

# BROADCAST Dialogue

## Essential Reading

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

Thursday, February 7, 2013

Volume 21, Number 42

**R**EVOLVING DOOR: Mark Maheu, who's been running *Bell Media Radio Winnipeg* (99.9 BOB FM/FAB 94.3/TSN 1290) since Aug./2011, adds *CTV Winnipeg* to his responsibilities.

Maheu is now VP/GM of both. Before moving to Winnipeg, he was an acquisitions and regulatory consultant based in Ottawa, VP/COO of *Newcap* also Ottawa-based) and, before that, VP/GM at *CHUM Radio Ottawa*. Maheu succeeds the late Bill Hanson at CTV who passed away in early May, 2012... There has been another major lay-off at *Bell Media Ottawa*. Gone are *CTV Ottawa* weatherman Eric Longley and sports anchor Corey Ginther, *BOB-FM Ottawa* hosts Sandy Sharkey and Steve Gregory, and Red Allen from *Majic 100 Ottawa*. CTV Producer Jeff Stamp and an editorial assistant were also let go. Last year at this time, CTV Ottawa laid off a number of camera operators, video editors and production staff. Michael Harris at *CFRA Ottawa* and Jim Jerome at *TEAM 1200 Ottawa* were also dismissed... Jay Lawrence, a 20-year radio veteran and PD at *590 VOCM St. John's*, is no longer with *Newcap Radio/Steele Communications*. In his seven years with Newcap, Lawrence was also PD at *100.5 K-Rock (CHFT) Fort McMurray* from his base in St. John's and initially moved to Newcap to become APD/MD at *CKRA/CIRK Edmonton* from his PD's gig at *CHUM Radio Brockville*... Nirmala Naidoo has left the anchor position at *CBC News Calgary* in the pursuit of new opportunities. She joined CBC in 2009 after a long career covering such stories as the Gulf War, British elections and IRA bombings. She also worked as a journalist for *CBC-TV Regina*... *CFCW Camrose/Edmonton* senior account manager Gord Saterno, who retired after 40 years with the station, has been succeeded by Melanie Sorenson who moved from *City Edmonton*... Bryn Griffiths, after 30 years on-air -- most recently at *The Fan 960 Calgary* -- has joined *K97 (CIRK)/Capital FM (CKRA) Edmonton* as an account manager... Jason JD Desrosiers, the brand director at *106.9 The BEAR Ottawa* has added responsibilities as brand director at sister station *boom 99.7*. He succeeds Morgan Prue who left in November... Still with *The Bear*, Scott McCord joined the *106.9 The Bear Ottawa* morning show team



Mark Maheu

Rhonda Fuller



Melanie Sorenson

Bryn Griffiths



Nirmala Naidoo

Jason Hatton

of Leslie Kaz and Jay Herrington Feb. 4, moving from *The Bear Edmonton* where he'd been doing afternoons for the last three years. McCord was with the Edmonton station for six years before his drive gig doing creative, overnights and evenings. He succeeded Jon "Gonzo" Mark who moved to afternoons... Jack Morris returns to Toronto as the *Blue Jays* analyst on *Sportsnet 590 The FAN*. He'll also make appearances on *Sportsnet*'s game telecasts. Morris, a right-handed pitcher and five-time All-Star back in the early '90s, was the Blue Jays' first 20-game winner... Sasha Spencer moves into

**RØDE**  
MICROPHONES

- On-Air microphones
- Interview microphones
- Shotgun microphones
- On Camera microphones
- Blimps and accessories

**OAKWOOD BROADCAST INC.**

1-800-665-0501  
[www.oakwoodbroadcast.com](http://www.oakwoodbroadcast.com)

the twin roles of MD/afternoon drive host at *107.7 The River (CFRV) Lethbridge*. Ashly Stewart also joins the *Rogers Lethbridge* cluster as promotions director. She moved from *Rogers Fort McMurray*... Rhonda Fuller has been appointed senior producer at *CTV News at 6 p.m. Vancouver*. She began at the station, then *VTV Vancouver*, as the director of *Live at 11* in 1997... Jason Hatton moves to *997 The River Campbell River* March 11 as APD/morning host, the third *Vista* station he's worked at since starting with the company in 2010. His first stop was at *95.7 SUN FM Powell River* in afternoon drive. Two years later, he moved to *JET FM Courtenay* for mid-days and production.

(Don't assume someone else is going to do it. Tell [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com) about news from your station.)

**T**ELEVISION: ACCT, the *Academy of Canadian Cinema & Television*, will present the first annual *Canadian Screen Awards* honouring people and productions that have made their mark in the film, television and digital media. Winners are:

**Academy Achievement Award** – Jeanne Beker

- For exceptional contributions to the Canadian television Industry

**Academy Board of Directors Tribute** – *Flashpoint*

- For outstanding and enduring contributions to Canadian television

**Academy Special Award** - Ian Greenberg

- For exceptional achievement in Canadian film & television

**Academy Special Film Award** - Victor Loewy

- for exceptional achievement in filmmaking or service to the film industry

**Digital Media Trail Blazing Award** - Andra Sheffer

- For an outstanding achievement in Canadian digital media

**Gordon Sinclair Award for Broadcast Journalism** - The late Laurier Lapierre O.C.

-To honour exceptional contributions in Canadian television journalism

**Margaret Collier Award** - Heather Conkie

- For a writer's exceptional contribution to Canadian television

**Outstanding Technical Achievement Award** - *IMAX Corporation*

- For recent Canadian technical achievements

The inaugural two-hour live Broadcast Gala is set for Sunday, March 3 on *CBC-TV*...

The deadlines for interventions/comments/answers and for replies on mandatory distribution on cable and satellite have been moved back to Feb. 27 and March 11, respectively. The *CRTC* hearing on the matter is scheduled for April 23 in Gatineau... A power failure during the biggest live TV event of the year, with *CBS* having sold all the availabilities at price tags said to top the \$4-million mark for each, left the network's off- and on-air *Super Bowl* staff scrambling.

They aired a number of spots before sidelines reporter Steve Tasker went on-air to let viewers know what was going on. Some 35-minutes later when the power returned to the broadcast booth, Jim Nantz and Phil Simms, who were calling the game, were back on the air. In a statement, CBS said it had lost numerous cameras and some audio powered by sources in the Super Dome and that it had used back-up power. The game had the highest ratings ever in metered markets, narrowly edging 2011's game with a 48.1 rating and 71 share, but it was



**IMAX**

**DISCOVER HOW TOP COMPANIES ARE BUILDING THEIR ROI THROUGH SOCIAL MEDIA**

**digitalmedia SUMMIT**

**MARCH 19-20, 2013**  
**DOWNTOWN MARRIOTT - TORONTO, ONTARIO**  
**CANADA'S SOCIAL MEDIA & INTERACTIVE MARKETING CONFERENCE**  
**WWW.DIGITALMEDIASUMMIT.CA**

the third most-watched Super Bowl overall. Of Canadians, 53.4% watched some or all of the game... Meantime, a marketing assistant professor at *Harvard Business School* says it might be time for advertisers to question whether ads have become too entertaining. *Thales S. Teixeira* says advertisers may not be striking the right balance between entertaining and promoting. The level of entertainment may increase a viewer's interest but after a certain amount the persuasiveness decreases. Advertisers then lose the link to the brand and the power to influence buying. In other words, he contends, too much entertainment can actually reduce viewers' desire to buy... *Profile 2012: An Economic Report on the Screen-based Production Industry in Canada*, published by the *Canadian Media Production Association*, says the 2011/2012 TV production year proved to be a revenue turnaround. Television production here at home was up 21.3% to just below \$2.6 billion, a 10-year high. English-language drama fueled a high percentage of the rise... *Stornoway Communications*, the owner of *bpm:tv*, *ichannel* and *The Pet Network*, is seeking mandatory carriage for a proposed new Category B service to be called *FUSION Television*. It's dissimilar from other applications in that it's intended to be an interactive national public and current affairs service made available live on all digital platforms (TV, PC, tablet and smartphone)... Some southwestern Ontario residents say wind turbines have disrupted their over-the-air TV reception. One couple claims that in 2010 when the wind turbines went up, they went from having 14 channels down to three. A wind turbine company rep says the company is paying to restore reception by adding pre-amplifiers to existing antenna systems or, in some cases, either getting higher antennae or relocating them... *Teletoon Canada* has rebranded its English- and French-language *Teletoon Retro*, depicting it as entertainment for children and parents to watch together... *Sportsnet* has a new app built for the *BlackBerry 10* platform, combining speed and functionality for greater access to stats, customizable alerts and up-to-the-moment scores... Ditto *TVO* which offers six *TVOKids* children's apps for *BlackBerry 10*... The *CRTC* has approved a new specialty Category B service from *Ethnic Channels Group*, controlled by Slava Levin, for *Mandarin Children's TV*. It will serve pre-schoolers and those up to 17 years of age... *Astral Media* and *Cineplex Entertainment* have joined the *Canadian Premium Audience Exchange* (CPAX), joining *CBC/Radio-Canada*, *Shaw Media*, *Rogers Media*, *V* and *Tele-Quebec* in the initiative. CPAX offers a means of reaching audiences with inventory across brands.

**G**ENERAL: Broadcast industry winners of this year's *Canadian Women in Communications* awards, to be presented at CWC's 2013 Annual Awards Gala in Ottawa Apr 16, are: *Woman of the Year - Margot Micallef, Vista Radio; Leadership Excellence Awards - Pamela Dinsmore, Rogers Communications*, *Muriel Solomon, Shaw Media* and *Terri St. Louis, beIN Sport...*

Beverley Milligan, CEO of *Media Access Canada*, has been awarded a *Queen Elizabeth II Diamond Jubilee Medal* in recognition of her work on behalf of Canadians with disabilities in the area of accessible media. The award was presented yesterday (Wednesday) in Toronto... In an *IPSOS REID* study, *CBC* has been identified as being one of the 10 most influential brands in Canada. *The Most Influential Brand Study* says qualities such as leading edge, trustworthy, presence, corporate citizenship and engagement define and determine winners. *Google* was first followed by *Microsoft*, *Apple*, *Facebook*, *Walmart*, *Visa*, *YouTube*, *Tim Hortons* and *AirMiles*. *CBC* was 10th... Many broadcast organizations want control of employees' *Facebook* and *Twitter* accounts, even their personal ones. But Terry Heaton, writing in *TVNewsCheck*, says that's a bad idea. He says employers who view the web's primary purpose as advancing their brands are making serious strategic errors. Instead, the best use of the web is for local TV to recruit viewers, not followers. Further, he writes: "*In the beginning of the media's use of the web, it was a given that building a huge following online would translate to big dollars. It turns out those dollars are, at best, dimes, and it's time we rethought the real value of the web.*" He suggests instead that stations exploit the Internet as a way to grow traditional audiences. Turning employees loose so that they're socializing with "friends" or "fans" has far greater impact than publishing branded content with ad messages attached... Frank Fagan, a former CEO of *Bell Aliant* who retired in 2008, is the new lieutenant-governor of Newfoundland and Labrador... The *Western Association of Broadcast Engineers* (WABE), with assistance from *SAIT Broadcast Systems Technology*, will stage a broadcast technical training seminar June 3-7 at SAIT in Calgary, aimed at providing up-to-date training for all technicians working in and around the broadcast business. For information, send an e-mail to [info@wabe.ca](mailto:info@wabe.ca).



Margot Micallef



Pamela Dinsmore



Muriel Solomon



Terri St. Louis

**Broadcast Executives Society LUNCHEON**

**CEO OMNICOM MEDIA GROUP CANADA.**

**PRESIDENT PHD CANADA**

**DATE: FEBRUARY 25th, 2013**

**TIME: 12 pm NOON-2pm**

**LOCATION: PARK HYATT HOTEL-QUEEN'S BALLROOM**

**SPEAKER: FRED FORSTER**

**TOPIC:** Agency perspective-Mr. Forster will elaborate on how new media is impacting traditional broadcasters, what is happening behind the scenes on the buyer side and where the trend is going. He will offer some potential solutions to the challenges being faced in today's fragmented media world. A short Question and Answer period will follow.

**Who Should Attend?** Broadcasters, managers, agency planners and buyers, programmers, researchers, account executives and new media personnel

**REGISTRATION:** Registration is Limited so book now! Get your ticket right now with one easy click [www.eplyevents.com/BES-FEB25-LUNCH](http://www.eplyevents.com/BES-FEB25-LUNCH)

**TICKET MEMBERS:** \$75 + hst, non-members \$85 + hst, \$800 + hst for table of 10  
For registration and other information please visit [www.bes.ca](http://www.bes.ca)

**YOUR TICKET INCLUDES:**

- Cash bar and power networking with today's who's who in broadcasting from 12p to 12:30p
- Park Hyatt delectable lunch
- Presentation by Mr. Fred Forster

**“** Network with like-minded industry colleagues, have a drink, eat lunch, get inspired and get back to the office all in under 3 hours!  
**DON'T MISS OUT!** Book your spot now. **”**

**OmniconMediaGroup**

means of entry e.g. website (59%), e-mail (59%), text message (39%), phone (38%), smartphone app (26%) or snail mail (23%). Respondents, he admits, may have overstated their preferences but that what counts are the big numbers for web and e-mail entry and their big margin over other means. Kassof says the bottom line is that too many stations overlook the upside of online contest entry as another way to interact with listeners... *Astral Radio*, already employing the syndicated *Humble & Fred* show in late evenings at its *Funny 820 Hamilton*, *Funny 1410 London* and *News Talk 1010 Toronto*, has added *CKTB St. Catharines* to the list... *Astral Radio* has launched its new *Built for BlackBerry* application that allows listening to all 84 of the company's stations... *Rdio*, the Internet music streaming site, is introducing its service to Canadians by offering up to six months of free access. With a library of 18 million songs, Rdio is available on most smartphones, tablets and on desktops. Pandora and Spotify, popular in the U.S. and Europe, have yet to launch in Canada due to rights issues. Rdio was launched in August 2010 by *Skype* co-founder Janus Friis, and is available in 17 countries.

**SIGN-OFF:** Frank Dolphin, 85, in Edmonton of complications related to pneumonia. Dolphin was one of the original news reporters at *CBC-TV Edmonton* when *CBXT-TV* signed-on in 1961.

**SUPPLYLINES:** *Fizziology*, the social media research company that analyzes entertainment, advertising, sports and other industries has launched a Canadian research arm. It says it delivers Canadian-based intelligence from monitored social media buzz that helps studios, networks and brands better determine how to craft their marketing strategies for Canada... The *Gores Group* has completed the acquisition of *Harris Broadcast Communications*. The Los Angeles-based investment firm acquires controlling interests in mature and growing businesses... Cheryl Bruley is *Applied Electronics'* new Western Regional

**RADIO:** *Rock 95 Broadcasting*, the winner of the 88.1 Toronto frequency in the recent hearings (*CIND-FM*), has applied for a power hike from the allotted 875 watts. The owner of CIND-FM, not yet on the air, says the power granted would reach only 27% of the city's population. It has asked for a bump to 4,000 watts which, says Rock 95, will translate to a 50% increase in potential audience... *Andy and Tj*, the morning hosts at *101.5 EZ Rock (CILK-FM) Kelowna*, have just celebrated their 10 year anniversary at what's now an *Astral* station. They began at *SILK-FM* in Feb. '03 when it was owned by Nick Frost... *The Juice (CJUI-FM) Kelowna* has regulatory approval to bump power from 5,200 to 17,300 watts. There were no interventions... *CBX Edmonton* will see new low-power repeater FM transmitters in Edson, Grande Cache, High Level, Fort Vermilion and Rainbow Lake... *Rogers Radio* and *SparkNetworks* have teamed in a distribution and access partnership that gives Rogers Radio listeners behind-the-scenes coverage of the 55th annual *Grammy Awards* from the Staples Center in Los Angeles. Hosts are Taylor Kaye of *KiSS 92.5 Toronto* and Randi Chase of *SONiC Vancouver*, both of whom will be on-site... Mark Kassof's latest research probed the *Call In To Win* formula in radio contests. He found that 65% of 18-64s have tried to win at least once. But how likely would they be to participate if given various

Manager based in Calgary. Her 25-year background in the broadcast & telecommunications sectors includes progressive roles with *Shaw Communications* and *Cleernet PCS*.

**C**LICKABLE: The baby Clydesdale commercial for *Budweiser* was, by far, the most popular spot during the *Super Bowl*. To have another look, and to get some background on its “feel good” content, click [HERE](#).

**L**OOKING:



### Senior News Person — Saint John

Click [HERE](#)



### Retail Sales Manager – Regina

Click [HERE](#)



### Television Weekend Sports Anchor/Reporter/Shooter - Lloydminster

Click [HERE](#)



### Broadcast Engineer -- Fort McMurray

Click [HERE](#)



### Maintenance Engineer — Burnaby

Click [HERE](#)

We thank the [Broadcast Executives Society](#), [Canadian Music Week](#), [Nautel](#), [Oakwood Broadcast](#), [Panasonic](#) and the [Western Association of Broadcast Engineers](#) for their ongoing commitment to Canadian broadcasting and their support of *Broadcast Dialogue* through their advertising.



# The Digital Media Summit at Canadian Music Week



**A**bout five years ago, the president of Canadian Music Week recognised that to stay on top of things another element had to be added. It wasn't enough to continue offering the streams that had kept the conference at the forefront for so many years.

Neill Dixon's CMW had always addressed the broadcast and music industries, singers and songwriters and, through its music festival, the need for bands to get exposure. But back then, determined to stay ahead of the curve, Dixon created the Digital Media Summit and shepherded it through its growing pains to last year's great success.

"Very few companies can do business and keep up with customer expectations if they're not focusing on digital media," he said. "It may be as simple as a fine-tuned social media strategy or a new marketing initiative to engage your audience but unless you're fighting for your place in a world of digital you're going to be left behind."

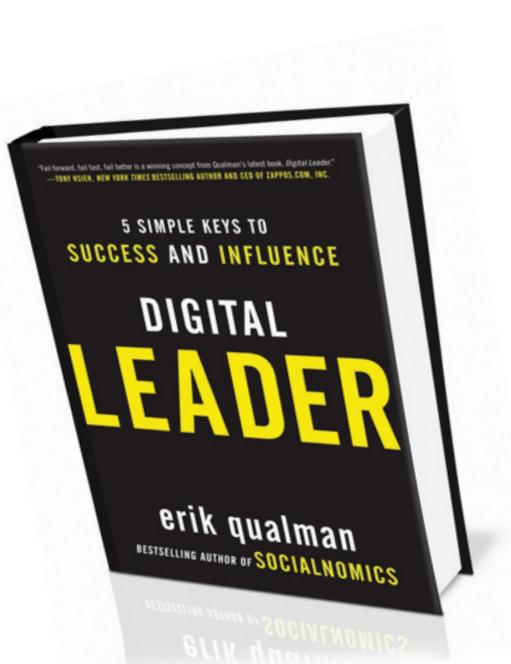
# CANADIAN mUSICWeek

MARCH 19-24, 2013 | TORONTO, ON

Elaborating, Dixon said, "We designed the Digital Media Summit to educate our audience on what entertainment companies, brands and agencies are doing in their businesses while also continuing to provide networking and relationship-building opportunities to allow attendees and speakers to get the most out of their participation."

In establishing the Digital Media Summit, Dixon went international to seek experts on new ways of doing business. As the conference grew the industry became more aware of the need for it. The proof of its relevance was in 2012's success in both programming and attendance and, particularly, the plaudits from broadcasters who have a newborn awareness of the importance of being up-to-speed.

The 2013 Digital Media Summit, being held March 19-20 in downtown Toronto's Marriott Eaton Centre Hotel, will see another group of international experts from all aspects of digital.



*Top:*  
Erik Qualman

*Bottom:*  
Don Tapscott

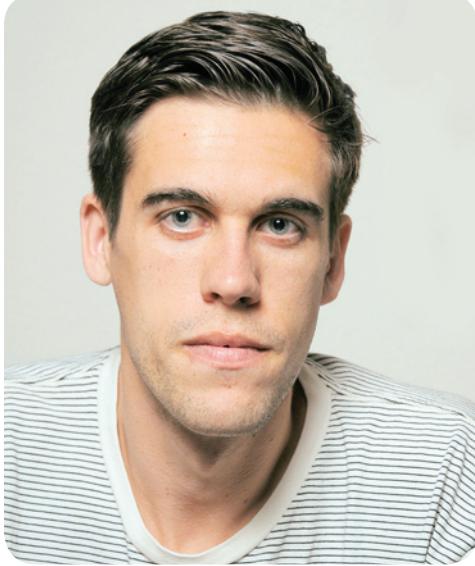


Kat Drucker, a strategic consultant, said booking such a digital and social media summit is a larger challenge than with the music and radio panels.

"The industry moves at such a quick pace that by the time that we're at crunch point," said Drucker, "half our panels have changed and a significant percentage of our speakers have been promoted, switched companies or have juggled travel schedules to lock in their participation."

Of particular interest to broadcasters, among others, will be Erik Qualman, the author of *Socialnomics: How Social Media Transforms the Way We Live and Do Business*.

Don Tapscott, the author of *Wikinomics* and *Macrowikinomics*, is another of the keynoters. Tapscott has long been recognised as one of Canada's most forward thinkers. He's also a professor of management at the University of Toronto.



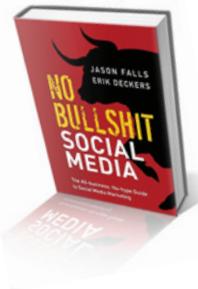
Ryan Holiday



Jason Falls



Mario Cecchini



Strategist Ryan Holiday, a self-proclaimed media manipulator who wrote *Trust Me I'm Lying: Confessions of a Media Manipulator*, will speak on learning what you're up against and on how to apply some of his methods to your own ways of doing business.

Jason Falls, the author of *No Bullshit Media*, is expected to take a look at a no hype approach to social media marketing.

Those with a direct connection to broadcasting include Mario Cecchini, the senior VP of sales and marketing at Astral Media, and Cue Digital's founder and CEO, David UK.

Amber Mac, the host of BNN's App Central and the former host of the Webnation series, will deliver the Digital Summit's opening remarks.

Rob Braide, well-known to Canada's broadcasters and a consultant to Stingray Digital/Galaxie, will be the Summit's host.

For more information, click [www.digitalmediasummit.ca](http://www.digitalmediasummit.ca).

*—Howard Christensen*

The Western Association  
of Broadcast Engineers



**WABE thanks our sponsors  
for helping make our 62nd  
Annual Convention in  
Calgary a great success!**

**Gold**

**FUJIFILM**

**FUJINON**

**EMERSON**  
Network Power

**SONY**  
Sony of Canada

**JVC**  
The Perfect Experience

**BSE**  
BROADCAST  
SYSTEMS &  
EQUIPMENT

**Applied Electronics**

**SPECTRA**

**HARRIS**

**Silver**

**HD Radio**

**GTI**  
Grundy Telecom  
Integration Inc

**Novanet**

**INTEGRATED  
TOWER SOLUTIONS**

**ROSS**  
Live Production Technology™

**bbm**

**OAKWOOD  
BROADCAST INC.**

**Vidcon**

**GS BROADCAST**  
TECHNICAL SERVICES LTD.

**Bronze**

**RCS**  
Sound Software

**antonbauer**

**AVP**  
jackfields.com

**CI** Century Optronic Inc.

**nautel**

**WIDEORBIT**

**INCOSPEC**  
COMMUNICATIONS INC.

**Prize and Media**

**GEARTECH**

**ROHDE & SCHWARZ**

**Dialogue**  
BROADCAST  
Essential Reading

**Broadcaster**  
CANADIAN COMMUNICATIONS MAGAZINE

**2012 Award Recipients**

**WABE congratulates our 2012 award recipients.**

**Retirement Award**

Emil Adamyk  
Al Knudtson

**The Excellence in Engineering Award**

Rogers TV Calgary

**The Ambassador Award for Significant  
Support by a non-WABE member**

Ron Paley  
Ron Paley Broadcast

Make plans now to attend the 2013 WABE convention, Nov. 2-5 at Vancouver's Wall Centre.

# Transmission lines down through the ages

Last time we were going through some of the calculations necessary to predict the power handling limits of different transmission lines for broadcasting. Transmission lines themselves have undergone a number of generations of change since broadcasting began.

Here's a short version of how we got to this point:

Originally, high power transmission lines were invariably open-wire style, running at fairly high impedances, for instance 230 ohms. The transmission lines used a lot of power-line technology so far as power poles and hardware were concerned. Poles had to be placed fairly frequently to keep the spacing between the inner and outer conductors consistent.

Power handling capability was high and losses were low but, even so, a light breeze could change the impedance of the line pretty drastically. Early coaxial lines started to appear in the 1940s but they were still mostly a curiosity: they were available up to about 1-5/8", were pressurized and unjacketed (no direct burial allowed) and impedances were fairly arbitrary (about 65 ohms in one example).

As FM and TV installations became more frequent, the need for higher powers and higher frequencies became apparent and larger gauge lines came onto the market. By the 1960s, air lines up to 5" were available, and open wire lines for regular broadcast had become obsolescent although there are still a very few of them to be found in these parts to this day (and they still have a place in high-power shortwave installations).

Impedances were standardized at about 50 (and very occasionally) 75 ohms. Lines started being supplied with a jacket so it became possible to bury them at AM sites thus saving on installation and maintenance costs.

The development of foam-dielectric lines up to 3" has followed the air lines. Market acceptance was rapid in the smaller sizes as the fuss and cost overhead of air lines (dehydrators and pressure regulators, manifolds, air-tight connections) was effectively bypassed, along with a (somewhat) lower price. Early production problems with the larger foam lines were identified and overcome.

Still, as late as the 1970s, if you were trying to install a high-power UHF-TV transmitter site, you'd probably be using a great big expensive rigid transmission line of perhaps 9" diameter—by necessity, not by choice!

The extremely large sizes of air line didn't make an appearance until the early 1980s. Rigid transmission line has always offered an extremely good uniformity of product and power-handling specification, especially at



by Dan Roach



Click the button  
for more information.

high frequencies. However, it's very expensive, it's very heavy, it's labour-intensive to fit and install and it doesn't handle temperature cycling very well (this is an issue for outdoor use, where a rigid line might go several hundred feet up a tower. Expansion and contraction of the line with temperature causes friction and rubbing—and wear—of the inner conductor at each flange).

Finally, the uniform length of each section of a long line (typically 20 feet or so) causes a small discontinuity that repeats uniformly. This degrades VSWR performance of the line, a little or a lot depending upon the care of assembly. Once bigger air lines for this application came along they were welcomed with open arms.

In today's world, perhaps 90% of the transmission lines made are consumed by the wireless/cellular radio industry. This has already had an effect on which products are available to broadcasters. Wireless repeaters use foam lines. Nowadays broadcasters often find that these are the only lines they can get; certainly the only lines that are stocked.

Rigid transmission lines aren't used much by any group except broadcasters and, as a consequence, the larger companies no longer manufacture them. They are still being made by a few smaller manufacturers, thankfully.

Again, as technology progresses, we see that the wireless industry is rapidly moving away from the use of transmission line products except as short jumpers and increasingly using fibre optic cable on towers.

What this will mean about the availability of familiar transmission line products to broadcasters remains to be seen.

*Dan Roach works at S.W. Davis Broadcast Technical Services Ltd., a contract engineering firm based in Vancouver. If you have a question or comment, contact him at [dan@broadcasttechnical.com](mailto:dan@broadcasttechnical.com).*



Click the button  
for more information.

# BROADCAST Dialogue

*Essential Reading*

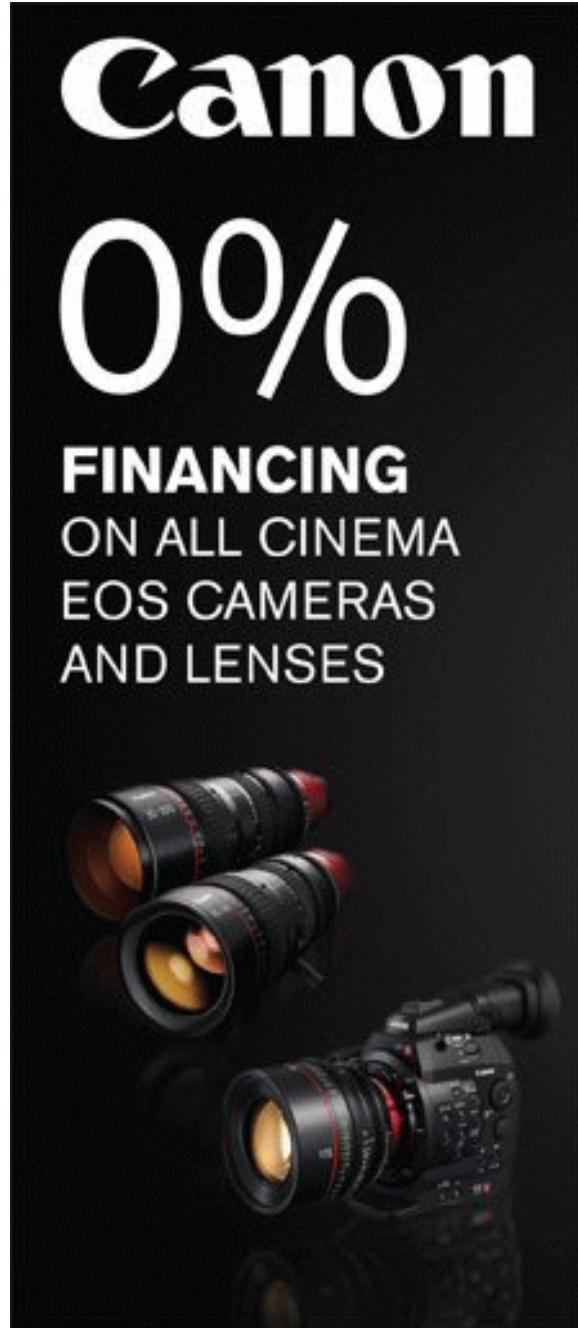
Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • L0K 1B0 • [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

Thursday, February 14, 2013

Volume 21, Number 43

**G**ENERAL: BCE's dividend to shareholders is going up for the second time in a year to \$2.33 per common share annually, up six cents from last August. Fourth-quarter results show net earnings up 45.7% from the same quarter last year (ended Dec. 31). They rose to \$708 million or 91 cents per share. Adjusted earnings were 4.8% to 65 cents per share. Revenue was about the same as last year at just under \$4.58 billion. Reference to *Bell Media's* results and planning can be found in the feature article on Page 5... At this week's *CRTC* wireless hearings, the Commission - for the first time - is taking public input online. Comments can be posted in real-time at <http://consultation.crtc.gc.ca>. Admin staff have been checking comments all week, and will do so through to 5 p.m. PST Friday. Whether or not this will be a regular feature of CRTC hearings remains to be seen... *ZenithOptimedia's* report, *New Media Forecasts*, tracked the adoption of three new media technologies -- IPTV, smartphones and tablets -- and forecast their penetration in 19 digital markets through 2015. Smartphones, by far, outdistance the other two in market penetration at 71.7% by 2015, while tablets will be at 13% and IPTVs at 9% penetration... *General Electric's* 49% equity stake in *NBCUniversal* is about to be gobbled up by *Comcast* at a cost of \$16.7-billion. Comcast, which bought the other 51% last year, did so after winning antitrust approval from the U.S. Justice Department. Also leaving GE's hands are the properties at 30 Rockefeller Plaza in New York City and *CNBC's* headquarters in Englewood Cliffs, NJ. The sale culminates GE's long-planned departure from the entertainment business.

**R**ADIO: *TSN Radio 1050 Toronto* launches its new afternoon show on Monday, and it will be televised on *TSN2*. The morning show, too, debuts on TV Monday. *TSN's* Dave Naylor will handle the p.m. chores while Mike Richards' morning show will also be on *TSN2*... *Rogers Radio* has begun a TV campaign in Vancouver and Calgary for its *Jack FM* stations. The 30-second spot has album covers moving to create three-dimensional structures... The *Broadcast Research Council* (BRC) takes a look at new radio research; the synergies between on-line and broadcast at its Feb. 26 session in Toronto. The presenter is Jeff Vidler, senior VP at *Vision Critical* and a *Broadcast Dialogue* contributing columnist. For tickets, contact [Tjames@tvb.ca](mailto:Tjames@tvb.ca)... Two *CRTC* decisions



© Copyright 2013 RCS. All Rights Reserved. RCS, RCS Sound Software, ZETTA and its logo is a registered trademark of RCS Inc.

the antenna and transmitter... Andrew Carter has just celebrated his 10th anniversary as *CJAD Montreal's* morning man, making him the longest-serving morning host in Montreal's English radio market... The 11th annual *Children's Hospital Radiothon* -- aired live on the *Saskatoon Media Group* stations (*Magic 98.3, 92.9 The Bull* and *600 CJWW*) raised \$500,000 and a further \$5,826, as the week progressed, for the *Children's Hospital Foundation of Saskatchewan*. Of note was the \$250,000 donated by the stations' previous owners, Carole and Clint Forster. The three-day broadcast originated at Saskatoon's Centre Mall.

**R**EVOLVING DOOR: Denis Gabelhouse, who had been GM/GSM at *Global Okanagan/CHBC News Kelowna*, has retired. Succeeding him as GSM is Ron Eberle. Eberle was once the GM at *CHEK-TV Victoria* and then worked for *Shaw Cable Victoria*. Before that, Eberle's career saw him as GM at *CHCH-TV Hamilton*... Roger Smith, 61, will retire from *CTV News* March 15. He's been with the network for 29 years, the last 20 in the Ottawa bureau. He was with *Canadian Press*, serving in Europe and Beijing, before going to CTV in 1984... David Jones, PD at Rogers-owned *BOB FM (CHST-FM) London* is no longer with the station. Jones assumed the position with the then *CHUM*-owned station in Sept. 2007. Before that, he was GM/PD at *The Beat (CKBT-FM) Kitchener*, and Ops. Mgr. of the *Standard Radio Hamilton Cluster (102.9 K-Lite (CKLH-FM)/Oldies 1150 (CKOC)/CHAM)*... John Macintosh, the GM at *104.7 Heart FM Woodstock*, leaves that position in April bound for *Quebecor's* national sales office in Toronto. His background includes stints as a senior account manager at *CFPL-FM London* and, before that, *Blackburn Radio Wingham*. He was also GSM at then *Rogers*-owned *CICX-FM Orillia*... Shawn Whalen adds APD duties to his promotions and marketing director title at *Bell Media Kingston*, and also pulling a midday shift at *98.3 FLY FM*. He started with the station in 2008... Paula



**DISCOVER HOW TOP COMPANIES ARE BUILDING THEIR ROI THROUGH SOCIAL MEDIA**

**digitalmedia SUMMIT**

**MARCH 19-20, 2013**  
**DOWNTOWN MARRIOTT - TORONTO, ONTARIO**  
**CANADA'S SOCIAL MEDIA & INTERACTIVE MARKETING CONFERENCE**  
**WWW.DIGITALMEDIASUMMIT.CA**

related to the Fredericton market, both addressing concerns raised by residents near a transmitter site about high levels of radiation from three radio stations, all located there. Both decisions affect *Newcap* properties. In the first, the change approved for *CFRK-FM Fredericton* involved increasing the height of the tower, lowering the power and relocating the antenna and transmitter. For yet-to-be-launched *CIHI-FM Fredericton*, power was decreased, antenna height was decreased, the radiation pattern of the antenna was changed from non-directional to directional and relocation of



## THE book on **CREATIVITY**

Timeless material on the examples, the hows and the whys of being creative for broadcast, all wrapped in a neat little package.

For all students of the craft -- veteran or novice -- this is MUST reading.

For the pdf version, click [HERE](#).

For the 3D version, click [HERE](#).

(Compliments of Broadcast Dialogue)

Presley has been hired as senior VP of global advertising sales at *Pelmorex Media (The Weather Network)*. Most recently, she headed sales at *Yahoo Canada*. Before that, she was director of national sales at *CBC Television*... Evening/weekend swing jock Grant Belous has been moved to co-hosting *106.7 The Drive Red Deer's* morning show. He succeeds long-timer Chris Savage who left broadcasting... Mark Cappis is now APD/afternoon show host at *97.9 The Range Westlock*, having moved from sister *Newcap* station *94.1 The River Athabasca* where he'd been since 2006... Carolle Brabant has been reappointed executive director of *Telefilm Canada* for another three years... Sam Linton has been appointed executive in charge of production at *Blue Ant Media* in Toronto. Her 24-year broadcast background includes *RTR Media*, *Shaw*, *Cineflix Productions* and *Discovery Canada*... Dale Wolfe, afternoon drive host at *103.5 QM/FM Vancouver* for the last three years and doing swing and weekends before that for close to a decade, is no longer with the station. Succeeding him is Ray Grover, who moved from swing and weekends.

( Got news? Send a note to [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com))

**SIGN-OFFS:** Ian Hall, 81, in Vancouver. Hall was GM of *Glen Warren Broadcast Sales* in the '70s, and based in Toronto. GWBS handled sales for *Baton Broadcasting*, which owned *CFTO-TV Toronto* (now

*CTV Toronto*). Later, he asked to be moved to Vancouver and ran the company's office there... John Dickins, 85, at Niagara-on-the-Lake, of "heart-related causes". He pioneered talk radio at *CFPL London* back in the '60s, then moved to Toronto in the early '70s where he was -- for many years -- the guiding hand behind the *National School of Broadcasting*, a few doors up from then *CFRB/CKFM*. Dickins was the son of Punch Dickins, who gained fame as a Canadian pioneering aviator and bush pilot... Robert 'Bob' Walter Crouse, 63, of cancer in Salmon Arm. He was news director/anchor at *CKXR Salmon Arm* and the *Big R* network for 30 years. Before moving west, Crouse worked radio in North Bay, Timmins, Kapuskasing and at *CHML Hamilton*. He also worked at the two Penticton radio stations.



Bob Crouse

**T**ELEVISION: *CBC/Radio-Canada*, which won the Olympic media rights in Canada for the *2014 Winter Games* in Sochi and the *2016 Summer Games*-- including sub-licensing rights -- exercised those rights by partnering with *Bell Media's TSN/RDS* to provide coverage of the Winter Games next year in Russia... *Global Edmonton* manager and director of the prairie region, Tim Spelliscy, has received the *Queen's Diamond Jubilee medal* for the "significant contributions" he's made to the community over the nearly 40 years he's been in the broadcast business... Julie Bristow, *CBC* executive director of studio and unscripted content, and producer Don Carmody have joined the board of directors at the *Academy of Canadian Cinema & Television* (ACCT). Carmody is described as one of Canada's most successful producers, artistically and commercially... *Sportsnet* has a 10-year



Tim Spelliscy

partnership extension with the *Vancouver Canucks* through the 2022/23 *NHL* season as its regional TV broadcaster. The deal has multimedia rights including online and mobile, delivering up to 60 regular season NHL games... The *NHL* brand is said to be taking a big hit following the lockout. Of those surveyed, about 35% of respondents plan to watch fewer games while 13% say they'll likely watch more. Consultancy firm *Brand Finance*, which tracks the clout of brand names, estimates the *NHL* will lose nearly \$328.2 million in 2013 as fans spend less money on hockey. Those results, however, are in contradiction to what's happening. *NHL* games have been pulling in record high viewer numbers, with *Hockey Night in Canada* viewing up 16% over the record set in 2007 -- and ratings since mid-January have stayed solid... Still with sports, *Global Television* has just acquired golf coverage, locking up 26 weekends of *PGA Tour* broadcasts through 2018 and the rights to broadcast weekend coverage of *Presidents Cup* play in 2015 and 2017... *Global* parent *Shaw Communications* now has a complimentary *NBA* app on *Shaw Go* for its Shaw or Shaw Direct subscribers... Hackers broke into the *Emergency Alert System* at *KRTV Great Falls* (Montana) and at its *CW* station announcing a zombie apocalypse; dead bodies rising from their graves and attacking the living. Viewers were warned not to approach or apprehend the bodies since they were "extremely dangerous." The local newspaper reported at least four calls were made to

police to see if it was true. To see how it played out, click [HERE](#).

**C**LICKABLE CONTENT: About 38% of 18-29 *Facebook* users expect to spend less time using the site. The majority of users, however, across all age groups, expect that their usage will stay about the same. New findings from the *Pew Research Center's Internet & American Life Project* indicate that 2/3s of online American adults are Facebook users. For more, click [HERE](#)... And, for those who insist on owning "a big, honkin' TV set," check [THIS](#) out.

**S**UPPLYLINES: Kyle Luther has joined *Grass Valley* as regional VP of sales for the U.S. east coast and Canada. Most recently he was VP of sales, USA at *Ross Video*... Louis Hernandez is the new president/CEO of Burlington, Mass-based *Avid Technology*. He succeeds Gary Greenfield who voluntarily resigned as chairman, CEO and president. Most recently, Hernandez worked as chairman/CEO of *Open Solutions*.



### Senior Broadcast Engineer – Calgary

[Click HERE](#)



### BROADCAST ENGINEER - VICTORIA

[Click HERE and Scroll Down](#)



### General Manager – Woodstock

[Click HERE and Scroll Down](#)



### SALES EXECUTIVE - VICTORIA

[Click HERE and Scroll Down](#)

We thank **Canadian Music Week**, **Canon**, **Panasonic** and **RCS** for their ongoing commitment to Canadian broadcasting and their support of ***Broadcast Dialogue*** through their advertising.

*BCE reported its fourth quarter and full-year results last week but we're only going to give you...*

# The Bell Media highlights

by Howard Christensen

If you want to see the numbers, skip down a bit. For now, let's deal with the stuff coming out of Bell Media's annual report.

Speaking to investors, Bell Media President Kevin Crull said Canadians spend five hours a day consuming video; four hours with TV, about 36 minutes with online video and the rest with mobile video. "Even if you allow for eight hours of sleep every night," he said, "we still have a long way to grow."

"Thanks to social media," he said, "we are witnessing a revival of appointment viewing where the water cooler is real time and it's global. It reinforces

the need for everybody to keep up with popular programs."

George Cope, BCE and Bell Canada's president and CEO, noted that 2012 was the first full year of BCE's ownership of CTV.

Crull told investors that CTV's conventional network has been number one for 11 years; that MuchMusic is the number-one liked brand in Canada; and that with 33 radio stations in 14 markets, the stations are delivering revenue and cash flow growth with "great content and great talent".

Bell Media's primary objectives, he said, are to build and grow audiences, monetize audiences, and "own" more of its content while advancing Canadian culture and creativity.

"Our digital focus for 2013 is very much about

# Bell Media

A professional headshot of Kevin Crull, a middle-aged man with short brown hair, wearing a dark grey suit jacket, a light blue dress shirt, and a red patterned tie. He is smiling and looking directly at the camera.

TV everywhere," said Crull. "The explosion of viewing on tablets and smart-phones has been well-documented." Crull was emphatic that Bell Media's strategy provides cable and satellite distributors with value enhancements to improve upselling while reducing churn on their BDU (broadcasting distribution undertaking) products. The company, he said, will monetize this by charging distributors for rights. Providing an excellent response to over the top (OTT) competition, Bell Media will ensure that the content available is more comprehensive than any OTT provider can offer. "We believe that we can deliver a far superior package of content compared to what Netflix and others will deliver."

### The Astral Update

As a result of the amendments made to the terms of the original Arrangement Agreement between Astral and Bell, the outside date for the closing of the transaction was extended to June 1, 2013 with each having a further right to postpone it to July 31, 2013, if required, to obtain necessary regulatory approvals. Details of the new Astral-Bell proposal will be made available by the CRTC when it launches its public consultation on the application. The transaction remains subject to CRTC and Competition Bureau approval, other closing conditions and termination rights. A break-up fee of \$150 million is payable by BCE to Astral should the transaction not close before the outside date for regulatory reasons. On February 1, 2013, Astral paid a cash dividend of \$0.50 per share on its class A non-voting shares and class B subordinate voting shares.

BCE expects the CRTC hearing to be held this spring and, if it is, a decision by this summer.

### The Numbers

Bell Media reported operating revenue of \$591 million in the fourth quarter of 2012, up 2.2% from last year. The increase was due to higher subscriber fee revenue, which grew approximately 7% year over year, driven by rates charged to broadcast distributors through renegotiated agreements for certain Bell Media specialty TV services. Advertising revenue decreased slightly from 2011, down approximately 1%, as the impact of the NHL lockout across Bell Media's specialty sports properties was largely offset by stronger advertising demand and shifting demand to its conventional and non-sports specialty TV channels.

Bell Media's EBITDA (earnings before interest, taxes, depreciation, and amortization) was up 32.3% in the fourth quarter to \$172 million, reflecting the higher subscriber fee revenue and 6.5% lower operating costs due mainly to lower content and production costs as a result of the NHL lockout.

✉ Bell Media President Kevin Crull

## The Brag List

- CTV completed the fall season with 13 of the top 20 programs, up two from the same period last year and with 19% more viewers in prime time than Canada's other two leading private networks combined.
- TSN and RDS drew 5.8 million viewers for the Grey Cup, up 27% from the prior year, with the half-time show attracting an average audience of 6.4 million viewers.
- RDS announced a new multiplatform docu-reality series offering Habs fans unprecedented access to their team on television, Internet, superphones and tablets in time for the first game of the season.
- CTV's non-sports specialty services continued to post strong audience growth with eight of the top 20 TV programs and all five of the top five fall series, led by double-digit increases for The Comedy Network and Bravo.
- Bell Media Radio launched its new web platform. There are 13 stations on the new technology, including [www.CHUMFM.com](http://www.CHUMFM.com), the largest radio website.
- The Discovery Channel app reached 200,000 downloads. Social media campaigns for High Tech Toys Week and End of the World specials increased Daily Planet Facebook likes by 50%, while retweets increased nine-fold.
- Bell Media rebranded its Sympatico portal in English Canada as [www.TheLoop.ca](http://www.TheLoop.ca), a new brand destination that enhances and strengthens the most successful content on Sympatico.
- Cirque du Soleil and Bell Media announced the closing of the transaction to create Cirque du Soleil Média, a new joint venture to develop Québec-based media content for television, film, digital and gaming platforms.

BCE and Bell Canada's President  and CEO George Cope



# BROADCAST Dialogue

## Essential Reading

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

Thursday, February 21, 2013

**RADIO:** Betty Selin, co-host of the *105.7 Sun FM (CICF-FM) Vernon* morning show, will receive *The Rosalie Award* during *Canadian Music Week* in March. Selin is an award-winning journalist and broadcaster who began her career in 1979 at *CKAL AM Vernon*, now Sun FM. The award is presented to top women in Canadian broadcasting and was inspired by radio's legendary Rosalie Trombley who, between 1967 and 1984, was one of the most powerful women in North American radio. As music director of the legendary *Big 8 (CKLW) Windsor*, her



startling ability to pick hits helped create some of Rock's greatest stars... The *CRTC* has renewed the licences of *CKDM Dauphin* and *CFET-FM Tagish* from March 1 through August, 2013. The Commission says it has yet to receive a renewal application from Rob Hopkins, the owner of CFET, and may not renew the licence if the application isn't received by March 21. The Secretary General notes that the decision in both cases "does not dispose of any substantive issue that may exist with respect to the renewal of these licences"... *1510 CKOT AM Tillsonburg* is off the air after over five years of use as a repeater for sister station *CJDL-FM Tillsonburg* (Country). The AM station also aired religious programming on weekday mornings and ethnic programming on Sundays. Both the ethnic and the religious programming came to an end, and station management decided to disassemble the tower and to sell the land on which it was erected. CKOT went dark this past Sunday... The *CRTC* has granted two first extensions to begin service, one to *Vista Radio* and the other to Paul Lefebvre. Vista's extension deadline is Jan. 12/14 to begin operations of a new FM station at Barry's Bay, Ont. Lefebvre has been given until Jan. 6/14 to begin operations of a French-language commercial station in Nipissing, Ont... To mark last week's annual *World Radio Day*, some stats that many people seem to have overlooked:  
-- 95% of world population uses radio

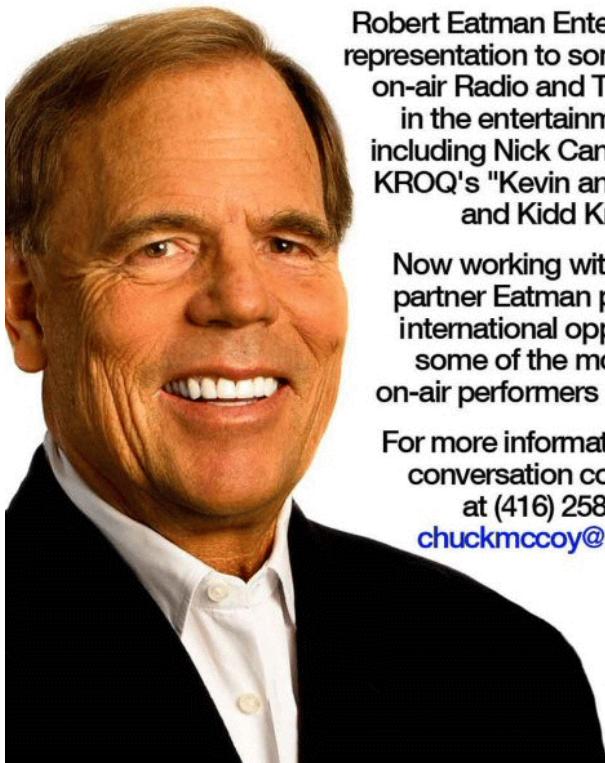
## Canadian Radio and TV talent now have access to the best and most experienced talent representation in North America.

**Chuck McCoy International Media Services**  
has formed a partnership with  
Robert Eatman Enterprises of Los Angeles,  
New York and Chicago.

Robert Eatman Enterprises provides representation to some of the biggest on-air Radio and TV personalities in the entertainment industry including Nick Cannon, "Bean" of KROQ's "Kevin and Bean Show" and Kidd Kraddick.

Now working with a Canadian partner Eatman plans to bring international opportunities to some of the most talented on-air performers in this country.

For more information or a casual conversation contact Chuck at (416) 258-5189 or [chuckmccoy@rogers.com](mailto:chuckmccoy@rogers.com).



- Most developing nations' households have radio
- Since 2008, radio is the only news medium on the rise in Russia
- Radio signals are the most reliable
- AM/FM remains way ahead of online streaming in popularity.

World Radio Day was created by *UNESCO* to promote worldwide access to information and freedom of expression over the air. North American adults listen to AM/FM eight times more than they do to satellite radio and 17 times more than to Internet audio streaming... In the U.S. two Texas congressman, one a Democrat and one a Republican, have resurrected the *Local Radio Freedom Act* (LRFA), a measure that would oppose any new fees, taxes or royalties for music played on local radio stations. In its earlier incarnation, the bill was in reaction to the *Performance Rights Act* (PRA) which would have imposed royalties on radio for airplay. This bill's resurrection beats introduction of a new PRA version. LRFA has 71 bipartisan co-sponsors who oppose a "performance tax" because "*local radio already provides free advertising and promotion for the recording industry, and these fees could put the future of these stations in jeopardy. Local radio provides valuable community services -- emergency alerts, local news and weather, community programming and AMBER alerts -- and our towns can't afford to lose these stations*"... *Way of Life Broadcasting* has, as requested, seen the *CRTC* revoke its licence. *CJIV-FM Dryden* is an English-language low-power commercial specialty station that will officially go dark Sept. 1/13. Listenership wasn't there, said the owner, and continuing to operate the station couldn't be justified. CJIV-FM launched March 17/03 with a Christian music format at 97.3 (50 watts). Jake Letkeman, the manager, said the station had an annual budget of about \$6,000... *CHLY FM 101.7 Nanaimo*, a community station, will take over a space formerly occupied by a pub and a strip bar. The heritage building, once a hotel, will -- when renovations are complete -- be a restaurant and a place for live music to be broadcast on the station and its website. CHLY will stay at its current location for another year, and the live venue in the 124-year-old Globe Hotel is projected to open once or twice a week to allow it to build a clientele.



**R**EVOLVING DOOR: *Rogers Communications* CEO Nadir Mohamed has given notice he'll leave the job next January. He took over five years ago after the death of founder Ted Rogers. Mohamed joined the company in 2000 as chief operating officer. An international search for his successor is about to begin but neither of the founder's offspring, Edwin nor Melinda Rogers, will put their names forward... *KRAZE 101.3 Red Deer* station manager Amanda Gould, after four years in that position, has resigned. She's moving to become the executive director of Red Deer's *Downtown Business Association*... At *Power 97 Winnipeg*, Holly Bausman moves to afternoons while Chris "Shecky" Elwick is the new evening host and MD... Rachelle Fedora has been promoted to market lead at *City Winnipeg* and Laura Lewandoski has been appointed content manager. Fedora, who has been with the station the last 10 years, held various roles in sales and administration and in her current role as manager, business Winnipeg. Lewandoski moves back to City from *Global Winnipeg* where she was producer of morning news content. Before that, she had been producer and director of *Breakfast Television*... *Astral Mix* has appointed Kim Joubert as group manager in Montreal. She



**CTN CANADIAN TRAFFIC NETWORK PRESENTS**

**Radio Interactive INTERNATIONAL RADIO SUMMIT**

MARCH 21-22, 2013 | TORONTO, ON

MARRIOTT DOWNTOWN EATON CENTRE HOTEL

[www.cmw.net](http://www.cmw.net)

**THE Crystals AWARDS**

Wednesday, March 20, 2013  
TICKETS AVAILABLE NOW



Tom Pentefountas  
*CTRC*



Doug Harris  
*Noisemaker Communications*



Eric Rhoads  
*Radio Ink*



James Cridland  
*MediaUK*



Jimmy Steel  
*Emiss Communications*



Warren Kurtzman  
*Coleman Insights*



Paul Jacobs  
*Jacobs Media*

previously worked at *Cossette*, first as an assistant media planner then as an account manager... Steve Krysak has been promoted to ND at *102.1 CJCY Medicine Hat*. Krysak began with *Clear Sky Radio* in November, 2008, as weekend news reporter/anchor. He succeeds Greg Garbutt and remains as morning news anchor.

**SIGN-OFFS:** Jim Elliott, 71, of a heart attack in Edmonton. Elliott, whose broadcasting career was as varied as one can imagine, began in broadcasting as a library assistant at *CKRD Red Deer* while still going to school and later on, on the air. He moved to Lethbridge in the early '60s and worked at, first, *CHEC* and later at *CJOC*. In the '70s, he did drive at both *CFRN* and *CJCA* in Edmonton, eventually moving into sales at *CJCA*. Later, he went to *ITV Edmonton*. In the mid '80s, he moved back to *CHEC Lethbridge/CKTA Taber* as GM and, in the early '90s (still with Shaw), Elliott was GM at *CKDK Woodstock*. In the late '90s, he went back west to the *OK Group* where he was in sales both in Kelowna and Fort St. John. And, it was in 2004 that he joined *Newcap's* engineering group in Edmonton. Elliott and the Alberta engineering team won the *Rohde & Schwarz Excellence in Engineering Award* in the fall of 2011 at the annual *Western Association of Broadcast Engineers* (WABE) convention... Neil Lutes, 68, in Edmonton. Lutes, the chief engineer at the *CKUA Radio Network* up until his retirement in 2009, was the initiator and architect of Alberta's *Emergency Public Warning System*...



Jim Elliott

Joe Mariash, 74, of cancer in Picton, Ont. Mariash anchored the evening news on *CFTO-TV Toronto*, now *CTV Toronto*, in the late '60s and early' 70s... Bill MacEwen, 74, in Charlottetown. The longtime Prince Edward Island broadcaster began in 1971 at *CHOO Ajax*. Later, he moved to *CFCY Charlottetown* where he did his popular *Country Roots* program... Eugene Whalen, 88, of complications from a stroke suffered last summer. Whalen, a former federal agriculture minister served continuously from 1972 to 1984, except for Joe Clark's brief tenure as prime minister in 1979-80. After politics, he was the host of *CFRA Ottawa's Agriculture Hour*. Prime Minister Jean Chretien appointed him to the senate in 1996.

**G**ENERAL: The 2013 winners of the *Canada's Best Diversity Employers* competition, recognizing Canada's most progressive organizations in creating diverse and inclusive workplaces, include: *British Columbia Institute of Technology*; *Corus Entertainment*; *Rogers Communications*; *Shaw Communications*; and *TELUS*. The competition recognizes employers who have developed exemplary initiatives in a range of areas, including programs for women, visible minorities, persons with disabilities, Aboriginal peoples, and lesbian, gay, bisexual and transgender (LGBT) peoples... The *Rogers Communications* board has authorized the repurchase of up to \$500 million of Class B shares. Last year, Rogers acquired approximately 9.6 million Class B shares at an average price of \$36.31 per share.

**T**ELEVISION: *Global BC's* 47th annual *Variety Show of Hearts* telethon last weekend raised \$7,124,264, all of it geared toward special needs children throughout the province. The two days of entertainment featured performances by the likes of Adele, Paul McCartney, Rihanna, Michael Buble and Elton John... *Shaw Media* and *Global News* are investing \$150,000 in monetary and in-kind broadcast support to help north end Halifax youth at risk. The announcement coincided with the official opening of Global News' new broadcast centre in Halifax... *TV5 Quebec* says its *Francolab*, a free web platform, is being put to use by an expanding group of French-language teachers and students across the country. The specialty TV service is distributing information kits Canada-wide in an effort to help francophones build their identity while at the same time supporting approaches by others learning French... Canadians with satellite or cable connections are familiar with the fireplace channel but a Norwegian

An advertisement for Canon Cinema EOS cameras and lenses. The top half features large, bold text: "Canon" in a serif font, "0%" in a large, stylized, italicized font, and "FINANCING" followed by "ON ALL CINEMA EOS CAMERAS AND LENSES" in a sans-serif font. Below this text, there are three Canon EOS Cine lenses shown in perspective, with a Canon EOS Cine camera body positioned in front of them. The background is dark and moody.

broadcaster has taken the concept a step further: A 12-hour prime-time show. The difference from ours, however, is the audio.



Along with the crackling fire sounds will be commentary by "firewood specialists" who will talk about burning, slicing and stacking the wood, along with cultural segments with music and poems. An official with *NRK Oslo* (the network) says, "*It will be very slow but noble television.*" NRK's audience apparently likes the long-form programs. Other hits included 134 continuous hours of a cruise ship sailing up the Norwegian coast on its way to the Arctic and an eight-hour train journey across Norway. The cruise ship audience was pegged at 60% of the population while the train's cross-country saga was so popular that the show was repeated.

**S**UPPLYLINES: Michael Moskowitz becomes president of *Panasonic Canada* April 1, succeeding Ian Vatcher who is retiring. Moskowitz moves up from his spot as Exec VP of the consumer and business divisions... Claude Turcotte, the president of *MaestroVision* in Vaudreuil, is running with a group in the Boston Marathon Apr. 15, all of whom are raising money for research into retinitis pigmentosa, an hereditary eye disease.

**O**OPS: In last week's edition, reporting his retirement, I misspelled the name of *Global Okanagan* GM/GSM Dennis Gabelhouse.

**L**OOKING: With an ad in the Looking section of the *Broadcast Dialogue Weekly Briefing* you'll be reaching potential candidates who are actively looking for a new position AND potential candidates who can be enticed by your offer. For rates, get in touch with [Howard at Broadcast Dialogue](#).



Assistant Program Director/Music Director – Vancouver  
[Click HERE](#)



Morning Co-Host – Lethbridge  
[Click HERE](#)



Technical Producer – Saskatoon  
[Click HERE](#)

Thanks to **Canadian Music Week, Canon, Chuck McCoy, Nautel and Panasonic** for their ongoing commitment to Canadian broadcasting and their support of ***Broadcast Dialogue*** through their advertising.

If you received this ***Broadcast Dialogue Weekly Briefing*** because someone forwarded it to you, click [HERE](#) and ask Ingrid to put you on the mailing list for your own copy. It's **FREE!**

With all the technology available today, coverage of sporting events has changed significantly over the last 10 years. At the Sports Video Group (SVG) League Technology Summit in New York, discussions took place on the technology innovations in sports with perspectives from the networks, producers, directors, engineers and leagues.

# Innovations in sports

## Fan Experience

The overriding factors throughout the sessions were two-fold, focusing on ensuring a high quality fan/viewer experience while juggling the cost versus payback of the technology and infrastructure required to take advantage of the tools available.

by Laurie Kennedy



It is important to note that within sports it is not just about the entertainment value. It's also about educating the fan on the game and play strategy to enhance their current and future experiences.

So what were they talking about?

- Analysts and on-air talent use of technology
- More cameras and shooting angles (RF, GoPro, SLR, on the move, in the net, on the athletes, on the referees)
- Replays and slow motion; influencing the umpire and referee calls
- Super slow motion is amazing!
- Remote trucks are now set up like computer rooms
- Content libraries with remote access on the road and in the trucks
- A new breed of production team is required
- How to justify the cost and get a return on investments?

## Analyst and On-Air Talent

Another key theme was the role of the analyst and on-air talent. Without their buy-in, accessibility and effective use of the technology, success will not be achieved. This includes the use of telestrators for teaching the game rules and strategy of plays, graphic overlays for additional/statistical content and queuing replays of great moments or to see if umpires or referees make good calls.



## More Cameras

What technical directors want most are more cameras to enable them to capture the best plays from various angles for primary play-out but also for a rich replay and supplementary content on a second screen. With more cameras, however, there are more operators. A challenge is allowing more control by the camera operators who are ultimately deciding on the best situations to shoot at a given moment.

There are many high quality camera options, large and small, including high end pedestal and RF as well consumer grade, GoPro and SLR. Golf has seen quite a change with RF cameras and the ability to go wherever the golfers are. There are even GoPro sunglasses which capture video.

Most are now shooting in HD, 720p or 1080p. For those still shooting 720p, there was some discussion on skipping 1080p and going direct to 4K. There is also the quality debate between directors and engineers on using the best or consistent quality. The director is more concerned about getting to choose from a wide variety of content while the engineer wants consistent quality and standards.

## Replays and Super Slow Motion

Replays are a critical part of sports coverage. Slow motion has been around for some time. Shown in the sessions were super slow motion replays which were amazing! From a baseball pitcher in action to a runner sliding into a base, you can clearly see the emotions and strength of the athletes. Also seen, with clarity, was whether or not the umpire's call was made accurately. Live super slow motion is still not perfected but

continuing to improve. Also, there is no clear understanding of the storage and infrastructure support costs.

For comparison, typically HD video is captured and stored using 50-100 mbps codecs. Super slow motion can range from 400 to 800 mbps depending on the time of day and/or lighting. The larger the mbps factor, the slower the play-out capability and more storage capacity will be needed.

Cameras are situated based on key angles for television and content is decided by the producers and camera operators, not by the leagues. At several points, there was conversation about replays and super slow motion supporting the umpires and referees and ultimately what is used to confirm a call. It is unclear whether the cameras should, for all leagues, be the deciding factor and, if so, who is ultimately responsible to ensure there are enough cameras in the key locations (Broadcaster? League? Venue?).

## Remote Trucks

The remote trucks are more than a control room on wheels, they are full-fledged IT computer rooms. No more are they just about cables, switchers and VTRs. They are a collection of computers networked together, supporting encoders, decoders, file-based ingest, storage and media movement, AND broadband connectivity back to the hub.

Suitcases full of videotapes are now replaced with USB hard drives. With online content libraries available back at the office there is more and more demand for remote access to search and retrieve content quickly and easily.

This significant shift has affected the engineers who build and support the trucks. The skill sets to support IT is different than traditional broadcasting equipment and the transition continues to be a challenge.

## Social Media and Second Screens

Though not discussed in a big way, social media and second screen opportunities were mentioned. Studies have shown a significant percent of viewers are also interacting on a second screen while watching television. Social media includes Twitter, Facebook, blogs branded website apps, etc. Second screens refer to smartphones, tablets and laptops. The intent is to extend the viewer experience beyond television to enhance, but not take away from, that first screen experience. This can include social media apps, but also e-commerce opportunities or more in-depth information (e.g. stats or biographies).

There are now extended production teams back at the hub or within the truck (or add-on trailer) supporting these new distribution channels.

## What's Next?

The summit closer suggested looking into YouTube as a viable distribution channel, whether it be for social media, second screen, marketing, educating or other viable business models. It already exists and is capable of playing out 4K video.

*Laurie Kennedy, CMC is a consultant with Sapphire Leadership Inc. She can be reached at 416-918-4161 or [LJKennedy@sapphireleader.com](mailto:LJKennedy@sapphireleader.com).*



# Nadir Mohamed



Late last Thursday, Nadir Mohamed, the CEO, president and director of Rogers Communications, announced he'd be retiring next January after more than a decade with the company, first as president and chief operating officer of Rogers Wireless and then as the successor for company founder, the late Ted Rogers.

## gives notice

The next day, during a conference call with financial analysts concerning the fourth quarter results, he said: "The company is in great shape and I believe it's the right time to start the transition to the next generation of leadership ... the Rogers Board will start a search process and I will work with the board to ensure its seamless and orderly transition. We will provide an update on this later in the year. Right now, my focus is absolutely clear, working with the senior team to deliver on our priorities and drive results."

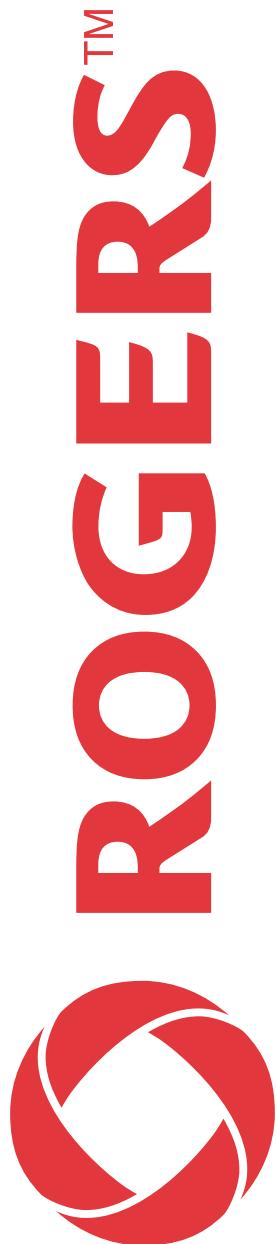
While both will be involved in the search, neither Edward Rogers III nor his sister, Melinda Rogers, will put their names forward.

While Mohamed headed the company on an interim basis in 2008, he was appointed CEO in 2009 at the height of Ted Rogers's successes with cable TV and cellular services. Since then, those businesses have matured and, as a result, Rogers' dominance has been eroded by the competition. But Mohamed said he will be taking steps during his last year to position Rogers for growth while fending off rivals.

### Fourth Quarter

The company's focus has moved from cable as the anchor product to Internet in an acknowledgment of so-called cable cord cutters. By doing so, Mohamed hopes to keep Internet subscribers who—more and more—are consumers of Web content. Eventually, he said, Rogers will move from a situation of people paying separately for cable, phone and Internet to customers simply buying one connection for any and all content.

Speaking to Rogers fourth quarter results, Mohamed was ebullient over what he described as the company's strength in its asset mix; wireless, broadband and media. Revenue growth rates, he said, accelerated for the third straight quarter in all three segments. The consolidated revenue in the fourth quarter was the highest ever reported.



Wireless data revenues grew in this quarter with a 21% increase over the same period last year, attributable in large part, he said, to the increasing use of wireless data generally. Further, 940,000 smartphones were activated in the quarter, up 19% from last year's fourth quarter.

The company's LTE network now reaches roughly 60% of the Canadian population and has close to one-million subscribers.

Turning to Rogers Media, Mohamed said that "while the advertising markets continue to be tough, reflecting the global macroeconomic challenges as well as some of the ad dollar shift into digital platforms, we did for the first time in the past few quarters, begin to see an uptick in the last part of the quarter. Offsetting this softness, once again, was continued strong growth at Media Sportsnet and sports entertainment properties. Now to further reinforce Media's highly successful Sportsnet brand, during Q4, we closed on the acquisition of the Score television network that we announced in August ... It's the country's third largest specialty channel with 6.6 million subscribers. Upon receipt of final regulatory approvals, which we expect in early Q2, we'll take control of the network which we will rebrand under the Sportsnet umbrella."

Picking up on the Media thread, Robert W. Bruce, the president of Rogers' communications division, spoke about City Television's distribution increase into Canadian homes; up 20% to what is was a year ago. "So we're now actually playing in the national advertising game," he said.

For the first time, he said, City has two shows in the top 20 (*2 Broke Girls* and *How I met Your Mother*).

Regarding Sportsnet, Bruce said there are some distribution deals that will expire this year but that the specialty service signed a new 10-year agreement with the Vancouver Canucks. It has also acquired multimedia rights to the Tour de France beginning in 2014 and has bought the Grand Slam of Curling.

From a sports perspective, he said, Rogers continues to grow, getting closer to its goal of being Canada's number one sports media brand. Further, said Bruce, there are significant synergies with the Score.

## The Numbers

Consolidated revenue was up 3.4% for the quarter, representing the third straight quarter of sequential improvement.

At Wireless, network revenue grew at 4.3%, almost double the rate of last quarter.

Cable service revenue was up 2.2%, up from the 1.7% rate in Q3.

Media's growth trajectory improved as well, although was dampened somewhat in the fourth quarter as a result of the NHL lockout. The rate of revenue growth slid because of missed ad sales from games that weren't aired. But more than offsetting that was a reduction in costs that would've been associated with airing all of the games. That boosted Media's operating profit in the quarter on a one-time basis.

-BD

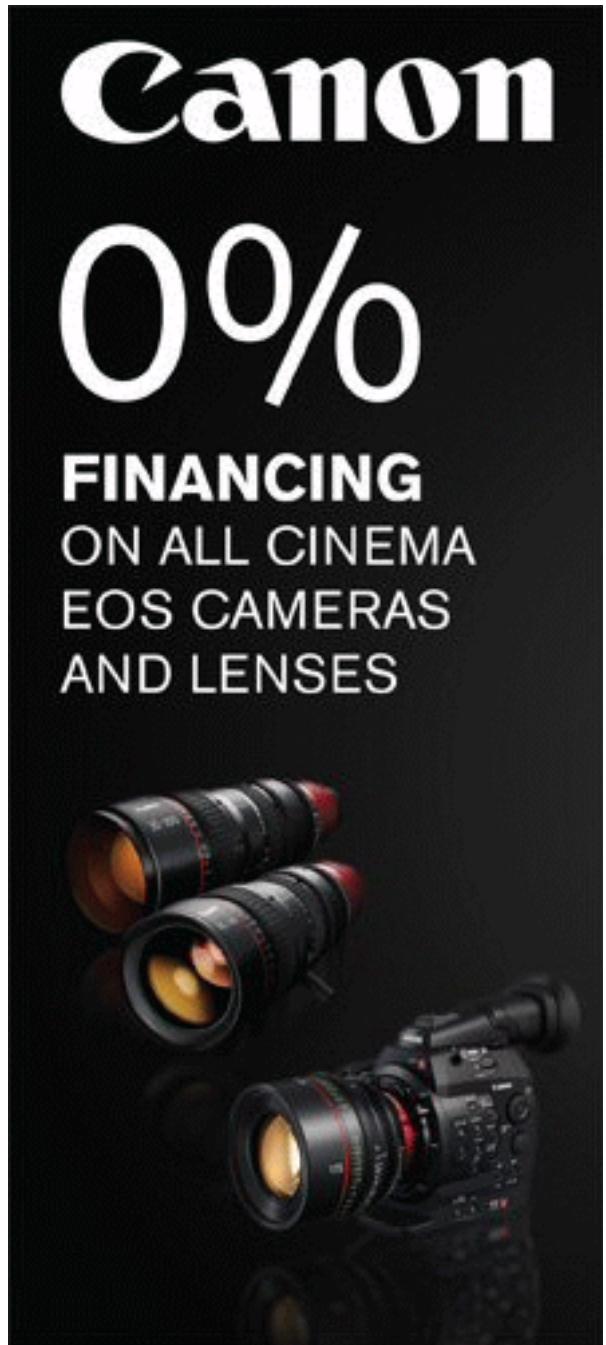
# BROADCAST Dialogue

**Essential Reading**

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

Thursday, February 28, 2013

**T**ELEVISION: *Channel Zero's Quat Media* won an Oscar for *Curfew* as Best Live Action Short Film. Writer, director and star Shawn Christensen (no relation) accepted the award at the televised event on Sunday... The U.S. media press made a big deal this week out of something *BBM Canada* already does. *Nielsen* is said to be about to roll out expanded measurement tools for broadband, *Xbox* and, eventually, *iPads*. Expanding beyond traditional TV came out of a meeting in New York of the *What Nielsen Measures Committee*, composed of reps from networks, local stations, cable networks, ad agencies and some large advertisers. BBM president Jim MacLeod says live streaming is already covered in Canadian PPM markets. Unlike Nielsen, he said, which is wired to the TV sets, BBM's strategy was to implement coding in the broadcasts so that regardless of device, the numbers would be measured... *Omnicom Canada* CEO Fred Forster, in his presentation to the *Broadcast Executives Society* luncheon in Toronto this week, said significant changes to how TV advertising will be purchased are on the near horizon. They include the ditching of CPMs and GRPs (cost per thousand and gross ratings point). Instead, his company uses data to develop what he described as a "platform decisioning engine" and content management system to target specific groups. Buys geared to a demographic group and then hoping that the right target was hit, said Forster, are gone. After all, he asked, "what good is a GRP in an ad-skipped, channel-shifted, time-shifted, place-shifted, device-shifted, co-viewed, appointment-viewed, content-snacked, subscription-serviced, ad-supported content world?"... *Shaw Communications* is planning renovation and restoration of the *Shaw Court* building in downtown Calgary which, when complete will also house *Global Calgary*. The redesigned building will feature collaborative work spaces, rooftop terraces, a fitness centre for employees and it will use sustainable building concepts to reduce Shaw's environmental footprint. Global Calgary will be housed on the ground floor... *Telecaster* is advising member stations that closed captioning will be required on all ad material beginning Sept. 1/14. As well, all sponsorship messages and promos must also be closed captioned... The Conservative cabinet approved *CBC's* sale of *bold* to *Blue Ant Media* for more than \$4 million. The specialty channel has about 2.6 million subscribers. Blue Ant owns *Travel+Escape*, *Bite TV* and *AUX TV* along with four premium, commercial-free channels; *Oasis HD*, *HIFI*, *eqHD* and *radX*... *Cablevision* has sued *Viacom*, arguing that the operator of U.S. pay-TV networks such as *Nickelodeon*, *MTV* and *Comedy Central* is "illegally forcing" it to carry and pay for 14 channels that



**Panasonic**  
Professional  
Imaging  
Catalogue

LEARN MORE >

aren't watched very much. The cable company wants the court to void its Dec./12 deal with Viacom... **AOL Canada** has launched *AOL On*, a curated video platform across all screens. It features more than 500,000 premium videos over 17 different channels, including news, entertainment, style, health, autos, business & tech... And, in case you missed it, adventuresome morning show weatherman Grant Denyer, live on Australia's *Seven Network*, wanted to know how the pull of eight Gs felt. He was in a stunt plane at the time. An average person can handle a gravitational force of about five Gs before fainting. Typical stunt pilots can go to nine. Denyer is not a stunt pilot and went out like a light. Enjoy the [VIDEO](#).

**R**ADIO: Jeff Vidler, Senior VP at *Vision Critical*, in an address to the *Broadcast Research Council* on Tuesday, made the point that radio is at a crossroads as technology affects how it's being consumed. How does traditional AM/FM fit into the new options for radio listening? (Vidler has abridged his comments in an article for *Broadcast Dialogue* which begins on [Page 5](#))... Amanda Logan, the assistant music director and an announcer at *CHUM-FM Toronto*, is the recipient of the *2013 Allan Waters Young Broadcaster of the Year Award in Memory of Steve Young*. The award was created to honour a rising star in the Canadian broadcast industry. The recipient is chosen by *The Friends of Steve Young* and awarded annually to a broadcaster under 30. It will be presented during the Radio Consultants Round Table Breakfast March 22 at *Canadian Music Week*. (For a feature look at this year's CMW, go to [Page 8 of this edition](#))... The U.S. *Radio Advertising Bureau* says radio gained digital share in 2012, and that it appears momentum on that performance is being built upon in 2013. The report, prepared for RAB by *Borrell Associates*, says U.S. radio grew its online ad revenues 22% last year, signaling a boost for radio which lost digital ad market share for three years against aggressive sales from newspapers, TV, yellow pages and Internet pure play competitors. Local online ad sales last year south of the border amounted to \$370.7 million and RAB expects it to be over \$420 million this year... The *CRTC* has approved *Dufferin Communications'* (Evanov) application for an English FM licence at Clarence-Rockland, about 40 km east of Ottawa on the Ontario side of the Quebec border. The new station will be at 92.5 with power of 300 watts and programming AC... *VOCM St. John's*' GM Mike Murphy has apologized on-air for an insult directed at a band council chief by one of the station's open line hosts. *Randy Simms*, in the heat of the moment, erupted with: "I said you're stupid and you are, you know that, right?" Murphy described Simms's behaviour as "unprofessional and offensive." For his part, Simms said he let the discussion descend into name-calling rather than sticking to the topic, for which he apologized... Dave Wilson, who was ND and morning talk show host at *CJCB Sydney* before running for, and winning, a seat in the Nova Scotia legislature -- and who served four months in jail for expenses fraud that fed his gambling addiction -- is now working at *The Coast 89.7 Glace Bay* in the riding he used to represent. Wilson says he's doing a three-month term at the station as part of a government program that integrates older workers back into the workforce... *CD98.9 (CHCD-FM) Simcoe* has been rebranded *98.9 myFM*. Up until recently, the station was owned by Jim MacLeod (85%) and Blair Daggett who purchased it from Robert Redmond in late 2000. The *CRTC* approved the deal March 1, 2001. *CFRS Simcoe* launched in 1956 to much ballyhoo, including coverage in *Time* magazine. The first song played was *Fancy Pants* by the *David Carroll Orchestra*. CD 98.9 FM was sold to *MY Broadcasting Corp.* in Oct./12... *Tom Cochrane* is the recipient of the *2013 Allan Waters Humanitarian Award* which "recognizes outstanding Canadian artists whose humanitarian contributions have positively enhanced the social fabric of Canada". Named after the *CHUM* founder, the award will be presented

CTN CANADIAN TRAFFIC NETWORK PRESENTS

**Radio Interactive**  
INTERNATIONAL RADIO SUMMIT

MARCH 21-22, 2013 | TORONTO, ON

MARRIOTT DOWNTOWN  
EATON CENTRE HOTEL

[www.cmw.net](http://www.cmw.net)

**Crystals AWARDS**

**Wednesday, March 20, 2013**  
TICKETS AVAILABLE NOW

Tom Pentefountas  
CRTC

Doug Harris  
Noisemaker Communications

Eric Rhoads  
Radio Ink

James Cridland  
MediaUK

Jimmy Steel  
Emmis Communications

Warren Kurtzman  
Coleman Insights

Paul Jacobs  
Jacobs Media

at the *JUNO Gala Dinner & Awards* April 20 in Regina... Approved by the *CRTC* back in March/2009, *Whistler FM (CKEE-FM)* *Whistler* has begun testing. The format is Hot AC featuring music from the '80s and '90s and is owned by *Four Senses Entertainment*... *SiriusXM Canada*, for the fourth year in a row, has been named one of *Canada's Best Managed Companies*. The award is supported by *Deloitte*, *CIBC Commercial Banking*, *National Post*, *Queen's School of Business* and *MacKay CEO Forums*... Mike Bullard of *NEWSTALK 1010 Toronto*, the former *CTV* network late night host, will receive the *Queen's Jubilee Medal* tomorrow at the Ontario legislature in recognition of his charitable contributions.

**R**EVOLVING DOOR: Adam Wylde, the former morning host at *98.5 Virgin Radio Calgary*, begins Monday at *KISS 92.5 Toronto* in afternoon drive partnered with *Cash Conners*. Last June at the 2012 *Western Association of Broadcasters* convention in Banff, Wylde was a co-winner of the *Leaders of Tomorrow* award. He is the son of *Bell Media's* Marilyn Denis (*CTV* and *CHUM-FM Toronto*) and Ken Lydford, sales manager at *Bell Media News & Entertainment*... Bob Durant retired from the *CFOS Owen Sound* morning show on Friday after a long career in broadcasting, most of it in Toronto where he was in news at *CFTR/CHFI* and, before that, *CKFH*. He also worked at *CJAD Montreal* and *CKGM Montreal*, and *CFRA Ottawa*. Durant and his family opted to live in Collingwood in the mid-2000s and joined the *Bayshore Broadcasting* station in 2005. Durant remains with Bayshore for his daily Durant's World editorial feature, as host of the nostalgia show and as a host/interviewer. ... Succeeding Durant in CFOS mornings is Paul Hill, the morning host at *Bayshore's 98 The Beach Port Elgin*. And, stepping into Hill's shoes at The Beach is Brian Longmire whose broadcast experience is with local cable programming. He also does improv... Matt Sutton, ex of *B105 Brisbane*, Australia, began as morning host yesterday (Wednesday) at *99.1 Fresh FM Winnipeg*. This is the first morning show for the Hot AC station since it was re-launched from the previous jazz-based *99.1 Groove FM* last February. *Corus* says there are plans on hiring a morning co-host... New PD at *ZED98.9 Red Deer* is Jeff Murray, promoted from PD at *Newcap's* seven station network (*95.9 Lloyd FM*, *93.7 Wayne FM*, *KEY 83 Wainwright*, *101.1 KOOL FM Bonnyville*, *97.7 The Spur St Paul*, *103.5 Big Dog Lac La Biche* and *95.3 FM K-Rock Cold Lake*) in northeast Alberta. He begins in Red Deer the first week of April... ND Natasha Riebe of *89.7 Sun FM Duncan* is moving to *City Edmonton* as deputy assignment editor. She begins March 4. Riebe's broadcast career began in 2008 as a reporter with *Vista Radio's Mix 100 Yellowknife*... Cory Price, APD/MD at *99.3 The Fox Vancouver* is leaving the station, after nine years, to join *Paul Mercs Concerts* in Vancouver... *Global BC* ND and regional director, news, BC and Saskatchewan Ian Haysom will step down at the end of May. His successor as ND at Global BC is Jeff Bollenbach who also is news director at *BC1*, the specialty news channel which launches 9 a.m. March 14... At *Global Calgary*, new ND is Chris Bassett who moves up from managing editor, a position he's held since Nov./10. Before that, he was senior news and online producer at *CTV* for eight years... At *BCTV News Vancouver* effective March 4, Will Black moves from weekend news producer to 5 p.m. news producer and Len Catling moves from 11:30 p.m. news producer to weekend news producer... New marketing manager at *Corus Radio Edmonton* (*630 CHED/92.5 Fresh FM/CISN Country 103.9/iNews880*) is Tammy DuChene-Bos, moving to broadcasting from financial services and the travel/tour industries. She begins at Corus March 4... *Fiorella Gross* is the new head of development at Toronto-based *Peace Point Entertainment*. Her background includes being director of original production in the Factual and Lifestyle Content divisions at *History*, *HGTV*, *Slice* and *TVtropolis*, all *Shaw*-owned... Scott McGregor is the new PD for the *Bell Media Brockville* stations, *104.9 JRFM* and *103.7 BOB-FM*. He moves back to Ontario from *Rock 106 Lethbridge* where he was APD/MD/drive announcer the last two and a half years. McGregor begins the new job March 19.

**S**IGN-OFFS: John Driftmier, 30, in Kenya after the small plane he was riding in crashed during a location shoot. The Ottawa-based TV director and cameraman had been shooting footage for the *Discovery Canada* doc series *Dangerous Flights*, which follows ferry pilots responsible for delivering small, private planes to customers around the globe... Hal Rodd, 91, in Vancouver. Born in Edmonton, he began his radio career in Hollywood as a sound technician on the *Ozzie & Harriett Show* (radio). After moving back to Canada, he worked in the Vancouver newsrooms of *CKMO*, *CJOR*, *CKNW* and *CFUN*, where he was also ND.



Matt Sutton

**G**ENERAL: Author and *CNN* contributor Douglas Rushkoff has unfriended his *Facebook* account, citing it as a “particularly anti-social social network”. Further, he writes, “it does things on our behalf when we’re not even there. It actively misrepresents us to our friends and, worse, misrepresents those who have befriended us to still others.” His column can be found [HERE](#)... *CBC* and *The Heart & Stroke Foundation* have partnered again this year for the *Make Health Last* campaign. Running through May, the initiative is geared towards educating Canadians on the benefits of taking small steps in their daily lives to reduce the risk of heart disease and stroke.

**S**UPPLYLINES: A corporate restructuring at *Spectrum Expert* has seen Francois Gauthier create *Octave Communications*. Gauthier’s new e-mail contact is [francois@octavecom.ca](mailto:francois@octavecom.ca)... *SparkNetworks* has signed a marketing and distribution agreement with *SoundOut Research* to provide crowd-sourced predictive music research for Canadian broadcasters and record labels.



Television Host/Producer - Terrace

[Click HERE](#)



Communications Officer – Toronto

[Click HERE](#)



Broadcast Technician – Kitchener

[Click HERE](#)



New Media Campaign Manager – Toronto

[Click HERE](#)



Broadcast Technician – Toronto

[Click HERE](#)

Thanks to Canadian Music Week, Canon, Panasonic and RCS for their ongoing commitment to Canadian broadcasting and their support of *Broadcast Dialogue* through their advertising.



by Jeff Vidler

# Broadcast Radio – at a dead end, or just another fork in the road?

To hear some folks tell it, you would think that AM or FM radio is little more than an artefact of their youth. They remember those late nights as a kid, listening to their transistor radios under the sheets, out of earshot of their parents. Then they point to their kids—the ones with video games, smartphones, TVs and tablets in their rooms—who don't listen to much radio at all and say: "Radio sure isn't what it used to be. What happened?"

They're right, of course. It's not the same. There's a whole new competitive environment. In the face of that, radio is evolving.

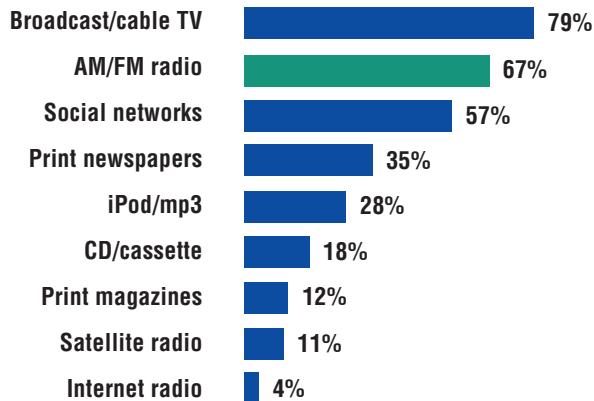
Radio has endured a long list of technological and demographic upheavals over the years. But, each time, it's emerged as a changed but healthy medium. According to a research study we at Vision Critical conducted in late 2012, that story may well be repeating itself.

The Canadian Association of Broadcasters (CAB) commissioned us to look at radio's changing role and what that means for radio and its advertisers. For the study, *Radio Engagement in Canada*, we surveyed 2,028 online Canadians aged 12+, with a parallel survey of 1,017 American adults, and found that radio still plays a leading role in the lives of most online Canadians:

- Radio continues to be a daily touchstone, with 67% of online Canadian adults saying they listen every day, behind only broadcast/cable TV (76%) and ahead of online social networks (57%)

**Radio remains a daily touchstone, even among online Canadians.**

% of online adults who report accessing each medium daily



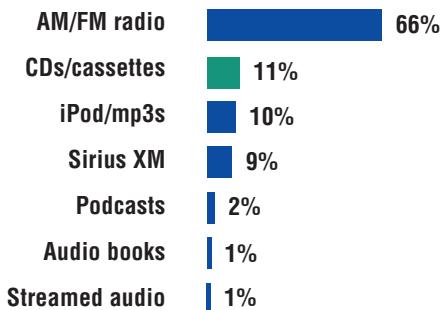
Base: Canadian online adults, aged 18+

B1. How often, if ever, do you normally read, see, hear or access the following media sources?

- Teen listening is lower with 41% listening daily yet still good enough for third place behind social networks (81%) and TV (74%)
- As commute times get longer, radio continues to dominate the in-car listening environment, commanding a 66% share of in-car audio listening among online Canadian adults

## Radio still dominates in the car.

### Share of listening in private vehicle : Canadian drivers/passengers



SOURCE: Radio on the Move, June 2012; Vision Critical

Base: Canadian online adults have been in private vehicle past 24 hours, aged 18+

- Commuters are engaged listeners—58% of online Canadian adults commuting an hour or more by car each weekday say they “always” or “usually” pay close attention to the radio when they are in the car
- Radio is personal—nearly three in four (74%) of all online Canadians who listen to radio would be disappointed if the station they listen to most was to go off-the-air.

Future prospects are also encouraging. While teens may not be listening like they used to, online Canadian adults are following broadcast radio onto digital platforms:

- Nearly one in three adult listeners (30%) say they have listened to radio through their computer, smartphone, tablet or TV set in the past month
- More than one in four online adults (26%) say they visit radio station websites at least once a week
- Meanwhile, 25% say they have friended, liked or followed a Canadian radio station, show or host on a social network. (In comparison, only 23% have made a social media connection with Canadian TV networks, shows or hosts.)

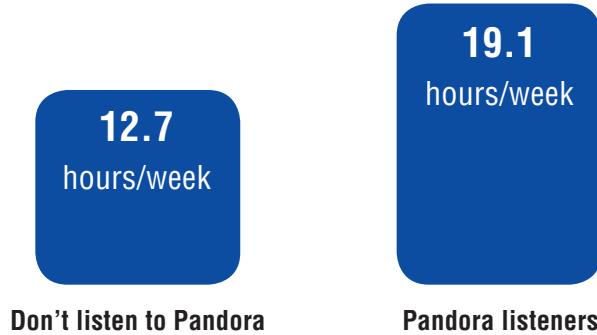
What about Internet radio? It's still in its infancy in Canada because the lack of royalty agreements has effectively delayed the arrival of popular services such as Pandora. But, looking at Americans who use Pandora, there is every reason to believe that these services offer more of an additive opportunity than a threat:

- It seems that Pandora simply represents another way for music fans to

- listen to music. Pandora listeners in the U.S. are above-average listeners to iPods, CDs, satellite radio—and to AM/FM radio
- In fact, Pandora listeners are more likely to say they are listening to more rather than less AM/FM radio than they were two years ago.

## Pandora listeners in the U.S. report spending more time with AM/FM radio than non-Pandora listeners do.

### Average reported tuning to AM/FM radio



Base: American online adults, aged 18+  
B5a. On a typical weekday, how much time would you say you spend... listening to AM/FM radio?  
B5b. And what about on the weekend? How much time would you say you spend on a typical weekend day... listening to AM/FM radio?

In the midst of all this, broadcast radio's role is indeed changing once again. When we asked online Canadian adults what sets it apart from all the other audio alternatives, it mainly comes down to "connections":

- Local and live connections-news, weather, traffic, events in their community
- Personal connections to DJs and hosts
- Musical connections—the chance to plug into what's popular, to hear those "random songs... you wouldn't see on YouTube or hear on iTunes." (This could be one of the reasons the CHR format has been performing so well in recent years.)

And, of course, a least for now, radio still holds the convenience advantage. As one listener put it: "It's a no brainer, you get into the car, turn the engine over, and the radio is on."

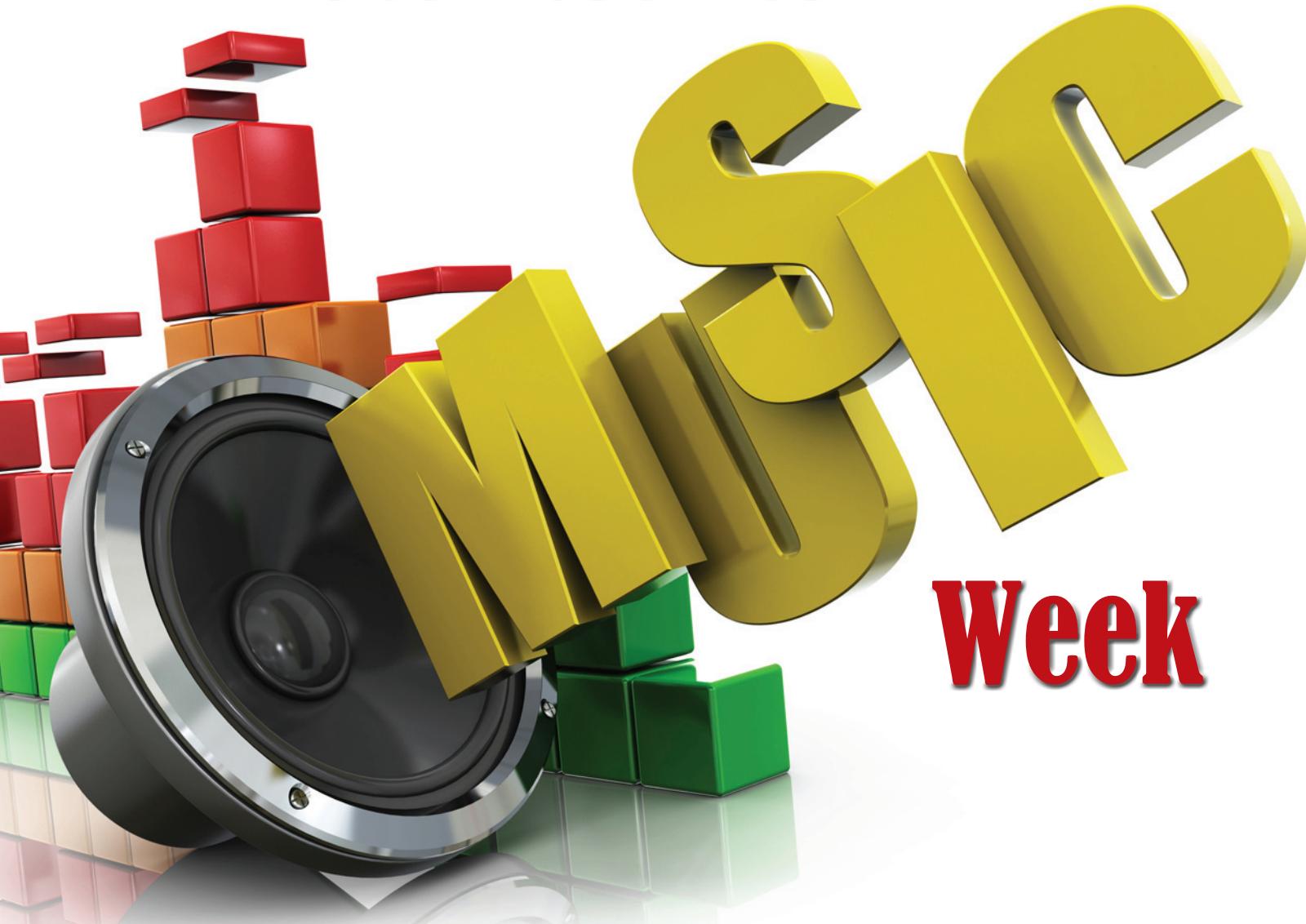
All of this suggests three main areas of focus for today's and tomorrow's broadcasters:

1. Mine and reinforce the connections that come with a live, local, broadcast signal.
2. Extend the strong personal relationships you have with your listeners onto digital and social platforms
3. Adapt to meet the future—it may not be as scary as you think.

The full report of Radio Engagement in Canada is available at <http://radioahead.ca/>, along with the RadioAhead, the agency presentation developed from the key findings of this study and others with Lauren Richards of Pollin8 Communications Consulting.

*Jeff Vidler is Senior Vice President of Media and Entertainment Research at Vision Critical. He can be reached at [jeff.vidler@visioncritical.com](mailto:jeff.vidler@visioncritical.com).*

# Canadian



This year's Canadian Music Week, to be held March 19-24, has a new venue; the Toronto Downtown Marriott Eaton Centre Hotel. CMW president Neill Dixon moved the annual conference from "granny's house"—the stately (and staid) Fairmont Royal York Hotel—to the new digs for a number of reasons, not the least of which was that the blue rinse set was all aflutter about the Royal York lobby being awash with "hippies," pardon the pun. In fairness, though, the year-round hotel patrons had a point. To my eye, staging CMW at the Royal York was akin to presenting a megawatt rock concert in a public library.

by Howard Christensen



From left:  
**Neill Dixon**  
**Greg Simpson**

Canadian Music Week turns 31 this year, and will see sessions covering a range of topics—some unheard of 31 years ago and some simply up-to-date versions of age old broadcast concerns.

The opening keynote is from CRTC vice-chair **Tom Pentefountas**, followed by what's described as a "fireside chat" between **John Hinnen**, VP of news for Rogers Radio and Radio Ink's **Eric Rhoads**.

As the event unfolds, delegates will watch some crystal ball gazing about radio's future with panelists **Daniel Anstandig** of Listener Driven Radio, **Kurt Hanson** of RAIN Radio and Internet Newsletter, **Chris Boyce** of CBC Music and **Julie Adam** of Rogers Broadcasting.

A session entitled *PPM Lessons For Diary Markets* has the goal of preparing radio markets still using the old measurement system to get a jump on coming changes by learning lessons already experienced in PPM markets.

Other sessions look at capturing the essence of the moment, brokering peace between programming and sales, and exploring music trends and music consumption across radio, sales and streaming from a label point of view. As well, there's an international broadcasters' forum and the Radio Executive Panel.

But wait, as late night TV ads say, there's more!

There are the dos and don'ts of social media, ensuring that your brand is part of the mobile world, and the Juke Box Jury. The radio consultants breakfast will see delegates meeting with consultants and programmers who will cover a range of programming approaches, nuts-and-bolts fixes and philosophical themes.

The advertisement features a large blue butterfly in flight against a textured background. To the left, the text reads "The Metamorphosis Continues". Below the butterfly, the "GSelector 4" logo is displayed. To the right, the text reads "the only music scheduler with the power of Selector 200".

# CANADIAN mUSICWEEK

MARCH 19-24, 2013 | TORONTO, ON

Panelists, moderators and presenters not mentioned above are:

**Joe Aguiar**, manager, English radio operations, CRTC

**Cory Balash**, MD, 99.9 Virgin Radio (CKFM-FM) Toronto

**Ken Benson**, president, research & consulting, SparkNet Research & Consulting

**Victor Caballero**, VP operations for LDR Interactive

**Arnie Celsie**, senior consultant, SparkNet Communications

**Ralph Cipolla**, strategic analyst & consultant

**Warren Copnick**, director promo/A&R, Sony Music Entertainment Canada

**James Cridland**, radio futurologist/managing director, Media UK

**Alan Cross**, broadcaster/journalist, Alan Cross/Brain Dead Dog Productions

**Ross Davies**, director, member engagement radio, BBM Canada

**Phil Dowse**, CEO Phil Dowse Media/Director, Absolute Dowse, Phil Dowse Media, Australia

**Rob Farina**, executive VP, content & platforms at Astral Media

**Dave Farough**, Corus Radio and honorary CMW chairman

**Andrew Forsyth**, operations consultant, The Nielsen Company

**Stephanie Friedman**, general manager, The Nielsen Company

**Chris Gordon**, president radio & local TV, Bell Media

**Rob Graham**, CEO/MD, EON Media Group, Singapore

**Christian Hall**, ops/national PD Harvard Broadcasting, Calgary

**Doug Harris**, president, Noisemaker Communications

**Paul Jacobs**, VP/GM, Jacobs Media

**Julie James**, APD/MD, 98.1 CHFI Toronto

**JJ Johnston**, general manager, Corus Radio Ontario East

**Steve Jones**, VP programming for Newcap Radio

**Warren Kurtzman**, president and COO of Coleman Insights

**Chuck McCoy**, broadcast media consultant, Chuck McCoy International Media Services



From left:  
**Chris Gordon**,  
*Bell Media*  
**Margot Micallef**,  
*Vista Radio*  
**Chris Pandoff**,  
*Corus Entertainment*  
**Paul Ski**,  
*Rogers Broadcasting*



**Margot Micallef**, president/CEO, Vista Radio

**Paige Nienaber**, VP fun & games, Clifton Radio and Clifton's Promotions Ranch

**Ken Nishikawa**, director, Listen Up music promotion, Atelier E.A.U., Japan

**Greg O'Brien**, Cartt.ca

**Chris Pandoff**, president, Corus Radio

**Steve Parker**, president, Media BemBem

**Derrick Ross**, president, Slaight Music

**Adrien Simonnet**, business development manager, Francophonie Diffusion

**Paul Ski**, CEO radio, Rogers Broadcasting

**Tamara Stanners**, program director—102.7 the PEAK (CKPK-FM) Vancouver

**Jimmy Steal**, VP of programming, Emmis Communications

**Mark Steinmetz**, director, radio music (including Radio 2), CBC Radio

**James Stirling**, head of programmes, BBC Radio 6

**Jeff Vidler**, senior VP, media, Vision Critical

**David Wannan**, promotions director, Astral Radio Toronto

Music industry veteran **Greg Simpson**, who wears a number of hats at Canadian Music Week, has found a growing appreciation by foreign convention attendees for the event and for the city of Toronto. American broadcasters in particular, he says, look up to Canadian broadcasters “for how they handle such things as the recession, and for the general health of the domestic industry.”

With participants from the UK, France, Japan, Australia, the U.S. and other far flung countries, CMW organizers continue their encouragement of international participation.

Canadian Music Week combines with the MusicFest, the Comedy Festival, the Film Festival, the Digital Media Summit, the Music Conference, the Sync Conference, four different awards shows; the Canadian Music Business Industry Awards, the Crystals, the Indies and the Radio Music Awards.

For details on the sessions, the activities, the awards shows, the participants, the venues and everything associated with CMW, go to [www.cmw.net](http://www.cmw.net).

From top left:

**Cory Balash**, *99.9 Virgin Radio Toronto*

**Alan Cross**, *Alan Cross/Brain Dead Dog Productions*

**Ross Davies**, *BBM Canada*

**Steve Jones**, *Newcap Radio*

**Tamara Stanners**, *102.7 the PEAK Vancouver*

From bottom left:

**Warren Copnick**,  
*Sony Music  
Entertainment Canada*

**James Cridland**,  
*Media UK*

**Warren Kurtzman**,  
*Coleman Insights*

**Chuck McCoy**,  
*Chuck McCoy  
International  
Media Services*

**Jeff Vidler**,  
*Vision Critical*

