

# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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**T**V/FILM: **Corus, Shaw, Fairfax** and **Pattison** are said to be interested in **Canwest Global's** specialty and conventional networks. Canwest needs an investor willing to put up to \$65-million into the company as part of a larger restructuring aimed at relieving Canwest's crushing debt. Canwest's financial advisers at **RBC Dominion Securities** are said to have settled on the four potential bidders last week. Now, RBC is trying to get the best terms from one of them. If a deal is struck with RBC for the broadcast properties, the "winning" bidder would then face a gauntlet of financial and regulatory hurdles, none of which are a shoe-in. Fairfax is allied with former **Alliance Atlantis** CEO **Michael MacMillan** and CFO **David Lazzarato**. RBC Dominion is running a separate auction of Canwest's newspaper holdings, not including the **National Post... CHFD-TV Thunder Bay** has applied to the **CRTC** to pull the plug on its **CTV** affiliation. **Thunder Bay Electronics**, the owner of CHFD-TV, says it hasn't been able to negotiate a new program supply deal with CTV. If approved, CHFD will operate as an independent but would source non-local programming from **Canwest Media**. Thunder Bay Electronics, one of the few twin-stick owners in the country, also owns and operates the **CBC TV** affiliate in that city, **CKPR-TV... The Broadcast Research Council (BRC)** meets Jan. 21 in Toronto for the annual mid-season TV review. For info, contact **Taylor Kormann** at TVB, 416-413-3864...

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**Telesat** will acquire a new direct broadcast satellite, to be called **Nimiq 6**, from **Space Systems/Loral (SS/L)**. **Bell TV** has agreed to lease **Nimiq 6** for its 15-year lifetime... **Morgan Freeman** has succeeded the late **Walter Cronkite** as the announcer for the introduction of the **CBS Evening News**. Cronkite died in July.

**S**IGN-OFFS: **Lewis (Uncle Lew) Ross Roskin**, 89, in an Edmonton hospital after complications from a fall at his home. With the exception of military service during the Second World War, he always worked in radio, beginning in 1937 at **CJOC Lethbridge** as an announcer. From there, Roskin became the first PD at **CJOB Winnipeg**, worked at **CFRN Edmonton**, became GM at **CJDC Dawson Creek**, GM at **CFCN Calgary**, Assistant GM/GSM at **CHED Edmonton**, GM at **CKLG Vancouver** and, in 1965, was the co-founder, President and GM of **CHQT Edmonton**. After selling CHQT and semi-retiring in 1992, Roskin formed a consulting company and was active until his passing... **Hal "The Bear" Lee**, 71 at the Carleton Place Hospital. When **CKBY-FM**



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**Ottawa** went country in 1972, "The Bear" crossed over as morning Newscaster and Senior News Editor, a post he held until 1987.

**RADIO:** At least nine people at **CKUA Edmonton** – the Alberta community-supported radio station – will lose their jobs after the station lost a key contract with the provincial government. CKUA has been managing *Alberta's Emergency Public Warning System* for 17 years, a contract worth \$700,000 a year to the station (15% of its operating budget). GM **Ken Regan** says five people were laid off this week and another four will lose their jobs in March... This morning (Thursday), **SHORE 104 Vancouver** will move from 104.1 to 104.3 and, according to GM **Roy Hennessy**, will gain a 25% increase in overall power. The hike will take the signal as far away as Vancouver Island and deeper into the lower mainland... **CBC** and Toronto-based **e-Radio** have unveiled a new technology that harnesses FM to activate household appliances at energy-saving times of the day. The made-in-Canada technology uses a micro-chip receiver installed in home appliances to receive FM signals. Eventually, the goal is to allow people to control their household appliances from wherever they are, through Internet connection on their mobile phones... **Cool 100 (CHCQ-FM)** and **Classic Hits 95.5 (CJOJ) Belleville** are moving this week to new digs, away the original downtown site. The new address for the stations (**Starboard Communications**) is 497 Dundas St. W., Belleville K8P 1B6. The phone numbers won't change... **WhiStle (102.7 CIWS-FM) Stouffville**, near Toronto, may be about to go off the air. The community station could not reach agreement with its landlord... Rocker **Bryan Adams** has won the Allan Waters Humanitarian Award for his fundraising and charitable efforts. **The Canadian Academy of Recording Arts and Sciences** will make the presentation this spring... **97.3 EZ Rock Toronto** is now **Boom 97.3**, with a sell line of *Toronto's Greatest Hits*. Boom made its debut on Boxing Day.

**GENERAL:** **Corus Entertainment** posted a \$73.9-million profit in its fiscal first quarter, up 82% over the same time last year. Ad revenues, it said, began to rebound in November. Net earnings amounted to 91 cents per share, on a diluted basis, an increase from 50 cents per share or \$40.6 million a year earlier. Corus said its overall revenues rose to \$222.3 million from \$216.8 million. Revenue from the Corus radio division fell by about \$4.5 million to \$71 million while TV revenue from specialty cable channels increased by about \$10 million to \$151.3 million in the quarter... Broadcast and broadcast-affiliated persons named as **Officers of the Order of Canada** are: **Burton Cummings; Yves Jacques; Pierre Nadeau; Bruce Phillips; Ivan Reitman; Carol Stephenson; and Neil Young**. Most recent **Members of The Order of Canada** are: **Calixte Duguay; Jean-Claude Labrecque; and Margaret Lyons**... In Winnipeg, the **Canadian Women in Communications (CWC)** Power Hour takes place Jan. 20. For more info on "Pitching & Producing Interactive Media", click [www.cwc-afc.com](http://www.cwc-afc.com)... And in Edmonton Jan. 21, the CWC hosts a Speed Networking session. Contact Sue Timanson for details: [sue.timanson@corusent.com](mailto:sue.timanson@corusent.com).

**REVOLVING DOOR:** Tom Scott is the new GM at Rogers-owned **CKY-FM/CITI-FM Winnipeg**, moving from **Citytv (CHMI-TV) Winnipeg** where he remains GM until a successor can be found. Scott moved to Citytv in Oct./2008 after working at **MTS TV Services** and at **Global Specialty Services** in Winnipeg. Former CKY/CITI GM **Greg Letawsky** is now with the Rogers Radio cluster in Vancouver full-time as Market Sales Manager... Former **Sound Source Toronto** President/GM **Jean-Marie Heimrath** has joined **SparkNetworks** as Executive VP, based in Toronto. SparkNetworks, a newly formed content development and syndication division of radio services company SparkNet Communications. officially opens its doors March 1. Most recently, Heimrath was an international media services consultant... Morning show Announcer **Ted Bird** is gone from **CHOM-FM Montreal**. He pulled the plug over differences with management and that the classic rock station's younger audience wasn't a fit for him anymore... **Arbitron** President/CEO **Michael Skarzynski** suddenly resigned those positions, and from the company board, apparently over allegations that he gave false or misleading testimony before the U.S. Congress. Succeeding him is **William Kerr**, Chairman of the board of **Meredith Corp.**... **Ron Hewat**, after 51 years in the radio business, retired Dec. 31 from his Specialty Sales Manager's job at **CFRB Toronto**. Hewat had done play-by-play for the Maple Leafs and the Canada Cup, helped build the Toronto Blue Jays' first radio network and hired play-by-play Announcer Tom Cheek. He got his start in 1958, when Foster Hewitt (no relation) hired him to work 12-hour weekend shifts. Shortly afterwards, Hewat began doing intermission interviews at Leafs and Marlies games and eventually became the colour man on Leafs radio broadcasts. But the big break was in 1968 when he was handed the play-by-play job... **Jim McKenny** is no longer with **Citytv Toronto**. The former **Toronto Maple Leaf** had been Sports Director... **Dave Kelly**, the long-time co-Host of **Citytv Calgary's Breakfast Television**, left the station after his last show the Thursday after Christmas. He'd been doing mornings since the show originated as *The Big Breakfast* on the old **A-Channel** 12 years ago. He moved to **Kelly Brothers Productions**, a film and live production company begun with his brother... **Brent Preston**, ex **Northwoods Broadcasting** GM at **MIX FM (CJRL) Kenora**, has been promoted to GM at the company's **CJUK-FM/CKTG-FM Thunder Bay**, previously owned by **Newcap**. Preston remains Group Sales Manager for the Northwoods properties. In the Spring of 2007, he succeeded **Hugh Syrja** as GM/GSM at MIX FM. His previous broadcast background included being GM at **CFAN-FM Miramichi**... **Corus Radio Hamilton's** Greatest Hits station (recently flipped from Country), **Vinyl 95.3**, has

**Bob Magee** and **Corrie Miller** in morning drive. Magee built his career at **CHUM Toronto** and was most recently at **CHFI Toronto**. Miller moved across the hall from sister station **Y108**. **John Novak**, who was part of **CKOC Hamilton's** line-up during the '70s and '80s, does middays, and **Gord James** is afternoon Driver. James spent five years at CKOC before moving to CHUM, where he spent the next 23 years... **Dave Hopkins** has become GSM at **K-ROCK/KIX Country/The LAKE Kingston**. Hopkins moved from **Corus London** where he was Retail Sales Manager... **Dave Warawa** is now GSM at **Newcap Edmonton**. It was a promotion from his Retail Sales Manager's position. **Kelly Walter**, ex of **Rawlco's Magic 99.9 Edmonton**, is now Newcap RSM... **Alan Dark** is the new Executive Director, Sales & Marketing at **CBC** in Toronto. For the past three years, he was Director of Sales for **CTV Digital Media** in Toronto... **Q99 Grande Prairie** PD **Paul Ouellette** has added morning show duties, succeeding **Kent Schumaker** who moved to **YL/KIX Peace River** as PD... **CKNW Vancouver** Promotions Director **Jamie Hunt** will take

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## GENERAL SALES MANAGER

102.9 K-LITE FM/OLDIES 1150/TALK 820 Hamilton

### RESPONSIBILITIES:

- Lead and support the sales team to achieve and exceed revenue targets including establishing comprehensive sales strategies to achieve those goals
- Help develop the strategic sales plan
- Execute the annual sales business plan
- Create opportunities to build sales through new contacts, partnerships, combined with sales strategies with other divisions, etc.
- Help create the station's visibility and positioning in the community through various activities (e.g. meetings with clients, Chamber of Commerce, etc)
- Hire, develop, and direct the sales team by fostering a cooperative approach and a motivating, positive and productive environment
- Provide proper training to the team and develop future managers
- Participate in the negotiation of annual agreements and client presentations.

### QUALIFICATIONS & SKILL REQUIREMENTS:

- 5 to 10 years experience in a similar or related position
- University degree in marketing or the equivalent
- Excellent knowledge of the media industry
- Driven, passionate and goal-oriented
- Good verbal and written communication skills
- Analytical and problem solving skills.

Please note that while we appreciate all expressions of interest, we can only respond to those candidates who will be interviewed.

Any candidate who wants to apply for this opportunity should visit the Astral Media website at [astralmedia.com](http://astralmedia.com) (click below) and apply online under Career Opportunities.

Website: <http://www.astralmedia.com>

early retirement effective Feb. 1. Hunt has been with CKNW for over 30 years, beginning his career as the *Eye in the Sky* pilot. That's where he met his wife, Traffic Reporter **Cathy Robertson**. Hunt was the **BCAB's 2007 Broadcaster of the Year...** **Andy Leblanc** is leaving his **CTV (CKCO-TV Kitchener) Southern Ontario** ND's job to move to Fredericton where his wife is pursuing a new career opportunity. Before he took that position in 2005, Leblanc was Assignment Editor and Assistant ND at **ATV Halifax...** **Larry Rose** of **CTV's Canada AM** will retire Feb. 11 after 49-years in broadcasting. Rose, a News Producer at CTV's morning show, began as a 16-year old at **CJAT Trail**. Stops along the way included **CBC-TV Vancouver**, **BCIT** in Vancouver, **Global Television** and as ND at **CKCO-TV Kitchener...** **JC Coutts** has returned to **The ONE Wingham** after three months as morning show co-Host at **103.9 MAX FM Moncton**. Coutts joined the morning show... **Karen Touma** is the new **Teletoon** Director of Marketing in Toronto. She's worked at **Armstrong Partnership LP** and served as Marketing Director for **Alliance Atlantis...** **Ocean 100 Charlottetown's** new PD is **Corey Tremere**. **Gerard Murphy** continues as MD and will also move to Promotions and Marketing.

**LOOKING:** **Astral Media Radio** in Hamilton is looking for a General Sales Manager. See the ad on this page... Other jobs we've heard about include: **CP24 Toronto** - Senior Producer; **999 Virgin Radio/BOOM 97.3 Toronto** - Program Director; **Astral Media Radio Terrace** - Program Director/Radio Operations Manager; **Astral Media Radio Toronto** - Retail Sales Supervisor; **Astral Media Radio Edmonton** - Creative Writer; **Virgin Radio 96 Montreal** - Afternoon Host; **FAN 590 Toronto** - Program Director; **CKNW AM980 Vancouver** - Promotions Director; **CBC Toronto** - Sr Manager, Production Services; **CBC Montreal** - Manager, Post Production Operations and a Strategic Sourcing Manager; **CBC Edmonton** - Regional Manager of Media Operations & Technology and a News Director; and, **100.5 Kruz-FM Peterborough** - Morning Co-Host/News caster.

**SUPPLYLINES:** **CBC/Radio-Canada** is inviting proposals to acquire and manage its transmission site towers, real estate assets and supporting infrastructure... **Peter Gillespie**, ex of **Grass Valley** and based in B.C., has

moved to **Applied Electronics** in Toronto as Manager, Broadcast Systems Division. Gillespie succeeds **Kim Edmonds** who retires at the end of March (upon completion of his work at the Vancouver Olympics). Edmonds will continue with Applied on a contract basis.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** **Gerry Currie, Newcap Radio Sudbury.** Welcome!

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**HAITI:** The charitable donations by Canadians for Haitian relief has been well documented in the mainline media. And our broadcast media has been doing outstanding work, from the largest of chains to the smallest of community stations. But in Port-au-Prince, it's **Signal FM**, the only radio station left standing, that has broadcast non-stop since the earthquake. As you might expect, the station has been *THE* key source of information. Journalists and hosts announce names of the missing and provide info about stores that are open and dead celebrities, all the while calmly dealing with frantic calls and e-mails. Outside, people crowd Signal FM's parking lot hoping that the on-air people will help them locate family members or provide locations where the hungry can be fed. As one spiritual leader in Port-au-Prince is quoted as saying: "The radio station is the people's life right now. Without (it), the country is dead. Without the radio station, we can't communicate. We don't have anything." And out on the dusty streets, it's common to see survivors trudging along with tiny transistor radios pressed to their ears... Tomorrow night (Friday), **CBC Television**, **CTV** and **Global Television** will join forces to support Haitian relief efforts. **CANADA FOR HAITI**, a one-hour special leading up to **HOPE FOR HAITI NOW**, will broadcast live at 7 p.m. ET. At eight o'clock, the three networks will be joined by MTV, MuchMusic and National Geographic Channel in simulcasting **HOPE FOR HAITI NOW**, a special relief telethon hosted by **George Clooney**... **Astral Media's** radiothon on all of its stations this past Monday raised over \$800,000 for the **Canadian Red Cross'** efforts in Haiti.

**TV/FILM:** **Rogers** cut newscasts at **Citytv** stations in Vancouver, Calgary, Edmonton and Toronto Tuesday, dismissing 60 staffers – including many on-air personalities, writers, producers, editors and camera people.. "Simple economics" got the blame. A Rogers spokesperson said OTA stations have been bleeding ad revenues since the recession began. Further, said the spokesperson, Rogers was forced to cut underperforming programs because "it's about delivering results". The hardest hit was **Citytv Toronto** where 35 people lost their jobs, including senior producers and long-time supper hour co-anchor **Anne Mroczkowski**. She and **Gord Martineau**, who remains as sole anchor, are the longest-serving on-air news team

The advertisement features a red background with white and yellow text. At the top left is the logo for the CTN Canadian Traffic Network, which includes a helicopter icon. The main title 'radio active' is in a large, stylized font, with 'The Canadian Radio Conference' written below it. To the right, it says 'a part of CANADIAN MUSIC WEEK 2010' and 'March 11th - 13th 2010' with the website 'www.cmw.net'. Below the title, there are three headshots of featured speakers: Fred Jacobs (President, Jacobs Media), Deborah Esayan (Founder/Co-President, Emmis Interactive), and Mike McVay (President, McVay Media). To the right of these photos is a larger photo of Roger Ashby, Hall of Fame Inductee and recipient of The Waters Family Broadcast Lifetime Achievement Award. At the bottom, there are logos for the Canadian Music and Broadcast Industry Awards, 'The Crystals', and the Canadian Radio Music Awards.

CTN CANADIAN TRAFFIC NETWORK

radio active  
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CANADIAN MUSIC WEEK 2010  
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in Canadian TV history. Reporters **Laura Di Battista**, **Pam Seate**, **Marianne Dimain**, **Merella Fernandez**, **Farah Nasser** and **Michael Serapio** were let go. Citytv in Winnipeg, Edmonton, Calgary and Vancouver will no longer produce a 6 p.m. newscast. Anchor **Aisling Slattery** was one of those at **Citytv Calgary** let go. **Rogers Media Television** CEO **Leslie Sole** was quoted as saying: *"(The) changes, although difficult, are necessary to align our operations with the economic and regulatory realities of our industry"...* The **Olympic Broadcast Media Consortium** (OBMC), led by **CTV** and **Rogers Media** in Canada, and **NBC** south of the border, have yet to make a profit on ad sales for coverage of the **Vancouver Winter Olympics** next month. Some say, however, that such a focus is too narrow. Being the "Olympic Network" has great long-term potential, they say, because the nets will probably make more than they lose, even though a windfall may not arrive in time for February's Games. NBC says it will likely lose somewhere in the neighbourhood of \$200 million on the Games while here at home, OBMC admits it has yet to break

even, with ad shortfall said to be about \$20 million... Although 8-18s in the U.S. watched 25 fewer minutes of TV last year than they did in 2004, the medium is still the most-popular for that demo. Further, reports the **Kaiser Family Foundation**, American youths spend 59% of their media time watching live TV, and divide up the rest of their media activities among music/audio, the Internet, video games, print and movies.

**SIGN-OFFS:** **Red Alix**, 83, in Winnipeg's Grace Hospital. The 30-year Host of **CJOB Winnipeg's** morning show – at the show's peak in the '70s – was said to attract one-in-three area listeners. Born on a Saskatchewan farm as John Joseph Alix, he got his nickname for his shock of red hair... **D.E.M (Doug) Allen**, 86, in a Winnipeg hospital of complications related to cancer. In the '50s, he joined **RCA** in Montreal and, in 1958, he was sent home to Winnipeg where he became RCA's Regional Sales Manager. As such, he sold some of the first TV equipment and helped establish some of the first TV and radio stations in western Canada. In 1965, Allen founded **D.E.M. Allen & Associates**, Consulting Engineers, based in Winnipeg.... **Donald B. Williamson**, 82, in Ottawa. At one time, Williamson owned **CHUC/CFMX Cobourg** and, as an engineer, was responsible for the design of many of Canada's transmission towers... **Jacqueline (Jacquie) Loney**, 74, who, with husband **Doug Loney**, founded, launched, owned and operated **Broadcast + Technology** (BT) magazine beginning in 1975. The magazine's successes have been attributed to her for what's described as her business acumen and her popular Ad Lib column. BT was closed when the Loneys retired in 1998.

**RADIO:** The **CRTC** has approved a new FM station for Neepawa, Manitoba. **5777152 Manitoba Ltd.**, owned by **William Gade**, will offer a Country/Pop & Rock hybrid at 97.1 with power of 3,200 watts... The **Foundation Research Group** (FRG) has found that radio continues its strength and adaptability. On average, says FRG, Canadian adults spend 2.2 hours with radio daily. CRG President **Chris Bandak** says: *"Canadians are beginning to tune into radio more frequently during the work day. Daytime listening levels are now on par with evening drive time, and listening during the work day has increased 40% compared to previous years"...* **National Campus and Community Radio Association** Exec Director **Kevin Matthews** has told the **CRTC** that Canada's campus and community radio stations need an additional \$20 million this year to survive. Further, he says, they also want more regulatory flexibility and government assistance, e.g. granting charitable

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Station/Sales Manager  
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and small gains in TV ad sales helped **Astral Media** to a \$64.6 million profit climb in the first-quarter, nearly twice as high as the comparable amount a year earlier. The increase included a large one-time accounting gain from a change in future tax rates. Excluding the accounting gain, Astral's profit was \$56.2 million in the quarter ended Nov. 30 - up 42% from \$39.6 million a year earlier. Radio revenue slipped 1% to \$89.1 million from \$89.9 million... Toronto-based Score Media reports its most profitable quarter ever, earning \$1.1 million as revenue grew nearly 10%. Revenue was \$11.4 million for the quarter ended Nov. 30, up from \$10.5 million a year ago, when profit was \$248,000... **Deloitte Canada** has unveiled its global *2010 Technology, Media and Telecommunications (TMT) Predictions* report, revealing what it says the top TMT trends Canadians can expect this year. The top 10 most significant TMT trends that will affect Canada in 2010 are:

- (1) **eBooks** will mainly be read on smartphones, PCs and tablets. (2) **Net tablets** are seen as a compelling new way to consume media while creating the potential to help revitalize the Canadian TV, magazine and newspaper industries. (3) **Pay walls and micropayments** are likely not going to happen. While publishers may want to charge readers for online editions, most know they could negatively affect traffic, and thus ad revenues. (4) **Solar Energy**. While its long-term future is still promising, a global supply glut will make 2010 a very tough year. BC, Ontario and Quebec are the hub of Canada's solar industry and, as Ontario introduces new programs to encourage the use of CleanTech, the province may run the risk of trying to create something that won't be

status to campus and community stations to encourage more individual donations, funding from Canadian Heritage and pro-rating the four-minute per hour ad content over the broadcast week to allow for more spots on the more popular programs... **XM Canada** says it plans to diversify by growing into the GPS and iPhone markets. But right now, the car industry remains XM's strongest customer. Owned by **Canadian Satellite Radio Holdings**, XM is also looking at line extending to include navigation technology, such as traffic and weather... **Randy Lennox**, President/CEO of **Universal Music Canada**, will be inducted to the *Canadian Music and Broadcast Industry Hall of Fame* during the *Canadian Music and Broadcast Industry Awards* in Toronto March 11 at **Canadian Music Week**... The **Canadian Broadcast Standards Council** has determined that French swear words are inappropriate during daytime radio. The decision follows complaints about foul language on two programs at **103.5 Cool FM (CKRB-FM) St-Georges-de-Beauce**. The CBSC concluded that swear words at times of the day when children could be listening violated a clause of the **Canadian Association of Broadcasters' Code of Ethics**. Details at [www.cbsc.ca](http://www.cbsc.ca)... That 14-year-old in Ottawa who operated his own pirate station has been shut down – again. **RCMP** and **Industry Canada** officials who showed up at his father's hotel, insisting the broadcasts stop immediately, didn't stop there. They dismantled "**DJ Jay's**" tower and seized his equipment. The boy received two cease-and-desist letters before the feds showed up... The **New York Festivals Radio Programming & Promotion Awards** has issued its Call for Entries. Check [www.newyorkfestivals.com](http://www.newyorkfestivals.com) for details.

**GENERAL:** The **Canwest Global Communications** sales process began last week when several companies added their names to the list of bidders. **Shaw Communications** says it wants certain Canwest assets but wouldn't say which. **Corus Entertainment** wants some specialty channels, but that's it. Ditto **Astral Media**. **Paul Godfrey**, the CEO the **National Post**, and a group of investors want some of the newspapers. The same holds true for **David Radler**, **Conrad Black's** old right-hand man. Also on the newspaper side, **Jerry Grafstein**, **Ray Heard** and **Beryl Wajzman** want to buy the Post, the **Montreal Gazette** and the **Ottawa Citizen**... A one-time accounting gain, more pay TV subs

globally competitive because most other countries have their own market overcapacity. (5) **IT procurement** stands on its head. Many companies are buying smartphones and computers based on employee demand rather than corporate policies. If consumer demand begins to drive corporate IT purchasing decisions, smartphone companies are likely to benefit. (6) **Reliability redefined and reassessed**. The default enterprise IT contract specifies 99.999% reliability. 2010 will see some companies settle for fewer nines to save money, which could allow Canadian IT and telecom companies to reduce costs because they won't have to ensure 99.999% network reliability. As a result, savings will likely be passed on to consumers in exchange for their acceptance of minor network downtime. (7) **Cloud computing** will grow faster than almost all other tech sectors. Concerns over reliability and security continue to make large enterprises and governments cautious about adopting cloud. In contrast, consumers and small enterprises are the logical early adopters, as the global cloud computing industry is predicted to grow almost 50% to \$80 billion in 2010. (8) **Carriers will change data pricing**. "All you can eat" data plans have succeeded in attracting customers but are killing the networks. While tough for carriers to move back to metering data, recent network neutrality rulings from the **CRTC** will make it easier. New players are entering the Canadian wireless market and some have started offering "all you can eat" data plans. By doing so, they are setting a potentially dangerous precedent for carriers. Finding an appropriate competitive response that does not erode profitability may be a challenge for wireless carriers. (9) **Widening the bottleneck**: As smartphones and PCs create a mobile data traffic jam, carriers will not be able to build new networks in 2010. Instead they will use short-term tech quick fixes to make the mobile Internet work faster and handle more customers, with some players profiting greatly. Although network congestion issues are not yet common in Canada, they are a global challenge, and many of the companies that provide these technologies are Canadian. (10) **Online advertising trend continues**. While online only makes up about 10% of global ad sales at \$80 billion, it will continue to steal share from traditional media in 2010, causing traditional media prices to fall.

**REVOLVING DOOR:** Eric Baptiste is the new CEO of **SOCAN**, the **Society of Composers, Authors and Music Publishers of Canada**. He will succeed **André LeBel** May 16. LeBel is retiring... New arrivals at **NBRS/The Accessible Channel** (TACTv) in Toronto are **Paul Campbell**, VP, New Media and **Chris Tapanila**, Director of Operations. Campbell was most recently Project Leader in partnership with **Quincy Jones Jr.** at Los Angeles while Tapanila was most recently with **The Fight Network** and, before that, **CTV**... New GSM at **MBS Radio (CHNS/CHFX-FM) Halifax** is **Preston Pardy**. His last stop was in sales management at **AML Communications/Rogers Wireless**.

**LOOKING:** An experienced Sales Representative is being sought by **XM105** Whitecourt. See the ad on Page 3... Other jobs we've heard about include: **CTV Montreal** – Editor/Reporter; **CTV Kitchener** - News Director; **Teletoon Toronto** - Director, Original Content, an Account Executive Interactive Sales and a Web Developer; **CTV Toronto**-Accounting Manager Discovery Channel; **Global TV Toronto** - Director, News Marketing and Community Partnerships; **Rogers Toronto** - Manager of Production Operations; **Astral Media Radio Vancouver** - Broadcast Technician; **AM900 CHML/Y108 (CJXY-FM) Hamilton** - Radio Sales Account Executive; **Rogers Radio Timmins** - Morning News co-Host; **Rogers Radio Grande Prairie** - Producer; **News 1130 Vancouver** - Program Director; **Lloyd FM Lloydminster** - News Anchor/Morning Show co-Host; **CBC Toronto** - Legal Counsel, an Associate Producer (Weather Centre) and a Senior Ad Operations Specialist; and, **CBC Montreal** - a Spectrum Engineer, a Senior Manager (Emergency Preparedness, Business Continuity and Corporate Security).

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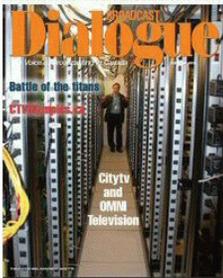
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In the **MAGAZINE** section – **RIGHT NOW!** – you'll find the February 2010 edition. AND, you can read it either digitally or in .pdf! Further, there's a selection called **PDF Archive** where you can search by either author or category and find every single article – over 1,700 of them – going back over 10 years! In alphabetical order, **Julie Adam, John Cassaday, Mike Cleaver, Alan Cross, Rob Farina, Chris Gordon, Pat Holiday, JJ Johnston, Bob Laine, Evelyn Macko, Bruce Marshall, Bob McLaughlin, Trina McQueen, John Moore, Terry O'Reilly, Tom Rivers, Ted Rogers, Duff Roman, Sandy Sanderson, Jeff Vidler, J. Robert Wood** ... to name but a few... have all contributed to our pages and are now available online.

**WHAT'S HAPPENING** carries information that speaks to the broader community, unlike the very specific information in the Broadcast Dialogue Briefing. For example, if you scroll down a bit in this section, you'll find a video that honours **Nevin Grant**, the long-time PD at **CKOC Hamilton**.

**CAREERS** is self-explanatory. Use this section for finding your next employee. As a bonus for you, the Broadcast Dialogue Briefing subscriber, there are **THREE COMPLIMENTARY JOB INSERTIONS** through the course of this year. I encourage you to take advantage.

**TECHNOLOGY** is for the Engineers as well as for those who take an interest in white papers, engineering events, installations relevant to the Canadian market, and other interesting tidbits. For example, there is a fast-paced video in this section that highlights the most recent **Central Canada Broadcast Engineers** convention at Horseshoe Valley, near Barrie.

**ENJOY EVERY ASPECT OF THE NEW WEBSITE.  
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# BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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**REVOLVING DOOR:** The new GM at *Rogers Radio Victoria* is **Jim Schneider**, transferring to Vancouver Island from *Country 93.3 (CJOK)/Rock 97.9 (CKYX) Fort McMurray*. He succeeds **Kim Hesketh** in leading *The Ocean & Jack FM*. Schneider succeeded **Kelly Boyd** at Rogers Fort McMurray (*CJOK/KYX 98*) where he had been Ass't GM/GSM. Coincidental to Schneider's promotion were the departures of **Gorde Edlund** and **Dawn Kaysoe**. Edlund was PD at Jack FM while Kaysoe was PD at The Ocean... Two changes in the world of broadcast education. The first is Associate Dean **Brian Antonson**, the 33-year veteran of Broadcast and Media Communications at the *British Columbia Institute of Technology* (BCIT) in Burnaby. BCIT is dealing with significant budget challenges and, as a result, 80 positions are being eliminated, including Antonson's. His last day is March 31. **Laura Davie** will assume the position of Associate Dean for both Broadcast and Digital Arts... **Jed DeCory**, after 11+ years at the helm, will step down at month's end from the Chair's position at the *Seneca School of CommArts* in Toronto. He's credited as being the architect of the school's Radio/TV program resurgence... As reported a few weeks back, former *Global BC* Anchor **Tony Parsons**, who retired from that long-time position (34 years), has made it official. He not only will join *CHEK-TV Victoria* March 16 as an Anchor but

has also made a personal investment in the employee-owned station... **P.J. Stock**, a former *NHL* player will fill the *CHOM-FM Montreal* spot vacated by **Ted Bird** beginning Feb. 1. His shift, however, will be mornings from 7 to 9, Monday through Thursday. Stock joins co-Hosts **Chantal Desjardins** and **Pete Marier**. Bird resigned from CHOM because of what he called "*philosophical and creative differences*" with station management... **Kerry French** is now the Director, Research at *Rogers Radio* in Toronto. French has been doing quite a bit of contract work of late (*FACTOR*, Rogers) but perhaps is best known for her years at *CHUM Toronto*... **Carissa Donaldson**, GM/GSM at *CJAT-FM/CKKC/CFKC Trail*, leaves tomorrow (Friday) for a month off before beginning at *Rawlco Radio Saskatoon* in sales March 1. Succeeding her in Trail is **Ernie Blumke**, who has 33 years experience in radio/TV sales, programming and management in the Okanagan Valley. He moves to *Astral Media Radio* from the *Jim Pattison Broadcast Group*...

## GENERAL MANAGER - FORT MCMURRAY RADIO



### RESPONSIBILITIES:

- Achieve, oversee and monitor implementation of all radio cluster operating budgets
- Develop and execute a station Business Plan and Strategy
- Manage, recruit and motivate team of broadcast

professionals

- Liaise with traffic, creative, production, promotions, credit and financial departments
- Build & maintain a strong working relationship with Sales, Programming and Promotions
- Provide local business leadership daily
- Develop opportunities for revenue
- Establish objectives and support company policies and programs
- Represent the stations corporately as well as in the local Fort McMurray community
- Recommend and monitor capital projects as required
- Work with Promotions, Sales and Programming re promotions, contesting and marketing
- Work with Promotions, Programming and Digital to grow the digital side (web, database).
- Provide leadership with the development of both programming and revenue opportunities
- Keep up to date with gov't regulatory policies to ensure conformance to regulations
- Establish objectives and support company policies and programs.

### QUALIFICATIONS:

- Minimum 10 years mngmnt experience within the broadcast industry, preferably in radio
- Minimum 5 years sales or programming management, preferably in broadcast
- Highly creative, innovative, enthusiastic and strategic
- A strong collaborator
- Excellent presentation skills
- Excellent communication and interpersonal skills
- Proven ability to manage a team of high performers
- Proven effective communicator at senior client and management levels
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CANADIAN RADIO Music Awards

The new **Rawlco Edmonton** station, expected to launch next week, has its line-up of personalities, including **Adam McKale** from **The Bounce Edmonton**; **Cory Kim**, ex **CHUM-FM Toronto**; **Chris Love**, ex **Joe FM Edmonton**; **Ami Amato** from **K-97 Edmonton**; and **Crash & Mars** from **Z99 Regina**... **Rob Crocker** is the new CFO at **TVO** in Toronto. He had been VP Online Backup and Sharing at **Radialpoint**... **Regan Tate** has returned to **Global Regina** as Assignment Editor. When she left, she had been Senior Reporter/Anchor... **ND Marlow Weldon** at the **Island Radio Division** of the **Jim Pattison Broadcast Group** stations Nanaimo leaves Feb. 3 bound for the Sports Director's job at the Jim Pattison Red Deer cluster.

**RADIO:** Host **Dave March**, who's been at **CKDH Amherst** for 30 years, stayed on-air for 48 hours and raised \$20,030 for the **Red Cross** Haitian earthquake relief fund. Never under-estimate small market radio... The Newfoundland and Labrador stations belonging to **Steele Communications** united to air their **Hope for Haiti** event, broadcast from a local St. John's mall last Friday on the **VOCM/CFCB Network, 99.1 HITS FM** and **97-5 K-ROCK**. The 12-hour radiothon raised \$370,000... The **Saskatchewan Day of Caring For Haiti** generated \$620,880.60 from a province-wide radiothon on **Rawlco Radio's News Talk 650 CKOM Saskatoon** and **980 CJME Regina** – a radiothon record for the province. And that amount doubles with federal dollar matching... At the **CRTC** hearing reviewing campus and community radio, commissioners have heard a number of requests, including for funding in which a percentage of dollars from broadcasting ownership transactions and Canadian Content Development contributions would go to a community radio fund. There was also a recommendation that the Commission reconsider allowing commercial broadcasters to own more than one station in a market. The community and campus radio stations want self-determination on the quantity of spoken word and Cancon. In a joint presentation by the **Canadian Association of Broadcasters, Astral Media Radio, Corus Entertainment, Rogers Media** and **CHUM Radio**, the private broadcasters said they saw no need for mandatory CCD contributions to community and campus radio initiatives. Instead, as an incentive for private broadcasters to work with community broadcasters, it was suggested that the scope of eligible CCD contributions be expanded to recognize both in kind donations as well as direct financial assistance. Other recommendations from the private sector included: Using AM frequencies or the Internet for community/campus stations; providing a wider diversity of music; and to be different enough so that community/campus stations are complementary to private radio, not competitive... Sexual innuendo doesn't cut it as a broadcast code violation. The **Canadian Broadcast Standards Council**, in a decision related to **102.1 The Edge (CFNY) Toronto**, says two complaints about "sexual content" on the morning show really boiled down to innuendo, thus was not sexually explicit. The details may be found by clicking [www.cbcs.ca](http://www.cbcs.ca)... **Air America** is no more. Financial difficulties shut down the American radio network that was aimed at providing a liberal alternative to U.S. conservative talk shows. The network had about 100 subscribing radio stations... **Rogers Media** has launched an **Apple iPhone** application for **680News Toronto**. It's available only to **Rogers Wireless** and **Fido** customers... Newly released documents say that the late **Paul Harvey** often asked his long-time friend, FBI Director **J. Edgar Hoover**, for approval for his radio scripts. Further, that Hoover often supplied Harvey with information. Harvey's and the former FBI director's friendship was forged by an incident in 1951 when Harvey tried to infiltrate a nuclear testing lab near Chicago.

**SIGN-OFF:** **Barry Drake**, in Saskatoon. For the last 17 years, he was a highly-regarded broadcast instructor at Saskatoon's **Western Academy**. Before that, Drake worked for radio and TV stations in B.C., Calgary and at **102 FM Saskatoon**.

**TV/FILM:** Last Friday night's **Canada For Haiti** telethon – aired on **CBC, CTV, Global, MTV, MuchMusic, Citytv** and **National Geographic Channel** - raised \$27 million, and 2.4 million viewers were onboard for the one-hour show. The collaboration between these competitors raised \$13.5 million which will be matched by the federal government. An additional \$6.7 million was raised in Quebec in a French-language telethon that ran concurrently. That brings the overall Canadian TV total with federal contributions to more than \$40 million. CANADA FOR HAITI streamed across CBC.ca, CTV.ca, GlobalTV.com, MuchMusic.com and CP24.com, attracting more than 40,000 live video views... **CHEK NEWS Victoria** has won the Journalism Integrity Award from the Canadian Journalism Foundation. CJF cites CHEK employees as being "... gutsy, putting their own careers and finances on the line to rescue a local television station and, in doing so, enhance the station's commitment to providing news and information to the community"... Some former **CKX-TV Brandon** staffers have developed a video-based website that is aimed at returning a local video voice to the Manitoba city. CKX was closed last Oct. 2 by **CTV**. Heading the project is **Nate Bower**, CKX's former Creative Director. He says [www.itvbrandon.com](http://www.itvbrandon.com) will launch next Monday, beginning life with a morning show expected to run between 30- and 60-minutes. The itvbrandon.com project is in partnership with itvwinnipeg.com, a similar enterprise run by **Glen Tinley**, whose **Studio Media Group** also publishes a number of Winnipeg-based magazines... **Corus Entertainment** has filed a preliminary short form base shelf prospectus that will allow the company to raise up to \$500 million in new debt securities. Corus has said it may be interested in buying some of **Canwest Media's** specialty channels... **Rogers Media** has launched mobile applications on three platforms for **Rogers Sportsnet**. sportsnet.ca's mobile trio will be available to BlackBerry, Apple iPhone and Android device owners, providing breaking news, opinions, scores, schedules and so on... **Lionsgate** and **Massify**, an online talent network for emerging filmmakers, say that **YouTube** has agreed to serve as the primary distributor for all short films produced by the Lionsgate/Massify partnership. The partnership, known as **Lionsgate Incubator (LINC)**, went live this week at <http://www.massify.com/lionsgate>.

**GENERAL:** **The Canadian Press** has partnered with Needham, Mass.-based **Extreme Reach** to provide a Canadian digital TV and radio ad distribution service to broadcasters across Canada and the U.S.: **Extreme Reach Canada**. The new company is geared toward serving ad agencies and production houses... **Canwest Global Communications** says 153 of 157 senior secured lenders to its Canwest LP subsidiary have voted in favour of a restructuring plan that includes a court-supervised sale of its newspapers and online businesses. Under the agreement, the big five Canadian banks agreed to make what's considered a stalking-horse bid setting the base price for an auction that could fetch more than \$1 billion. The lender vote authorizes the banks to acquire the assets if a superior offer doesn't emerge by Feb. 26.

**LOOKING:** **Rogers Communications** is looking for a General Manager for its Fort McMurray radio property. See the ad on Page 1... Other jobs we've heard about include: **Rogers Medicine Hat** - Program Director; **Astral Media Radio Toronto** - National Account Manager; **Island Radio Nanaimo** – News Director; **Astral Media Radio Kelowna** – Creative Writer; **Astral Media Radio Penticton** – Creative Writer; **Astral Media Radio Woodstock, NB** – Morning News Reader/Reporter; **CHQR AM 770 Calgary** – Talk Show Producer; **630 CHED Edmonton** – CFL Play-by-Play Announcer; **CTV Toronto** – Junior Engineering Technician, MTV; **CBC Toronto** – Executive in Charge of Production, Factual Entertainment and a Host, CBC Sports.

**EDITOR'S NOTE:** If you've had a look at the new **Broadcast Dialogue** website, you may have noticed that the **Broadcast Directory** is no longer carried. The costs associated with keeping it as up-to-date as it is – and as it remains – were no longer tenable for us to carry alone. The Broadcast Directory is now available to subscribers of the BD weekly briefing at \$125 annually. Questions or comments are invited: [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com).