Music Week’s Radio Interactive conference, presenters agreed that the future of radio is in the hands of talent. Consultant and author of *Beyond Powerful Radio* Valerie Geller said, “Our business is based on talent. You can get the music elsewhere, you can get the news and information elsewhere, you can get data elsewhere. You can’t get the personality, the storyteller, the holding up a mirror reflecting life or this person’s talking to me. If you’ve ever felt alone in a room or alone in a car and suddenly you hit the button and you’re not alone anymore, you get what a personality on the radio can do for you.”

Ronnie Stanton, VP radio programming at Corus Radio, added, “With so many platforms to hear your favourite songs, what we do between the records is even more important than ever whether it’s production elements or the great stars that become the faces of your brand.”

## What Makes Talent Great?

For Valerie Geller, the three principles are: tell the truth, make it matter, never be boring. It’s telling a story, it’s moving somebody. Always think about the listener.

Story telling—covering the what, where, why, who and how? Start your story with a “what”. What is in it for a listener? Why should someone listen to this?

Speak visually, start with your best material. Talk to one person at a time. Use the word you instead of me as in “you have a chance to win tickets”.

Do air checking and self-checking to grow. Sitting with somebody, sitting with a team, a show, a group of people and listening back to the audio is feet to the fire and it’s the only way people get better.

Ronnie Stanton talked about the three core ingredients that make talent great: A, B and C.

A

The A is authenticity. Do you want to be friends with this person? Do you feel something when you hear what this person is talking about even if what you feel is you can’t stand them? That’s okay because the opposite of love isn’t hate, it’s indifference. Authenticity is about being raw and honest about what’s happening in your life and connecting that with what’s happening in the listeners’ lives and it’s giving opinions and it’s giving thought to the big stories that are happening in the world on that day.

B

B is for brilliance in the moment which is kind of the technical stuff of what we do. It’s the housekeeping. It’s pressing the right buttons, it’s making sure the breaks don’t go too long, it’s getting to the point. It’s all of the nuts and bolts things that we all know because it’s in our blood but sometimes we forget and that can hurt us.

C

C is for context. Not content, content is the enemy. Content is something that any of us can do if we crack the mic and have a chat. The context is where we marry that break to the moment or we marry that break to the market that we are broadcasting in or even better, we marry it to the moment and the market and if we can get that marriage, if you can be talking about the stuff that’s already in your listener’s social consciousness, you are going to have much more success.

Paul Ski of Paul Ski Media had this advice to be a high performing talent in today's slightly crazy radio world:

Don't be a jerk. Success is not an entitlement. An old baseball quote says "you are never as good as you think you are when you are winning and never as bad as you think you are when you are losing". So you really need to stay grounded.

Build local relationships with listeners, community leaders and advertisers. Multiple touch points will help to increase your position, your ratings in the market exponentially.

The competition should not be your focus. The focus should be on your listeners, your market needs and any research that you have. Focusing on the competition makes you reactionary. Be proactive.

Form social media relationships appropriate to your audience. It will increase your success exponentially.

Have fun. People like to be around people who are having fun. Be the show where you are having fun, not only for your listeners but also for your co-hosts.

Do live reads and endorsements. It's one of radio's strengths. We can charge a premium for it and everybody is in sales today.

Stay relevant. Remember that radio's fundamental viability is the psychological affiliation with your audience. It is very fragile and needs to be protected.

Remember you are part of a team even if you are the only one on the show. Build a circle of friends, mentors. Get all the information you need to make you better. Steal with pride. Learn from those people you have always admired.

Embrace podcasts. You need to be a leader in audio communication in your market.

Be creative. Spend an hour each day on ways to improve what you do. Be passionate in everything you do and have the courage to attack yourself, even if you are number one in the market. We are constrained not by our resources but by our imaginations.

## Coaching The Coach

Paul Kaye, national format director for CHR, PD at KiSS 92.5 Toronto and national talent coach at Rogers, feels that more emphasis needs to be placed on how coaches are trained. "It's a huge amount of pressure to be responsible for this talent that is growing in our industry and that is responsible for the future of radio," he said, adding, "the more I have been thinking about coaching the more I have come to the realization that it's a little bit like sex."

What is it that sex can teach us about coaching?

Coaching has to be consensual. Having a job title does not grant permission to start coaching. Both parties have to want to do it and it's crucial to establish trust by underlining that

**Stay relevant.**

**Remember that radio's fundamental viability is the psychological affiliation with your audience. It is very fragile and needs to be protected.**

it's not about ratings or revenue but about the success of the individual.

Foreplay is important. Get to know the talent. Understand their needs, their vulnerabilities, their wants and their desires. In short, make them a priority.

Judgment can't have a place in coaching. It actually doesn't matter as a programmer whether you think that bit was good or bad. What does matter is if you can teach the talent how to be better, if you can teach them rather than critique them about the process, about the decisions they are making.

Negativity is not needed. No one wants to have their poor performance pointed out to them. If we focus on illuminating peoples' strengths and come from it in a positive place we have a better opportunity of creating something unique and authentic.

Size doesn't matter. It's not about the amount or frequency of coaching. It's about intention. If trust is the foundation or element of coaching and building talent, we have to remember that it can be eroded. Trust is not a one-time thing, you have to keep working at it. Prioritize the coaching, make the talent feel special, be in the moment and forget all the other things on your plate.

Get to the finish line. Coaching without progress isn't coaching, it's a conversation. Help the talent to dream about their future, what it looks like, feels like what they want to achieve. Then hold them accountable to move them forward towards that goal.

If the industry could focus more on building coaches and really invest time in getting better at how we work with talent we'll have a great future.

—BD

# BROADCAST Dialogue

## Essential Reading

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Thursday, May 26, 2016

Volume 24, Number 4

**GENERAL:**  
The *Fraser Institute* in Vancouver, citing the emergence of low-cost creation and distribution of content, says the *CRTC's* policies of protecting and subsidizing Canadian content are increasingly unsustainable. Its study, according to senior fellow *Steven Globerman*, shows the “*CRTC cannot impose the same antiquated regulations used for traditional broadcast to online programming without seriously restricting access to Internet programs*”. The study notes that online content providers such as *YouTube* and *Netflix* have created an unlevel playing field in the broadcasting industry...

In a related report, Toronto's *C.D. Howe Institute* says Canada's communications and broadcasting statutes and regulations haven't kept pace with the changing media scene. In *Changing the Channel on Canadian Communications Regulation*, authors *Benjamin Dachis* and *Daniel Schwanen* say the federal government should replace ineffective CanCon regulations with direct subsidies, introduce more legal and economic rigour in regulatory hearings, and eliminate ownership restrictions on communications companies and wireless spectrum...



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*RTDNA Canada* President *Ian Konigsfest* and Past President *Andy LeBlanc* appeared before the *House of Commons Standing Committee on Canadian Heritage* examining media ownership and its impact on local news. Steering clear of the ‘biting the hand that feeds you’ minefield, they said: “*While the sustainability of local TV and radio news is an important question for regulators to discuss from the advertising revenue perspective - that is not our expertise - and we wish to leave it to the employers and regulators to resolve.*” There were four *RTDNA* recommendations made to the Committee:

1. That the *Canadian Broadcast Standards Council's* scope expand to include online journalists who commit to abide by the *RTDNA Code of Journalistic Ethics*. The *CBSC* could adjudicate formal complaints as they now do for traditional broadcasters.
2. That seed money be made available for truly local online news sites that agree to abide by journalistic standards.





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3. That RTDNA, in consultation with industry, could help administer a fund that would help maintain the existence of viable local news in communities across this country, and,
4. That funding be made available to research how the quality of journalism is being affected by the concentration of ownership at the local and national levels...

Ontario *CRTC* Commissioner **Raj Shoan** has filed a request for a judicial review objecting to Chairman **Jean-Pierre Blais**'s decision to name five commissioners (of the current eight commissioners) to preside over an upcoming public hearing. Shoan argues that all commissioners be allowed to vote on telecommunications matters. He and Blais have been at opposite ends almost since Shoan was appointed in 2013...

Winners at the *British Columbia Association of Broadcasters* conference last week were:

Best Commercial Creative - Radio (large market):	<i>Bell Media Radio Vancouver</i>
Best Commercial Creative - Radio (small/medium market):	<i>Power 104/Q1031 Kelowna</i>
Best Commercial Creative - TV (large market):	<i>CTV Vancouver</i>
Best Commercial Creative - TV (small/medium market):	<i>CTV Vancouver Island</i>
Best Station Imaging - Radio (large market):	<i>Roundhouse Radio 98.3 Vancouver</i>
Best Station Imaging - Radio (small/medium market):	<i>100.3 The Q Victoria</i>
Best Station Imaging - TV (large market):	<i>Global BC</i>
Best Station Imaging - TV (small/medium market):	<i>CTV Vancouver Island</i>
Community Service Award - Radio (large market):	<i>Roundhouse Radio 98.3 Vancouver</i>
Community Service Award - Radio (small/medium market):	<i>B104 Cranbrook</i>
Community Service Award - TV (large market):	<i>CTV Vancouver</i>
Community Service Award - TV (small/medium market):	<i>Global Okanagan (CHBC)</i>
Excellence in News Reporting - Radio:	<i>NEWS 1130 Vancouver</i>
Excellence in News Reporting - TV:	<i>Global BC</i>
Friend of the Industry Award:	The Hon. Steve Thomson, Minister of Forests, Lands and National Resource Operations
2016 Humanitarian Award:	<i>Canadian Mental Health Association, B.C.</i>
Broadcast Performer of Tomorrow:	Sonia Beeksma, <i>Global BC</i> , Vancouver
Performer of the Year:	Erin Davis, <i>103.5 QMFM Vancouver</i>
Broadcaster of the Year:	Rick Arnish, retired from <i>JPG</i>



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On Tuesday, Hubert T. Lacroix, the president/CEO of *CBC/Radio-Canada*, addressed *UBC's Master Mind Master Class* on the public broadcaster's digital transformation. Lacroix talked about what the federal government's reinvestment in public broadcasting means for Canadians. Click [HERE](#)...

In a response to Lacroix's speech, three Quebec broadcasters issued a statement requesting a review of *CBC/Radio-Canada's* mandate as part of the review of Canada's broadcasting system; and accountability measures to be announced for CBC's additional funding. The statement can be found at [www.newswire.ca/news-releases/response-to-the-president-of-the-cbcradio-canada-580856201.html](http://www.newswire.ca/news-releases/response-to-the-president-of-the-cbcradio-canada-580856201.html)...

*Facebook* says it will drop reliance on news outlets to help determine what gets posted as a "Trending Topic". The move follows a backlash over a report saying it suppressed conservative views. But despite the changes, Facebook said it found no evidence of systemic political bias...

In a group effort by Lethbridge media companies to provide some relief in Fort McMurray, *Clear Sky Radio*, *CTV*, *Rogers*, *Global*, the *Jim Pattison Broadcast Group*, and the *Lethbridge Herald* collected recyclable bottles and cans. At the end of the one-day blitz, an \$11,963.80 cheque was presented to the *Red Cross*.

## **R**EVOLVING DOOR:

Greg Campbell, who transferred to *Global Calgary* as GSM in August 2003 from his position as GM/GSM at *Global Regina*, is no longer with the company. Campbell's successor is Doug Young, who has added GSM responsibilities for Global Calgary to his director of sales position at *Corus Radio Calgary*...

Warren Beck, who may best be remembered for his ND days at *CHML Hamilton*, then as a professor at *Mohawk College* in Burlington, has departed from his ND position at *CKPC Brantford*. He'd been there since Feb. 2007...

Matthew Bisson is the new station manager at *CFRC Kingston*, the *Queen's University's* campus/community station. He had been ND at *Bell Media Kingston/Brockville* from 2013 till 2016, his second tour. The first was from 2004-2010. Bisson still does part-time work for Bell Media...

Marc Giguère has been appointed VP, growth strategies at *Groupe V Média* in Montreal. His background includes digital media, conventional and specialty television, newspapers, radio, magazines and out-of-home media.



Marc Giguère

### **S**IGN-OFFS:

**S**Morley Safer, 84, in Manhattan a few days after his retirement. The Toronto-born Safer made his reputation as a Vietnam War correspondent for *CBS* and then became a mainstay at *60 Minutes* for 46 years. His health had been in decline. Safer spent 61 years in television news.

Dave Cummins, 80, in Florida. Cummins was an on-air personality at *CHED Edmonton* in the '60s and early '70s.

### **R**ADIO/AUDIO:

**R**Winnipeg's second ethnic station has begun testing. To be ID'ed as *AWAZ*, which means voice to East Indians, the new station occupies 92.9, the frequency vacated by *Red River College* in 2012. Up until now, the only Winnipeg ethnic station was *CKJS*...

*My Broadcasting Corporation* stations in Arnprior and Brighton switched format at Noon last Friday from AC to Oldies. Arnprior, which had been a repeater of the Renfrew station, has become a stand-alone station: *Oldies 107.7 Arnprior (CFMP-FM)*. It and *Oldies 100.9 Brighton* signed on with *Start Me Up* by the *Rolling Stones*. Joel Scott, who spearheaded the format change of Peterborough's *Oldies 96.7*, has added PD duties for the two stations...

*Vista Radio* is asking the *CRTC* to drop requirements that its *CJLT-FM Medicine Hat* operate within a specialty (Christian music) format. Instead, Vista wants to go Indie/Alternative. The station has been unprofitable since it was licensed in 2003. In 2012, then-owner *Lighthouse* asked for a similar consideration but the *CRTC* denied it, deciding that to do so would place undue strain on profitability in the Medicine Hat radio market...

Chris Lukas, the afternoon host at *Country 95.9 Windsor*, was jailed on two charges: careless use of a hammer and laughing in the hallway. In the first instance, she broke her foot. In the second, her laughter prevented employees from working. She needed to raise \$260 to get out of the jail which was set up at Windsor's Devonshire Mall. After two impassioned pleas on the radio, Lukas raised \$1,000 for *Crime Stoppers*. Lukas wasn't the only "perp". Among the prisoners were other well-known local celebrities.

### **T**V/VIDEO:

**T**The *CRTC* has called *BCE*, *Rogers*, *Shaw* and *Videotron* – companies that also own content – to a Sept. 7 public hearing over concerns that the \$25 skinny packages were designed to be unattractive without pricey add-ons. It wants to review whether or not their new basic TV packages meet the spirit of the policy that intends to enhance consumer choice. Most licences expire Sept. 1, so the Commission extended them to Nov. 30 in order to hold the hearing...

Newcap has applied to disaffiliate its *CKSA-TV Lloydminster* and repeaters in Bonnyville, Wainwright, and Provost from the *CBC* network effective Aug. 31. *CBC* said it would not continue the relationship at *Lloydminster* beyond that date. Alternate programming for *Lloydminster* has yet to be determined.

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Shawn Elphick, Rogers Vancouver; Lannie Sibian, Canadian Traffic Network, Toronto; Jason Coleman, CBC Transmission, Vancouver; and Jamie Moffat, Futuri, Edmonton



Former JPCB Chairman Rick Arnish giving President Rod Schween "the boot".



BCAB President Kevin Gemmel presents Andrew Murdoch of Bell Media Kelowna with Quarter Century Club Recognition



Terry Shepherd, Bell Media Dawson Creek/Fort St. John and ChiChi Liu, Burli Software, Burnaby



Pat Grierson, CBS Toronto; Ian Lurie, Newcap Radio Toronto; and Ron Bremner, Gold Medal Consulting



BCAB President Kevin Gemmel presents Mike Clotildes, JPCB, Prince George with Quarter Century Club Recognition



Janet Burley, Bell Media Penticton; Malcolm Sinclair, MusicMaster; Mark Burley, Bell Media Kelowna; and Gord Leighton, Bell Media Vernon

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*BCAB Board: Mark Burley, Bell Media Kelowna; Devon Tschritter, Newcap Vancouver; Brad Phillips, Corus Entertainment Vancouver; Diana Davies, Rogers Vancouver; Kevin Gemmell, 89.5 The Drive Chilliwack; Rod Schween, Jim Pattison Broadcast Group, Kamloops; Gary Russell, Vista Radio, Prince George; Rob Bye, Jim Pattison Broadcast Group, Nanaimo; Duane Parks, ZoomerMedia Vancouver; and Paul Ackerman, Global BC Vancouver*



*John Voiles of Bell Media Vancouver accepts the award for Best Commercial Creative—Radio, large market*



*Brenda Clotildes of CKPG TV Prince George was recognized for many years of service to the BCAB*



*Tim Allan and Doug Loepp of Power 104/Q1031 Kelowna accept the award for Best Commercial Creative—Radio, small/medium market*



*Recipients of this year's Humanitarian Award: Canadian Mental Health Association B.C.*



*President's Dinner MCs Clay St. Thomas and Karen Daniels, JRfm 93.7 Vancouver*



*Delhi 2 Dublin*


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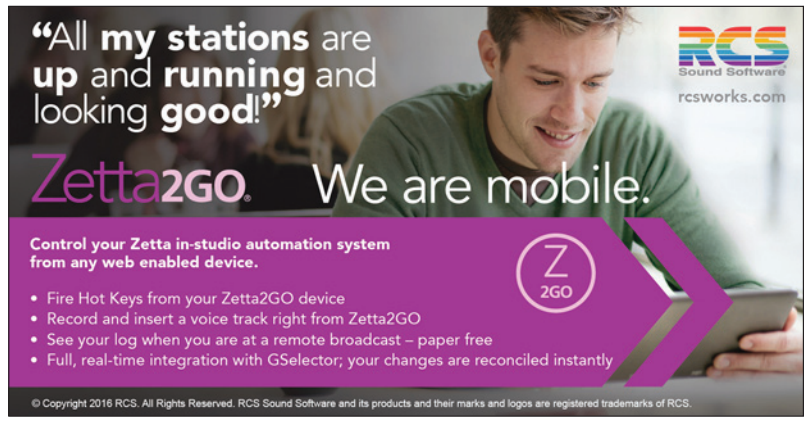
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*Heather Kim accepts the award for Best Commercial Creative—TV, small/medium market for CTV Vancouver Island*



*Rob Bye accepts the award for Best Station Imaging—Radio, small/medium market, for 100.3 The Q Victoria*



*Jill Krop accepts the award for Best Station Imaging—TV, large market for Global BC*



*Barbara Vanstone accepts the award for Community Service—TV, small/medium market for Global Okanagan, Kelowna*



*Leo Baggio accepts the Community Service award—Radio, small/medium market for B104 Cranbrook*



*Tracey Friesen accepts the award for Best Station Imaging—Radio, large market for Roundhouse Radio 98.3 Vancouver*



*Diana Davies of Rogers Vancouver accepts the award for Excellence in News Reporting—Radio, NEWS 1130 Vancouver*

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Performer of the Year award went to  
Erin Davis, 103.5 QFMF, Vancouver



Troy Reeb of Corus Entertainment Toronto  
accepts the award for Excellence in  
News Reporting—TV for Global BC



Rick Arnish, retired from  
Jim Pattison Broadcast Group, was  
named Broadcaster of the Year



Audience dancing to the sounds  
of Delhi 2 Dublin



Sonia Beeksma, Global BC was named  
the Broadcast Performer of Tomorrow



The Friend of the Industry Award went  
to The Hon. Steve Thomson, Minister  
of Forests, Lands and National Resource  
Operations; accepting is the  
Deputy Minister Tim Sheldon



Ken Kilcullen, Bell Media, Kelowna was  
recognized for his service on the BCAB Board