

# BROADCAST Dialogue

## Essential Reading

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

Thursday, February 6, 2014

Volume 21, Number 36

**R**ADIO: Launched yesterday was *105.9 The Region (CFMS-FM) Markham*, serving York Region with AC and talk. President is Pip Bola, GM is Debra McLaughlin, PD is Mike Atom and morning show host is Jim Lang whose previous stops have included *CKBB Barrie*, *Q107 Toronto*; *CHOM Montreal*; *Talk 640 Toronto*; and *Rogers Sportsnet*. (Humble) Howard Glassman is the mid-day host, best known as the co-host of *The Humble and Fred Morning Show* on *CFNY-FM Toronto* and the *Humble and Fred* podcast... *The Rock 95.1 (CKUE-FM) Chatham-Kent* and *The Rock 100.7 (CKUE-FM-1) Windsor* have been rebranded as *LiteFM* and will serve men and women 35+, skewed toward women. *Blackburn Radio* VP of operations John Weese says the business perspective of the rock format going up against so many others affected ratings and national sales. New morning and afternoon shows will see Gary Evans, ex of *CJWF Windsor* in the former and George Brooks of *CKSY Chatham* as host in afternoons. The Rock's website, *CanadasRock.ca*, will continue offering both Rock music and such favourite features as *Babe of the Day* and the *Rock Calendar*... The *CRTC* has approved James Housen's purchase of low-power *CJRP-FM Saint John* and its transmitter, *CJRP-FM-1 Rothesay*, from *Pritchard Broadcasting*. The Commission also approved Housen's request to remove the spoken word requirement and replace it with Christian music. *CJRP-FM* ceased broadcasting in April, 2013, due to financial difficulties. Housen said the station would be on air within 48 hours of a positive decision... *Seneca College* and *Rogers Radio* in Toronto have again partnered to offer four-month internships to students enrolled in their final year of the college's radio broadcasting program. Participants of the *GenNOW* program

beginning Feb. 10 will get access to *KISS 92.5 Toronto* where they'll develop announcing skills, host overnight shifts and get hands-on experience on the technology used to build a radio show... *QX 104* (formerly Astral) and *FAB 94.3 Winnipeg* (formerly Bell Media) are now under the ownership of the *Jim Pattison Broadcast Group*, the deal having closed Jan. 31. The stations were part of the Bell Media divestiture related to *BCE's* purchase of Astral Media and had been held in trust. The *CRTC* approved the sale in December... Stations across the country are testing the Justin Bieber air-play waters with listeners, asking if he should be banned or not. At *Q99*



**MusicMaster**  
SCHEDULING

If you enjoy  
low ratings...

**DON'T CLICK HERE**

*Grande Prairie*, 90% said dump him while 10% said if you banned all the artists who do dumb things your playlist would be considerably shorter. In the finest Canadian tradition, a compromise: suspend him for three months. Biebs will return to regular rotation sometime in May.

**T**ELEVISION: Nearly 500 regular season games will air in Canada as part of the 12-year agreement between *Rogers* and the *National Hockey League* beginning in the 2014-2015 season, up more than 400% from the regular season on *CBC*. Games will be broadcast across 13 channels, including *City*, *Sportsnet* and *FX Canada*. Some will also be shown through a sublicensing agreement with *CBC* and *TVA*. While hockey commentators will be announced in May, it's still unclear whether or not longtime traditions such as *CBC's Coach's Corner* and its co-hosts **Don Cherry** and **Ron MacLean** will be part of the *Rogers* plan. Further hockey content will be available on *Rogers* radio stations and digital platforms... Last Sunday's *NFL* play-off was the second most-watched *Super Bowl* broadcast on record in Canada, with an average audience of eight million viewers on *CTV* and *RDS*. The 2012 game attracted 8.2 million viewers in Canada... The *Province of Alberta* will contribute \$5 million towards the construction of a new \$22.8 million film studio in Calgary that will feature two sound stages with 20,000 and 30,000 sq. ft. each, plus 18,000 sq. ft. of warehouse space and up to 15,000 more for props, sets and wardrobes. Culture Minister **Heather Klimchuk** says the move forward is good for the industry and good for Alberta. Alberta's film, TV and digital media industry was responsible for over \$400 million in economic activity over the last five years. The main tenant and operator of the sound stage will be *William F. White International*... **Jennifer Dettman** and **Christine Shipton** have been named to the *Academy of Canadian Cinema & Television Academy* board. Dettman is *CBC's* exec director of studio and unscripted content while Shipton is *Shaw Media's* VP of original content... The *CRTC* has issued a call for comments on *Al Jazeera Arabic's* application to have a condition of licence dropped that required BDUs to monitor all programming and delete hate propaganda. Because the requirement was so onerous, no BDU carried the service. The deadline for submission of comments is March 17... The movie, *The Long Weekend*, which aired on *City Toronto* did not objectify women, according to the *Canadian Broadcast Standards Council*. There was a small infraction, however, in that *City* should have rated the movie 18+ and mentioned *sexual content* in the viewer advisories. The decision can be found at [www.cbsc.ca](http://www.cbsc.ca).

## CMS STATION BROKERAGE

Full-Service Media Broker  
for Canadian Broadcasters



**Roger Rafson**

[cmsstationbrokerage.com](http://cmsstationbrokerage.com)  
(647) 352-1439  
[rafson@cmsradio.com](mailto:rafson@cmsradio.com)



Jennifer Dettman



Christine Shipton

**GENERAL:** Of import to Canada's broadcasters in this week's announcement of federal election reforms is the matter of reporting blackouts until the last polls have closed in B.C. That requirement, thanks to social media's inadvertent intrusion, has been quashed. The ban on the premature release of election results will no longer apply... The *Standing Senate Committee on Transport and Communications* is looking into the challenges facing *CBC*. As if to reinforce those challenges, a memo to *CBC* employees has warned of dark clouds on the horizon. In his note, *CBC* president/CEO Hubert Lacroix said significant financial challenges are expected because of a weak advertising market, low TV ratings among 25-54s and the loss of the *NHL* contract beginning next fall have combined to create an important revenue shortfall. The Committee will continue its work next week.

**REVOLVING DOOR:** Mark Dickie has been appointed General Manager of *Corus* radio stations *106.9 The Bear (CKQB-FM)/boom 99.7 (CJOT-FM) Ottawa* and *CJSS-FM/Variety 104 (CFLG-FM) Cornwall*. Most recently, he was GM/GSM of *92.5 The Beat Montreal*. Before that he was GM/GSM at *Q92/940 Montreal*... Cory Ashworth and Laurie Logan, who were hosts of the morning show at *The Peak 102.7 (CKPK-FM) Vancouver*, are no longer with the station. Ashworth had been in the morning spot for four years while Logan, who'd been with the station since 2008, had been with the morning show for a year and a-half... Rod Martens is no longer with *Blackburn Radio*. He had been manager of the Blackburn stations in Windsor and Leamington and was PD at *CKUE Chatham/Windsor, FM 95.9 (CJWF) Windsor* and *Mix 96.7 (CHYR)/Country 92.7 (CJSP) Leamington*... Amber Schinkel has been promoted to co-host of *Global Calgary's Morning News*. She succeeds Susanne Fox who left in December. Schinkel's background includes *660News Radio Calgary, Global Lethbridge* and her five years at *Global Calgary*... Susan Hummel has been appointed VP of distribution and sales at newly-created *FreemantleMedia Canada* in Toronto. She begins in March. Hummel had been with *MGM* where she most recently served as Sr. VP of U.S. basic cable and Canada television distribution.



Rod Martens



Amber Schinkel



Susan Hummel

# Wherever the future takes Us.



## Constant innovation, no limits...

Top radio and television stations rely Pippin Technical's constant quest for innovation every day. Our real-world broadcast experience guarantees answers about the seamless integration of RF transmission, broadcast automation and studio systems. That means we can find a solution, whatever your need. Over 120 man-years of experience is why Pippin Technical is the Canadian broadcaster's choice for system integration.



Call toll FREE 888-508-4677 • [www.pippintech.com](http://www.pippintech.com)

**SIGN-OFFS:** Gerry Currie, 64, in a Sudbury hospital. He worked for many years in TV and radio, spending his last years as GM/GSM at *Newcap Sudbury*. He joined *CKSO-TV Sudbury* in 1978 as an account executive then moved to *CKSO Radio* in 1985 in a similar capacity. In 2009 he joined Newcap as its sales manager. One year later the company added GM duties... Roy Brown, 75, of cancer in Penticton. He began his radio career at *CKBI Prince Albert* in 1958, and worked at *CKRD Red Deer* and *WECL Eau Claire, WI* before moving to *CKRM Regina* and later *CKCK-AM/TV Regina*. Brown was the in-park voice of the



Gerry Currie



John Robertson

*Saskatchewan Roughriders* for 29 years... John Robertson, 79, at Gimli, MB. The former newspaperman turned to broadcast in 1973, working at *CJAD Montreal* and *CFCF Montreal* as an open line host, gaining fame there for his leadership in the 1974 anglophone opposition to *Bill 22*, the language law introduced by the Bourassa provincial government. He moved to *CBC-TV Winnipeg* in 1977 and stayed there for five years before returning to covering sports in print, this time moving to the *Toronto Sun* in 1982 and later to the *Toronto Star* from which he retired in 1990 for health reasons.

**SUPPLYLINES:** *International Datacasting Corp.* (IDC) says the *Canadian Forces Radio & Television* (CFRT) broadcast service will be discontinued at the start of April. It has been delivered by IDC to Canadian Armed Forces members in Afghanistan and other missions since 1999. The decision is a reflection of the reduction of CAF members deployed, changing demands for morale and welfare services, and advances in technology e.g. Internet that provides content for the smaller number of deployed personnel... Taizaburo (Ted) Egawa is the new president/CEO at *Canon Canada*. He succeeds Kazuto (Kevin) Ogawa. Egawa has been with Canon since 1983 and has worked in Japan, the U.S. and Canada.

(For the people who supply products and services to the Canadian broadcasting industry, click [HERE](#).)

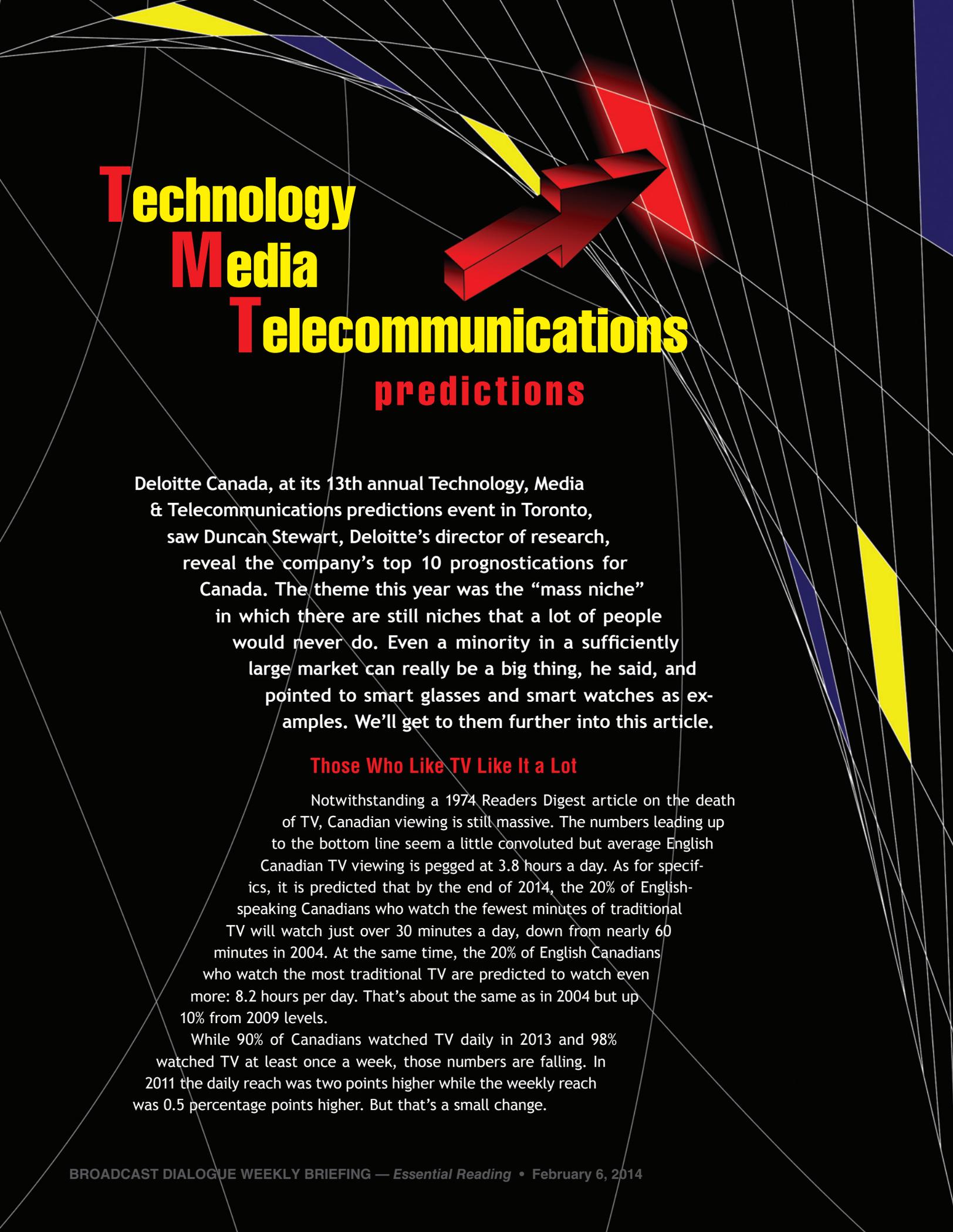


Taizaburo Egawa

Beginning on Page 5 . . .

## Deloitte Canada's 2014 Predictions

*The 10 Most Important Technology,  
Media and  
Telecommunications Predictions  
For Canada*



# Technology Media Telecommunications predictions

Deloitte Canada, at its 13th annual Technology, Media & Telecommunications predictions event in Toronto, saw Duncan Stewart, Deloitte's director of research, reveal the company's top 10 prognostications for Canada. The theme this year was the "mass niche" in which there are still niches that a lot of people would never do. Even a minority in a sufficiently large market can really be a big thing, he said, and pointed to smart glasses and smart watches as examples. We'll get to them further into this article.

## Those Who Like TV Like It a Lot

Notwithstanding a 1974 Readers Digest article on the death of TV, Canadian viewing is still massive. The numbers leading up to the bottom line seem a little convoluted but average English Canadian TV viewing is pegged at 3.8 hours a day. As for specifics, it is predicted that by the end of 2014, the 20% of English-speaking Canadians who watch the fewest minutes of traditional TV will watch just over 30 minutes a day, down from nearly 60 minutes in 2004. At the same time, the 20% of English Canadians who watch the most traditional TV are predicted to watch even more: 8.2 hours per day. That's about the same as in 2004 but up 10% from 2009 levels.

While 90% of Canadians watched TV daily in 2013 and 98% watched TV at least once a week, those numbers are falling. In 2011 the daily reach was two points higher while the weekly reach was 0.5 percentage points higher. But that's a small change.

Weekly reach is essentially unchanged for viewers in either of-  
ficial language but the daily numbers reflect the growing divide  
in viewing that seems likely due to non-traditional TV watching  
increasing in English Canada. Daily reach in the one-fifth of English  
Canadians who watch the least TV fell from 62.5% in 2011 to 58.7%  
in 2013. If they keep that up, by 2017 more than half of the lightest  
TV viewers will no longer watch daily.

By contrast, daily reach for the one-fifth lightest French viewers  
is actually rising, up from 74.6% in 2011 to 77.3% in 2013.

The declines in the bottom 20% of English Canadian viewers  
are largely a decline in traditional TV. Canadians are also watching  
over-the-top (OTT) services, pirated TV and they're viewing TV on  
PCs or mobile devices in growing numbers. To some extent, the  
falling minutes of traditional TV are being offset by growth in non-  
traditional TV.

At the start of 2013 there were 11.8 million subscriptions to  
cable, IPTV and satellite services in Canada. At year-end the number  
remained the same. There was a decline of about 20,000 homes,  
but at 0.2%, it is too small to mean much. The decline in viewing  
minutes has not caused subscribers to cut the TV cord.

There may come a time when there's a tipping point where  
cord-cutting might increase. But it didn't happen at 58 minutes nor  
at 40 minutes. Only time will tell if 30 minutes will be a significant  
support level. But even if cord-cutting rises, it is not as if 20% of  
subscribers will suddenly cancel. Many light viewers either live with  
other people who watch more traditional TV or will continue to pay  
for TV, either because the cost is not material to them so it is an  
affordable nice-to-have or because there are certain forms of video  
content that are only available through a cable/satellite bundle.  
Then the cord becomes a must-have.

Duncan Stewart



## Doubling Up on Pay TV

Deloitte predicts that by the end of 2014 up to 50 million homes  
around the world will have two or more separate pay-television  
subscriptions with the additional subscriptions generating about  
\$5 billion in revenues. A further 10 million homes will receive pre-  
mium programming as part of their subscription to another service  
such as broadband. Over the coming years, the number of house-  
holds with multiple subscriptions should continue rising as more  
content owners and aggregators, including platform owners such  
as cable and satellite providers, make their content portfolios  
available via subscription video-on-demand (SVOD) delivered OTT  
using broadband connections.

A further stimulus to the market will be the increasing avail-  
ability of inexpensive HDMI dongles, which connect TV sets to the  
Web.

Most of the 50 million households will have just two pay-TV  
providers, typically one platform-based (satellite, cable or IPTV)

service and a secondary SVOD service but about five million may have three or more providers.

This trend is counter to historical expectations of cord-cutting, anticipated for the past decade, where a significant proportion of pay-TV subscribers signalled their intent to cease subscribing. Yet year after year those intentions have failed to materialize.

Worldwide, platform-based pay-TV has continued to grow, with 895 million homes paying \$245 billion in 2013, and revenues expected to reach \$287 billion in 2017. Although SVOD services have been growing it appears that customers add it to make a content stack.

Demand for SVOD is likely to be further increased by the growing availability—with 20 million to 30 million units expected to ship in 2014—of Wi-Fi-enabled streaming dongles that provide access to SVOD services via the HDMI port. SVOD on a TV screen, however, requires a connected TV set (still a minority of the installed base of televisions) or a connected device (games console, PC tablet or smartphone) which acts as a conduit for streamed programming. The Wi-Fi dongles make non-connected TV sets connected or can free up devices that would otherwise be used as the Internet streaming adapter for a non-connected TV. By the end of 2014, Deloitte expects about 20 content owners to offer access to their content via branded streaming dongles.

With the Internet and pervasive broadband, content creation and ownership is now spreading among more and more companies. The rise in the number of entities commissioning content means there will be increasing competition for on-screen talent, writers, producers and even set designers.

Some part of the growing spend on SVOD is substituting for money that would have gone on purchasing DVD box sets. Content providers will need to forecast a changing revenue mix carefully so as to avoid either under-investing in content or spending over budget. Content producers should consider how ever-improving broadband speeds open up new markets for them; they may no longer have to deal directly with platform owners to reach end-users. And content owners should be cognizant of the implications of selling direct to the end-user, such as the need to provision local network storage and payment options. Cutting out a distributor may increase margin but at the cost of an addressable market.

The quality of OTT VOD services will be contingent on the quality of broadband for each subscriber. The SVOD provider may have little control over this aside from allowing the customer to vary the bit rate according to available bandwidth and advising consumers on how to optimize broadband speeds. Monthly data allowances, where these exist, constrain the number of hours that can be watched for heavier-viewing households.

## **TV Sports Rights: Extra Premium**

By the end of 2014 the global value of premium sports video rights will increase to \$24.2 billion, a 14% increase compared to growth of



just 5% from 2009 to 2013. The surge will be led by North American sports leagues and by European soccer.

About three-quarters of the total value of premium broadcast rights fees will be generated by 10 international competitions. Premium live sport will continue to deliver large audiences, typically characterized by an attractive demographic profile.

Broadcasters and production teams will find it important to continuously review the available technologies to enhance the value their viewers and customers derive from being able to watch sport. This includes UHD, super-slow motion, camera angles, player tracking, instant replays, statistics and commentary. Making it all available via the TV set and any other device the fan may want to use should increase perceived value even if additional viewing options are seldom exercised.

And now, on to the other stuff...



### **Wearables: the Eyes Have It**

Smart glasses which have to be tethered to a smartphone are expected to sell four million units globally this year at \$500 each; a two-billion dollar market in the first year of adoption. A significant grey area is regulation which has a major bearing on the potential market size. Smart watches are expected to sell about two-million units at \$200, a fairly small market. The total wearables market will come only to about three-billion dollars. These wearables' dollar sales will be one half of one percent of all the sales of PCs, tablets and smartphones.

Wearables are not the next big huge disruptive thing—they are much smaller than people are expecting but can be transformative for certain professions such as policing.

### **The \$750 Billion Converged Living Room: A Plateau Approaches**

Deloitte predicts that global sales of smartphones, tablets, PCs, TV sets and video game consoles—each playing a key role in entertainment and media consumption—will exceed \$750 billion in 2014, up \$50 billion from last year. Stewart noted, however, that “We are seeing a remarkable transition from a sustained period of high growth of dollars spent on devices, on hardware and we’re going to start spending much much less. The refresh cycle is extending and when that happens less money for hardware means more money for software, services and content.” He said that the last 10 years were the decade of hardware and believes that the next 10 will be the decade of software, services and content.

### **Phablets Are Not A Phad**

The lines will blur as phones and tablets converge. Phablets—part phone, part tablet—are smartphones with a screen size of 5.0 to

6.9 inches. Global sales will be 100% higher than in 2013, with 25% of 2014 smartphone sales or 300 million units worth \$125 billion. Stewart predicts for 2014 that an approximate five-inch device will be the majority of sales.

Phablets will be the third biggest consumer electronic market in history (after smartphones and PCs) despite the fact that, according to Stewart “You look like an idiot holding a phablet to your ear. It doesn’t fit in your pants and one-handed use is not going to work on a giant device.”

The size of the screen is the biggest difference. Right now, very little video is watched on smartphones although it is growing rapidly: almost six hours per month in the U.S., versus 160 hours per month for traditional live and time-shifted TV on a TV screen. Tablets, with their larger screens, have 40% more video consumption via apps than smartphones. As more phablets become part of the installed base, the number of hours of video watched on all smartphone devices is likely to climb.

As phablet screens move to higher resolution, the data required for video or gaming will increase sharply, with 2160p requiring 16 times as many bits as now, all other things being equal. Carriers’ data plans will need to reflect the fact that phablet users are likely to be amongst the heaviest smartphone data users. A challenge for website and app designers will be how best to use the larger screen area that phablets offer.



## **Death of the Voice Call—But Only for Some**

The proliferation of smartphones, data plans and full-featured messaging apps is expected to create a category of ‘voice seldoms’. Talking on the smartphone was only the sixth most common thing to do according to a UK survey. For Canada, Deloitte predicts that in 2014 about 10% to 20% of cellular customers will spend only three to four minutes per day actually talking on their phones. Since there is no hard data available, Stewart wonders if we will see measurement technology this year that understands how Canadians or anybody in the world is actually communicating.

## **Narrowing the Gap: Seniors Embrace the Smartphone**

In 2014, the fastest growing demographic for smartphone adoption globally will be those who are 65 and older, with 50% increases year-over-year and resulting in more than 40% of seniors owning a smartphone. Though who is using smartphones by age may disappear, there will likely be substantial differences in 2014 in how individual age groups use them. Use of smartphones is more nuanced with older demos being slower to adopt some functions. One in four people 55+ have never downloaded an app; two-thirds do not use their smartphone for social networking; there is confusion about metered data plans; and user interface which doesn’t cater to people with less acute vision.

Mobile carriers may consider setting aside dedicated retail space for first time smartphone users within their stores to grow revenues not just from older consumers but also from tentative smartphone users of all age groups.

## **eVisits: The 21st Century Housecall**

Deloitte predicts that in 2014, over \$5 billion will be saved when comparing the cost of in-person doctor visits to the 100 million eVisits globally. eVisit usage will likely be greatest in North America where there could be up to 75 million eVisits in 2014, representing 25% of the addressable market. There are 600 million annual visits to general practitioner offices in Canada and the U.S., and about half are for problems that could also be solved by an eVisit.

The vast majority of eVisits are likely to be more functional and focus on capturing patient information through forms, questionnaires and photos, rather than through direct interaction with a physician.

## **MOOCs**

Enrollment in Massive Open Online Courses (MOOCs) will be up 100% compared to 2013 to over 10 million courses but they will not disrupt the tertiary education market in 2014. Says Stewart, “Half of the people who signed up never watch one video; next, they watch the video and never do the assignments; next, they do the assignments but never participate in the study groups and don’t take the exams . . . and only three to seven percent actually pass.”

The enterprise market looks like it will be an early adopter in the near-term. In the long-term MOOCs will have a profound effect on the global education system.



So, what is the next BIG technology?

Duncan Stewart says vehicle automation. “I believe that the next 100-billion dollar market will be driverless or very, very strong versions of near driverless cars. I think it is the biggest, most important, most exciting technology trend probably in the next 10 years. The biggest challenge is going to be the transition, connecting to the Internet of things such as sensor infrastructure as well as potential legal ramifications.”

—BD

# BROADCAST Dialogue

## Essential Reading

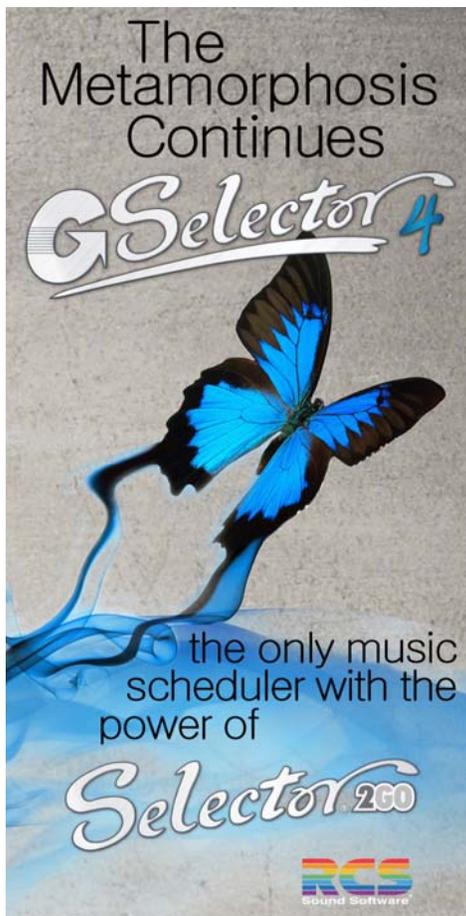
Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • L0K 1B0 • [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

Thursday, February 13, 2014

Volume 21, Number 37

**G**ENERAL: *Rogers* CEO Guy Laurence says fourth-quarter results are “not satisfactory” as profit slipped 20% to \$320-million or 62 cents per share, compared with \$522-million or \$1.01 per share in the fourth quarter last year. The reduced profit came on a decline in wireless revenue due to lower-priced roaming plans and simplified sharing packages. Rogers also reported lower wireless equipment sales in the quarter. Revenues in media were up 4%, cable up 2% and business solutions up 11%. Revenue was \$3.24-billion while earnings before interest, taxes, depreciation and amortization (EBITDA) were \$1.16-billion. Laurence, the British telecom executive who took

over as *Rogers* CEO in December, said on a conference call that he’s about halfway through his review of operations and that he plans to present a corporate strategy plan to the board sometime in May... Of matters raised during this past week’s *BCE* earnings call -- especially as related to *Bell Media* and the acquisition of *Astral Media*— a stand-out was the \$170 million in 2013 cost reductions, most of which was in salary savings. Further, said Bell, 2014’s cost reductions will be “slightly” in excess of 2013’s numbers. CEO *George Cope* reported that Bell Media now has 12 of the top 20 TV programs with viewership up 31% year-over-year and that six of the top 10 new shows are aired on Bell properties. With the contribution of the former *Astral* properties, Bell Media revenue grew 26% in the quarter while it also posted a 56% growth in subscriber fee revenue. On radio, Cope said 38 of their stations are top-rated in their markets... *British Columbia Institute of Technology (BCIT)*, *Corus Entertainment*, *Rogers Communications*, *Shaw Communications* and *Telus* are among the 55 employers recognized as *Canada’s Best Diversity Employers* (women, visible minorities, people with disabilities, Aboriginal Peoples and lesbian, gay, bisexual and transgendered/transsexual (LGBT) peoples). *Mediacorp Canada* says more than 3,500 employers across Canada started the application process for this year’s competition... *Canadian Women in Communications (CWC)* has officially become *Canadian Women in Communications and Technology (WCT)*. The new name and brand reflect Canada’s burgeoning digital economy.



**T****ELEVISION:** *Bell Canada*, which ended last year with 479,430 *Fibe TV* subscribers, says it plans to bring the service to more communities, broadening its network footprint beyond the 4.3 million households it can now reach, taking it up to six million. In the fourth quarter, the Internet-protocol television (IPTV) service added 60,301 net new customers, up 25% from the same period in 2012. In 2013, 80% of new Fibe TV customers also signed up for high-speed Internet and home phone service. That's a key element of Bell's battle with *Rogers* because Internet, and not TV, is regarded as the future anchor product for cable companies... An opinion survey commissioned by the *Canada Revenue Agency* (CRA) has found fewer Canadians paying attention to ads touting the Harper government's special tax breaks aimed at families, small businesses and others. And fewer are taking any action as a result of seeing the ads. CRA spends about \$7 million per annum. Last year, less than a third of 1,000 people surveyed could remember the ad campaign without prompting. That was the lowest unaided-recall level since the annual campaigns began seven years ago... *Pelmorex Media*, the owner of *The Weather Network* and *MétéoMédia* in Canada, has launched *The Weather Network U.K.* This is the second phase of the company's targeted international expansion strategy. Last year, Pelmorex acquired *Eltiempo.es*, Spain's leading multi-platform weather-related information service... With *Corus Entertainment's* acquisition of the remaining 50% of *TELETOON*, the English and French specialty channels were integrated into *Corus Kids* and *Corus Média* respectively. Colin Bohm, the VP, television, oversees all aspects of the Corus Kids business. Mario Cecchini, the president of Corus Média in Montreal, heads up TELETOON's French-language services. Jocelyn Hamilton, is VP programming and original productions. Carole Bonneau leads the TELETOON French team as VP. Original programming contacts for TELETOON, *TELETOON Retro*, *Cartoon Network* are Alan Gregg, director of content and Jamie Piekarz, director of content, *YTV*, *Treehouse* and *Nickelodeon*... *Bell Media* has added two Canadian independent production development offices, one in Vancouver and the other in Winnipeg. Vancouver opens on Monday while the Winnipeg office is scheduled to open March. 3.



**R****ADIO:** To celebrate the gold medal Olympic performance of Dara Howell, her hometown radio station rebranded for a day (Feb. 11) from *Moose FM 105.5 Huntsville* to *105.5 DARA FM Huntsville*. She has always found the time to drop by the station and share what she was up to and to give a shout out to her fans, says one staffer. And Howell has brought “so much energy, buzz, and joy to this community, we figured a Dara Day was the least we could do to say thank you.” She’s made her hometown station “and everyone back here in Huntsville very proud”... *Apple's iTunes Radio* has begun international roll out of its free but ad-supported music streaming service in Australia. The service offers users access to 100 radio stations. iTunes Radio went live in the U.S. in September. A couple of weeks back, Canadian consumers and some in the U.K. and New Zealand started reporting that they were getting intermittent access to iTunes Radio on their iOS devices. That suggests the service will likely launch here and in the United Kingdom soon... An overwhelming majority of 18-64's agree that a format change would upset them, even if it was only on a station they like; not necessarily their favorite. In his latest research, *Mark Kasso & Company* – looking at listeners' engagement with radio – began with the premise, “What happens when a station listeners' like changes?” In an online survey conducted last month among 1009 18-64 year olds in the U.S., participants were asked how much they agree or disagree with the statement: **It upsets you when a station you like changes format.**

|                   |     |
|-------------------|-----|
| AGREE STRONGLY    | 44% |
| AGREE SLIGHTLY    | 40% |
| DISAGREE SLIGHTLY | 11% |
| DISAGREE STRONGLY | 5%  |
| DON'T KNOW        | 0%  |



If you enjoy low ratings...

DON'T CLICK HERE

More of Kassof's work can be found [HERE](#) ... *Radio Humber* in Toronto, billing itself as Canada's longest running and largest radio-centric post secondary college program, has announced its 2013/2014 *Radio Humber Hall of Fame Inductees*. They are: John Stahl, *680 News Toronto*; Evelyn Macko, *Newstalk 1010 Toronto*; Roz Weston, *Kiss 92.5 Toronto/ET Canada*; Sid Seixeiro, *Sportsnet 590 The Fan Toronto*; Victoria Ahearn, *Canadian Press Toronto*; Jon Pole, *My Broadcasting Corporation, Renfrew*; Paul Evanov, *Evanov Radio Group, Toronto*; Wayne Webster, *Boom 97.3 Toronto*; Ashley Greco, *CHUM FM Toronto*; and Gregory Strong, *Canadian Press Toronto*. A celebration honouring these inductees, and the late Stan Larke - a former program coordinator of Radio Humber, will be held Friday, March 28. Tickets can be had [HERE](#)... The *12th Annual Children's Hospital Radiothon* which aired on *Saskatoon Radio Group* stations *600 CJWW*, *98 COOL FM* and *92.9 The Bull* from Feb. 5 through Feb. 7 from the Centre Mall in Saskatoon raised \$703,471.69. See the photo of John and Sonja Remail, who matched the first \$250,000.00 donated, sitting with children who'll benefit.



**REVOLVING DOOR:** The morning show hosts at *99.9 Sun FM Kelowna* -- Kevin Lim and Sonia Sidhu -- have been signed by *102.7 The Peak (CKPK-FM) Vancouver* as that station's new morning co-hosts. The move to Vancouver air likely won't occur until at least some time in May since the pair, which has been with Sun FM for three years, has committed to remaining with it through April 25. Lim was honoured at the 2009 *British Columbia Association of Broadcasters* convention by being named its *Broadcast Performer of Tomorrow*...



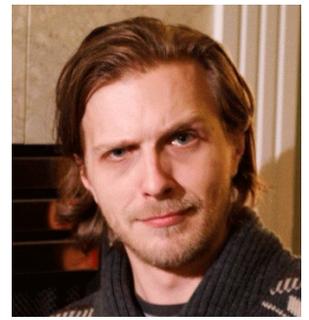
Kevin Lim and Sonia Sidhu



Brad Russell

Brad Russell will become PD at *Rogers-owned Rock 97.7 Grande Prairie* Feb. 18. He had been at *Vista's The Port 1240 Port Hardy* as morning host/sales exec. In September, he added duties as account exec at *99.7 The River Campbell River*, and continued his Port Hardy responsibilities... Jennifer David moves to the *Evanov Radio Group* when she joins *Energy 106 FM Winnipeg* Feb. 24 as morning co-host. She will be paired with Frankie Hollywood. David's last stop was as morning show co-host at *Corus-owned 99.1 Fresh FM Winnipeg*... Jean-Marie Heimrath,

the president of *SparkNet Communications*, has stepped down from that role in favour of becoming a consultant to the company. Succeeding him as president is *Hillary Hommy*, the VP networks & brands. Hommy has been with SparkNet for the last seven years... *Oren and Janel*, the new morning show at *2Day FM Niagara*, saw *Janel Steeper* move from middays at *Country 92.9 Chatham* to join *Oren Williamson*. *Matt Di Paola* moved from *BOB FM London* and hosts evenings... *Tim Webb*, a 14-year *Rogers* veteran, has been promoted to sales manager at *Sportsnet 590 The FAN Toronto*. He succeeds *Glenn Goldup* who recently retired after 18 years with Telemedia/Rogers... *New 97.7 HTZ-FM St. Catharines* PD is *Jeff Winskell*, moving from sister *Bell Media* station *99.9 SUN FM Kelowna* where he's the regional APD/MD, and beginning at HTZ March 10. In 2013, he won Music Director of the Year (small market) at the *Canadian Music & Broadcast Industry Awards*. Before moving to Kelowna, Winskell was MD at *Virgin Radio 953 (CKZZ-FM) Vancouver*... Also at *HTZ-FM*, new afternoon drive host is *Jesse Modz* beginning Feb. 24. He moves from *Corus Radio's FM 96 Kingston*... *Dave Tymo* is heading back home to Vancouver Island after two years as morning show host at *94.1 The Lounge Lethbridge*. He's going to take over mornings at *JetFM Courtenay* Feb. 24... *Karen Grose* has become *TVO's* first VP, digital education, responsible for developing innovative content, products and services for inside and outside Ontario's classrooms.

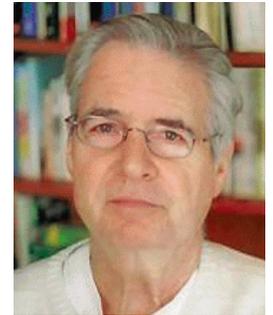


Jeff Winskell

**SIGN-OFFS:** *Murray T. Brown*, 96, in London. In a broadcasting career that spanned over 50 years, Brown began as an announcer at *CFPL-AM London* in 1945. A few years later he became GM and, later, GM of *CFPL-TV London* after it was awarded the first Canadian private TV broadcasting licence in 1953. His involvement in the early days of Canadian private broadcasting saw him working and playing hard with a group of Canada's famed entrepreneurs, including the late *Allan Waters*, the founder of *CHUM Ltd*. Brown served as president of the *Blackburn Group* from 1968 to 1984 and remained a director of the company after that. His proudest achievement was his 1992 induction into the *Canadian Association of Broadcasters Hall of Fame*... *Peter*



Murray Brown



Peter Desbarats

*Desbarats*, 80, in London. The former broadcaster, journalist, author and the dean of the Graduate School of Journalism (1981-1997) at the *University of Western Ontario* spent three decades working in journalism, including as co-anchor for *Global Television* and as national affairs columnist for the *Toronto Star*... *Jim Cooney*, 66, in a Hamilton hospice of pancreatic cancer. He had been a producer and floor manager at *CHCH-TV Hamilton* for 32 years before retiring in 2002. He remained in demand as a freelance floor manager and producer after that. Cooney was also a mainstay of red carpet coverage at the *Grammy Awards* for *Shaw Media* and *ET Canada*.

**SUPPLYLINES:** All 18 of *Rawlco Radio's* Western Canada stations have installed *SDS Symphony* to centralize information across all departments and all markets. The Toronto-based *Specialized Data Systems* (SDS), said Rawlco, has provided an "innovative, unified broadcast management system"... St. Louis-based *Belden* has submitted an offer to buy *Grass Valley*, the producer of production switchers, cameras, servers and editing solutions, for \$220 million. The purchase, says Belden, when combined with *Miranda* which it already owns, would result in a compelling end-to-end solution for broadcasters... *Randall Tucker* is the new president of *SFM (SF Marketing)* in Dorval. *Sol Fleising*, the founder and owner of *SFM*, has assumed the CEO title.



# A primer

for the fourth  
wave of radio



by Bob Pritchard



**B**roadcasting is in a massive state of change as millions of Internet radio stations are now online, with hundreds of thousands of cars equipped with the technology for drivers and passengers to hear them. Those listeners could drop off the broadcasting grid and move to an unregulated musical world of their own creation.

Consider that the downloading of music has expanded personal music collections from several hundred albums in the 1970s to numbers today limited only by available storage space. The impact is massive and more changes are on the horizon fueled by the falling costs of data storage as Internet connectivity expands.

If today's radio broadcasters want to be a part of the future, they're going to have to think through the process of what radio is all about and start to put together the formatics of what will be in demand.

There have been three major waves, or cycles, in the history of broadcasting: The golden age (1920s-1950s); the response to the advent of television which saw radio morph from plays and stories to music radio (mid-1950s-1970s); and the jump to FM which began in the late 1970s and was pretty much in place by the mid-1980s. There were two primary factors that drove the jump to FM; automakers included them as part of standard equipment which led to music-savvy audiences that enjoyed the quality and technical enhancements, especially stereo and expanded frequency responses. Listeners now had unbelievable quality.

## The Fourth Wave of Radio is now underway

The fourth wave will transform radio because of three significant events:

- The explosion of Internet radio stations
- The exponential growth of connectivity to the Internet
- The advancement of software and apps.

Internet radio will replace FM primarily because of superior quality. With the explosion of bandwidth availability and the deployment of new compression algorithms such as Free Lossless Audio Codec (FLAC), the day that the average consumer will be able to listen to their music in studio quality is close at hand and will only improve over time. A major advantage over broadcast radio is an unlicensed environment that allows stations to develop highly specialized music without government regulation nor interference. The numbers of people with stations will grow exponentially as music players evolve to be as functional as radio automation software is now. This will give everyone the tools to broadcast as every computer becomes a media server. The costs of bandwidth, especially for smartphones, will drop thus providing affordability. The day is coming when there will be billions of Internet radio stations. Even now, a Google search for Beatles stations on the Internet turned up numbers in the millions. The same proliferation of music formats, any topic, or any area of interest is happening at the same pace.

Internet radio is ready and willing to steal your audience. What's stifling that desire, however, is the issue of how to cut through the clutter of other Internet radio stations and achieve top of mind awareness, and increase revenue streams. While the numbers of stations explode online, mainstream



broadcasting has become buried in regulations and tariffs which will limit their survivability.

If you're thinking that mainline radio owns the car market and will for the foreseeable future, you may wish to revise that thinking. But statistics now show 56% of North American adults own a smartphone which comes equipped to listen to Internet radio. Moreover, newer cars are shipping from the factory with equipment which will automatically connect smartphones into the car's stereo system.

More than half the North American population can listen to any radio station, regardless of how it's being transmitted, any time they want.

Another factor accelerating the transition is the increasing amounts of connectivity enabling content to be downloaded at phenomenal speed. Internet-aware users are downloading entire discographies of their favourite artists. Tie that in with the explosion of USB memory sticks now pushing past 64 GB, storing 60,000 songs or more and costing about the same as a blank DVD. How many people have simply dialed out from traditional FM radio and now live in a world of their own musical making?

But it's not just music availability that will force change. There has also been an unparalleled development in software and phone apps that's putting more pertinent and reliable surveillance information into the hands of consumers.

## Survival Mantra

Right about now, most broadcasters' instincts are kicking-in with local content, the notion that listeners will always come back to get weather, traffic, news and other forms of surveillance information.

Don't hold your breath hoping for this to actually be true.

How many stations are actually locally-focused? Every program director on the planet brags about how much local content they serve up. But if you put yourself in the listener's in-car or at-home position, you're probably going to find out that there isn't nearly as much as you thought.

Take for example a simple process like delivering traffic information. Radio stations still use the same methodology as a decade ago, looking at traffic cameras and trying to explain to listeners how their drive will be. Some still rent planes or helicopters. The average smartphone displays all traffic information about the driver's route on GPS screens. Google has developed the technology to harvest and analyze everything, including how fast you're going and in which direction. It then distributes that info to various apps such as Google Maps which can alert you to situations ahead and offer alternate routes, complete with the amount of time you'll save on the trip. Further, it gives you traffic information, updates construction work, police activity, displays showing the speed of other vehicles in your vicinity, and can even send short messages to drivers in front of you on the same highway.

Distracted driving has been taken to a whole new level. Why would anyone seek a radio station that summarizes the market in a 60-second report when a complete, real time analysis of your route is available continuously from your smartphone?



## Take Heart

This is not the end of broadcast radio but broadcasters will have to re-think their roles. Reducing air staff and relying more on automation does not capture more complete solutions. New levels of technology are regularly being introduced which offer more innovations eliminating many of the more mundane tasks.

In order to survive the current shift and be a player in The Fourth Wave, stations will need to expand local surveillance information and introduce a fundamental philosophical shift. Today's station models are based on the principal of one-to-many, one station with many listeners. The Fourth Wave will be dominated by players who offer one-to-many, many-to-one and many-to-many. Stations will continue to broadcast to listeners, listeners will contribute on a substantial level back to the station and the listeners will interact with each other thus changing the concept of what an audience is.

By the time we get to 2020 this discussion will have been played out. Radio stations will still be drawing large audience numbers but under much altered criteria. A new crop of programmers will have come forward enhancing a new era of radio.

The time is now for broadcasters to crank up their survival instincts and focus on tomorrow.

*Bob Pritchard is a career broadcaster and a former radio station owner. He also originated and syndicated Computer Insider in Canada and the U.S. He can be reached at [Bob@RadiolInsider.net](mailto:Bob@RadiolInsider.net) and at 416-410-2627.*



# BROADCAST Dialogue

## Essential Reading

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

Thursday, February 20, 2014

Volume 21, Number 38

**REVOLVING DOOR:** Three former *CTV* journalists have combined forces for a new show aimed at women on the *SiriusXM channel 167 Canada Talks* channel. The show, called *What She Said!*, has **Christine Bentley**, **Sharon Caddy** and **Kate Wheeler** delivering what's described as "good, old fashioned girl talk". Bentley was co-anchor of *CTV (CFTO) Toronto's* evening newscasts for 30 years, Caddy was with *CTV Toronto*, *CTV News Channel*



Christine Bentley



Sharon Caddy



Kate Wheeler

and *Canada AM*, and Wheeler worked at *CTV Toronto* as a reporter/anchor, sat in for **Lloyd Robertson** and **Sandie Rinaldo** on *CTV National News*, handled fill-in duties at *Canada AM* and was an anchor/reporter at *CTV News Channel*... Changes in the *Rogers Media* local radio/TV management teams include: **Jim Blundell** and **Craig Letawsky** assuming the roles of VP/GM, radio and television, for B.C. and Alberta respectively, and **Scott Armstrong** appointed GM, radio and television for Winnipeg; **Danny Kingsbury** is VP/GM for radio in Ottawa, Kingston and Halifax; **Peter McKeown**, VP/GM, Ontario North; and **Mike Collins**, the GM in Kitchener, adds London to his responsibilities. All continue reporting to **Paul Ski** in his expanded role as CEO, radio



Keri Adams



Kerry Powell

and regional broadcast operations... **Keri Adams** is the new host of *CTV Morning Live* and co-anchor with **Brent Shearer** at *CTV British Columbia*. Her background includes *Global Vancouver* and, before that, as a reporter/photojournalist in Alberta... The new *Corus Ottawa* stations, previously held in trust as part of the *Astral/BCE* deal, has seen operational efficiencies affect **Darryl MacArthur**, the director of regional sales and GSM



General Sales Managers, (Retail Sales Managers) and/or Account Executives --  
Toronto and Vancouver

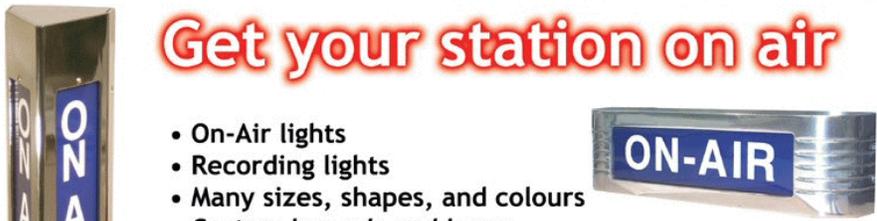
For details or to apply, click [HERE](#).

Greg Orr. Both are no longer with the operation... Still with Corus, 12-year veteran Tim Wieczorek, the GSM at *Corus Entertainment Kingston*, is no longer with the company. GM Dave McCutcheon adds interim GSM responsibilities... Kerry Powell will join *Global Edmonton* April 15 as managing editor. Most recently, she was director of digital products for *Postmedia Network*... Robert J. Ross is the new *North American Broadcasters Association* (NABA)

president. Ross, the *CBS* SVP of east coast

operations, succeeds Robert Briskman, the technical executive for *Sirius XM Radio*. NABA is Toronto-based and Michael McEwen is its director general... Gord Cutler has been appointed SVP of NHL production at *Rogers Media*. Most recently, he served as the executive producer for Canada's *Olympic Broadcast Media Consortium*, producing the prime time broadcasts for both the *London 2012 Olympic Games* and the *Vancouver 2010 Olympic Winter Games*. Before that, Cutler was executive producer of *NHL Network* in Canada. He's received two Canadian Screen Awards for his work on the London 2012 Olympic Games, a *Gemini Award* for

his work on the Vancouver 2010 Olympic Winter Games and is a three-time *Emmy Award* winner... Scott McCord and Ryann Bradley will launch *CRUZ Mornings with McCord & Bradley* March 3. McCord moves to *95.7 CRUZ fm (CKEA-FM) Edmonton* from his morning co-hosting gig at *The Bear Ottawa*. Bradley moves to mornings from CRUZ afternoons... Mike Hepditch is the new Morning Mooseketeer at *Vista Radio's MOOSE FM Bracebridge*. Hepditch moved from *Bell Media Radio Fort St. John* where he was MD and afternoon host, and also did morning show shifts. Before that, he was at *Rogers Fort McMurray*... Shawn Smith began Tuesday as chief engineer for the *Corus Radio* stations in Kitchener and Guelph. He had been senior engineer at *Corus Radio Toronto*... ND Sara Buchan of the six Northwest Alberta *Newcap* radio stations will leave the industry Feb. 28. Prior to Newcap she was ND at *FREE FM Grande Prairie* for four years and, before that, was a 10-year sportscaster/reporter at *680News/FAN 590 Toronto*... Jason Agnew and Jaclyn Colville have been named as the hosts of *CHCH-TV Hamilton's* revival of *Tiny Talent Time*, due to launch this fall. TTT was one of the longest running family shows in Canadian TV history. Agnew is one of the wisecracking play-by-play commentators on *YTV & Nickelodeon's SPLATALOT*, while Colville has been with CHCH-TV for four years in a morning news anchoring/hosting capacity... Gavin "Dr. Dan" Berry will retire from *QR77 Calgary* tomorrow (Friday) after a 45-year career in broadcasting. He began as a jock at *CKOM Saskatoon* in August, 1968, stayed for a year and a-half, then moved to *CKXL Calgary* where he did overnights for 16 years under the name Dr. Dan. In 1986, he joined *CHQR* and did the overnight trick for six years before moving to producing the afternoon show and MCing the nightly *Those Old Radio Shows* program. The Dr. Dan moniker came about because he'd give vitamins to colleagues that had been mailed to him by his dad. But that nickname stuck and he was soon prescribing hits on the air, i.e. "I have the cure for you". QR77 PD John Vos gives the 67-year-old Berry credit for an encyclopedic knowledge about music and pop culture.



## Get your station on air

- On-Air lights
- Recording lights
- Many sizes, shapes, and colours
- Custom legends and logos
- Incandescent and LED lights
- AC or DC powered



**OAKWOOD** 147  
**BROADCAST** INC.

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



Mike Hepditch



Gavin Berry



Exciting jobs now available at Calgary's newest radio station 95.3 The Peak!

For details on the numerous careers being offered and to apply, click [HERE](#).



Announcer - Calgary

For details on this career opportunity or to apply, click [HERE](#).

**T****ELEVISION:** The second phase of the *CRTC's* public comment process regarding the regulation of television viewing has been launched. In the first, Canadians were asked to comment on programming, technology and viewer toolkit. Programming and technology speak for themselves. The third point involved responding to questions about Canadians' satisfaction that they have enough information to make choices about programming and if they know how to find solutions if they're not satisfied. In this second phase, the Commission wants feedback on topics that include local news, sports and pick-and-pay options. The responses received will be considered in a review of CRTC policies before hearings in the fall... Olympics viewers love the show but hate the ads. Marketers say that using a single spot — over and over (and over) again — can have a chilling effect on a pricey campaign. And "You don't want them to have a negative feeling towards your brand," John Yorke, president of Toronto-based *Rain43* ad agency told *Canadian Press*... Coming up March 1, *CTV Southwestern Ontario (CKCO-TV Kitchener)* will celebrate its 60th anniversary. On that date in 1954, at 6 p.m., viewers in Kitchener, Waterloo, Cambridge -- which was then the three towns of Preston, Galt and Hespeler -- Guelph, Brantford and the numerous communities surrounding K-W, were treated to a special broadcast introducing viewers to the new kid on the TV block. Station founder was Carl Pollock. [HERE](#) is what those viewers saw on March 1, 1954.

**R****ADIO:** Gordon and Jill Rawlinson are providing \$100,000 dollars for the *Rawlco Aboriginal Saskatchewan Innovation and Opportunity Award*, meant to get more young aboriginal people interested in business. Any *Saskatchewan Institute of Applied Science and Technology (SIAS)* student of self-declared aboriginal ancestry who completes a business certificate or diploma program will receive \$1,000. That money will be matched by a provincial program... *89.5 The Drive Chilliwack* has laid off five staffers from news and programming. Newscasts have been eliminated and afternoons are now voice-tracked. The morning show with Glen Slingerland and Sadie Hesketh now includes local information as well as interviews with local



**MusicMaster**  
SCHEDULING

If you enjoy  
low ratings...

**DON'T CLICK HERE**

newsmakers. Also, the *Chilliwack Chiefs* will no longer be carried on 89.5 The Drive after the end of this season... *The Wolf 97fm (CJCI-FM) Prince George* has rebranded as *Country 97*, moving to Today's Best Country from Modern Country & the Best Southern Rock. The change, which happened Monday morning at 6, saw the music selection truncated to 600 songs... *Vista Radio* has relaunched the *NEW 103.9 (CJUI) Juice FM*, Kelowna's *Biggest Variety*, moving from Greatest Hits. The Classic Hits format had encompassed the best music of the 80s and 90s... The fifth annual *Care from the Heart Radio-a-thon* saw all six Lethbridge radio stations — *94.1 CJOC*, *CKVN 98.1*, *Country 95.5*, *B93*, *107.7 The River* and *Rock 106* — work for the benefit of the *Chinook Regional Hospital Foundation*. The stations broadcast all day from the hospital's atrium and raised \$217,552, a slight increase over last year's \$216,000. All of the money is aimed at hospital redevelopment... *Air 106.1 Airdrie*, a *Golden West* station, raised \$27,281 in its second annual *Give from the Heart* radiothon for *Community Links*. It provides counseling, outreach, community development and family resources. Popular with the listeners was the sing-o-gram. For \$25 a local artist, carrying a rose donated by a local florist along with a personal message, went to serenade a loved one... It was 85 years ago, on Valentine's Day in 1929, that **Nate Nathanson**, the owner of an appliance store in Sydney, Nova Scotia, opened the doors of a new radio station to serve his town and the outlying areas of Cape Breton. The idea was to put to air an entertaining presence that would stimulate the sale of radios and other products from his store. Today, *CJCB 1270 Sydney* reaches a 55+ audience with a Country Favourites format.

**GENERAL:** *Comcast* has agreed to buy *Time Warner Cable* in an all-stock \$45.2 billion deal which will, if approved, boost Comcast's video-subscriber rolls to around 30 million. Consumer groups and some programmers are raising concerns about the deal's impact on competition. At the same time, the planned acquisition could inspire more deals among broadcasters, cable providers and cable-network owners, including potential mega-deals. The darker possibility for local broadcasters is the potential loss of cable transmission fees, an important revenue stream. One analyst said that local owners who have to negotiate with a company that controls almost a third of all cable connections will lose a lot of leverage.

**SIGN-OFFS:** **Doug Loney**, 83, in San Diego. He and his late wife, **Jacquie**, owned and operated *Broadcast + Technology* magazine, the Canadian technical radio-TV magazine, which they folded in 1998 after opting for retirement in San Diego... **Rodd Crandall**, known professionally as **Peter Clemente**, in Prince George. The former CKPG Prince George news director and anchor in the '70s spent 25 years after that at *CKVU Vancouver* (now *CITY*)... **Donald Dashney**, 85, in Ottawa. He worked and traveled for *RCA* in Montreal and later was chief broadcast engineer at *CBC Montreal*. When he retired Dashney moved to the Hawkesbury area where set up the towers for his amateur radio station... **Campbell Francis (Cam) Lane**, 77, in Richmond (Vancouver). He began in the '60s as an announcer/actor at *CFTK-AM/CFTK-TV Terrace*. In the early '70s, Lane was with *CFPR Prince Rupert* as an announcer/operator. The mid-'70s saw him at *CBUT-TV Vancouver* doing late evening sports and in the '80s he was with *CHQM AM/FM Vancouver* doing news.

**SUPPLYLINES:** *CHCH-TV Hamilton* is now able to offer advertisers specific geolocation abilities. For example, during the recent Ontario byelection in Niagara Falls, spots for the *NDP* were aired only in that riding. Involved in this breakthrough practise are *Invidi Technologies*, *Cogeco*, *CHCH* and *Capital Networks*.

(For the people who supply products and services to the Canadian broadcasting industry, click [HERE](#).)

A photograph of three Audi cars in a modern, brightly lit showroom. The cars are arranged in a line, receding into the background. The car in the foreground is a vibrant red Audi A5 Sportback Quattro, shown from a front-three-quarter view. It features the Audi logo on the front grille and 'quattro' branding on the front bumper. The showroom has a clean, white aesthetic with large windows and informational displays in the background. A blue diagonal graphic element is overlaid on the left side of the image, containing the title and introductory text.

# CES revisited

Deloitte Canada's Duncan Stewart, during the 2014 TMT presentation in Toronto, predicted that vehicle automation would be the "biggest, most important, most exciting technology trend" in the next 10 years. The biggest challenges, he said, will be the connecting to the Internet of such things as sensor infrastructure, and any legal ramifications.

That thought was echoed at a recent SMPTE educational seminar by V. Michael Bove of MIT Media Lab. He observed that the 2014 Consumer Electronics Show in Las Vegas broadened the scope of electronics when it devoted the North Hall, a significant part of the parking lot and a lot across the street to, in essence, a car show. Automotive entertainment systems have taken a back seat to reasserting cars as consumer electronics devices.

In recent years, there was much focus on whether or not the vehicle was subservient to the mobile device in your pocket. This year that seemed to have switched to the vehicles having powerful computers that can borrow from what's in your pocket.

Audi, for example, is richly sensor equipped so that even in the tightest of spaces, drivers and passengers may exit the car in advance and it will park itself through the use of a phone app. The same holds true when you wish to leave; you launch the app and the car will drive out. The only wrinkle to parking in tight spaces is, of course, the matter of drivers getting into cars on either side of your Audi. When Bove helpfully pointed this out, an Audi rep quipped that maybe the other guys ought to have Audis, too.

To demonstrate what it calls Piloted Driving in traffic conditions Audi loaded an A7 with sensors and computing power for operation in moderately slow traffic. The car uses front and rear radars, a laser to see traffic ahead and a windshield-mounted camera. A computer analyzes the information and uses it to control accelerator, brakes and the steering wheel. It's designed to give drivers a break when traffic is moving at less than 65 km/h.

## 4K

2013 was the big year for 4K but now, what's interesting is that they seem to have gone from a future product to a commodity product without ever having been on sale as a premium product. This year, 4K was not just at the Sharps, Samsungs, LGs and Sonys but also at the second and even third-tier Asian suppliers. All had 4K television sets. Many were said to be selling at price points that weren't much beyond current prices of HDTVs.

Bove said he suspects that all TVs over a particular size, maybe 60", maybe smaller, will be 4K and that there won't be the VHD glass being made at those sizes anymore. He says if that's the case manufacturers will have to come up with a new future premium product. Because 5K sounds better than 4K all it really means is that 21 x 9 is back again. LG and Samsung were pushing televisions with curved screens but so were second- and third-tier manufacturers such as Konka which also have curved screen TVs. Looking stunning, he said, is 8K but Bove's not sure where the content for it is going to come from.

## Display

More important than resolution in the area of displays, said Bove, are two things; enhanced dynamic range (Dolby-pushed) and 3M-pushed enhanced colour gamut. 3M has been working with Nanosys on making a new quantum dot backlight film where the film is illuminated with blue LEDs and contains quantum dots that emit in red and green. These are precisely tuned to fit the colour filters on an LCD panel so that the red, green and blue lights coming out of the backlight are narrow band with all in the sweet spot of the LCD's filters.

Quantum dot backlights are one of the approaches being taken for creating LCD displays that have enhanced dynamic range as well as enhanced colour gamut. Bove said that Quantum dot backlights may be rejuvenating the LCD business a bit. In recent years we have seen the emergence of OLED and which clearly has some advantages such as quantum dots which seem to be the enabling technology both for wide colour gamut and high dynamic range displays. That suggests that there will be new life breathed into the LCD business.

## 3D Printers

3D printers were everywhere at CES, most of them similar in speed, volume, materials and resolution that they can work with. There was one start-up company, however, that had an all-in-one unit: copier, fax and 3D printer. With this, you can put in an object, scan it, make a model and have the printer print a replica of it. You could also send the model of an object to another one of these printers across the network and have it come out on the other side.

## Robotic Cameras

Bove's observations about robotic cameras pretty much repeated our feature item on CES a couple of weeks back, e.g. cameras for individuals rather than for professional applications. Soloshot's product was aimed at those who surf, ski, ride horses plus any other physical endeavour. The person/performer wears an armband which the camera tracks. He said he wasn't quite sure how intuitive/clever they are but believes they will have an impact on professional settings.



## Sensors Viewable

There is an expectation that there will be an ecosystem of sensors on bodies, in environments and on exercise equipment. The information from these locations will be merged to provide a sense of the user's activity, exertion and the user's health. A downside to having lots of sensors is that they all need to be powered. One approach is to use BlueTooth LE (low energy) on everything; a coin cell in each of these sensors. Some manufacturers claim a year or more lifetime on a coin cell. The other approach suggests everything be wirelessly charged. The vision is of a nightstand wireless charger bowl on your nightstand where all your electronics get tossed in and are charged overnight.

## Vocal Zoom

Bove took particular interest in a display at the Venetian Hotel by a company called Vocal Zoom. Dubbed the amazing wonder mic, it's another example of sensor fusion. The device deals with the problem of picking out an individual speaker's voice in a crowded or noisy environment. The microphone is both an acoustic sensor and an optical sensor so it needs to have a clean reference signal that it can use to pick out the voice of interest. It does that by imaging the speaker's face and extracting vibration optically and then uses that as the reference signal that correlates perfectly with the desired sound. Vocal Zoom claims voice recognition of 40db through a mic that's tiny.

## State of Television

Also speaking at the SMPTE educational seminar was Pete Putman of Kramer Electronics. He used data from Display Search illustrating the brutality of the television manufacturing business. Three UK department stores are selling the 55" curved LG at the equivalent of \$4,110 while the list price is around \$8,000 (both are U.S. prices). When the set was launched last year it came in around \$15,000, a \$10,000 drop in just six months. Samsung remains the world's largest television set retailer, estimated to have sold 49 million flat screen TVs last year. Overall, however, the market for television sales was down 2.2% for last year over 2012, and 2012 was down from 2011, and 2011 was down from 2010. One thing that struck Putman was the greatly expanded presence by such companies as Konka, Changhong, Hisense and TCL Corp., unknown to many North Americans but GE-sized Chinese companies. Their



booths were enormous. Samsung and LG have competed each year to see who has the largest booth. Conversely, Sony, Panasonic, Toshiba and Sharp had booths the same size as last year's but which deemphasized core products such as television and blue ray players.

At a Panasonic press conference the emphasis was commercial AV, repeatedly. At their booth, Putman asked if not at CES, where is Panasonic going to show their TVs. The response he got was that the company is going to focus on profitable business units. Many of its 80 operating units are losing money.

Ditto the money losses at Toshiba. Its booth featured 4K technology applications such as mirrored displays or high resolution displays in the home. There were no televisions. Toshiba shut down two of their three television plants and laid off roughly 3,000 workers. It also had difficulty in the computer business. So, they say the same thing as Panasonic, that they're going to refocus on commercial market segments.

Said Putman, "Hardware is cheap and anybody can make it. Coincidentally, the only growth market for televisions right now is in China and it's growing double digits every year and more importantly, the Chinese manufacturers of LCD panels are actually profitable. They're making money and they're making good money. And, as was pointed out in the first presentation, there seems to be a shift and this may be the Chinese leading the way to move to 4K resolution in large panels abandoning completely the 2K business. The incremental cost to go to 4K is slight and I think what you're going to see probably within two to three years is that all panels over 60 inches will just be 4K resolution."

He observed that there wasn't a lot of buzz about tablets and smartphones this year. It was more about how to connect them to other things and what can be done with them.

—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 27, 2014

Volume 21, Number 39

**RADIO:** *Newcap* has been approved for a new FM station in Hinton, AB at 104.9 and with power of 1,100 watts and programming Rock aimed at 25-54s. The new station will be twinned with existing Newcap station, *The Eagle (CFXH-FM)*, which programs Gold-based AC...

The *CRTC* has also approved *CAB-K Broadcasting's* application for an FM station in Vegreville, AB. The new station will operate at 106.5 with power of 13,000 watts and program Country aimed at 25-64s. CAB-K is owned by Brian and Melanie Hepp and also owns *Rock 104 (CKJX)/Country 96.5 (CKLJ) Olds...*

The *CRTC* has granted an application by *La Coopérative Chéticamp Limitée*, the operator of *CKJM-FM Cheticamp*, to erect a Sydney repeater of the Acadian-owned, French-language community radio station. The tower will go atop the Sydney French school and serve the community at 97.5 FM with 830 watts...

Iain Grant, the moderator of the *Southern Ontario and Western New York (SOWNY)* radio board, posted a fabulous video aircheck of Ron Sedaille at *WDRG Hartford*. Sedaille does a wall of sound Saturday night show. For a look at high energy, click [HERE](#).



**Creative Director - Winnipeg**  
for details or to apply,  
click [HERE](#).

**TELEVISION:** *CBC* reports that its multi-platform coverage of the *2014 Sochi Winter Olympics* saw more than 33.35 million Canadians tuned to at least some form of Olympic content produced by *CBC/Radio-Canada*. Team Canada's 3-0 gold medal win over Sweden in men's hockey drew approximately 15 million Canadians with an average audience of 8.5 million. While the audience figures were through the roof, the digital numbers blew away anything ever seen in Canada. For example: The *CBC* English and French websites had more than 256 million views; *CBC's* Olympics app had 380 million views (total of 636

PRESENTED BY:

**Radio Interactive**  
INTERNATIONAL RADIO SUMMIT

**MAY 7-8, 2014**  
DOWNTOWN MARRIOTT  
TORONTO, ONTARIO  
[WWW.CMW.NET/RADIO](http://WWW.CMW.NET/RADIO)

Featuring two days of the finest radio networking and education, Radio Interactive 2014 is the ultimate venue for connecting with radio. There's no better place to interact one-on-one with hundreds of radio professionals - from station management and CEOs to program directors and radio consultants.

|  |  |   |
|--|--|---|
| <br>MICHAEL HARRISON<br><i>RadioInfo</i> | <br>FRED JACOBS<br><i>Jacobs Media</i> | <br>PAUL SKI<br><i>Rogers Broadcasting Ltd.</i> |
| <br>LEW DICKEY<br><i>Cumulus Media</i>   | <br>ERIC RHOADS<br><i>Radio Ink</i>    | <br>TOM PENTEFOUNTAS<br><i>CRTC</i>             |
| <br>LORI LEWIS<br><i>Jacobs Media</i>    | <br>GEORGE LYNCH<br><i>Pandora</i>     | <br>KEVIN STRALEY<br><i>TuneIn</i>              |

**THE Crystals AWARDS** Wednesday, May 7, 2014  
TICKETS AVAILABLE NOW



**MusicMaster**  
SCHEDULING

If you enjoy  
low ratings...

**DON'T  
CLICK  
HERE**

million online views); more than 2.5 million downloads of the app were recorded on iOS and Android devices; and a record 10.7 million Canadians watched the Games via a digital platform. The country's Olympics consumers saw what they wanted from wherever they were in Canada at any time they wanted it; a first...

*Netflix* has a deal with *Comcast* to ensure that its shows and movies are streamed smoothly in the U.S. It's the first such deal reached with an ISP (Internet service provider). Netflix will pay Comcast to ensure that subscribers get seamless access to movies and TV shows. The two say they're establishing a more direct connection to provide better service and to allow for future growth in Netflix traffic. Netflix is said to account for about one-third of all Internet traffic at peak times. ISPs have pushed the company for more structured deals to transmit content smoothly and to reduce the strain on their networks. It's not known if Netflix will pass along ISP fees to its customers...

The *Canadian Broadcast Standards Council* (CBSC) reminds television broadcasters in its latest decision that sexually suggestive content is acceptable before 9:00 p.m. but that it requires viewer advisories. A nuanced reference to anal

**SDS**  
clarity | control | results

"We had been working in a semi-centralized manner before, but each station functioned in its own database which made it very difficult to work efficiently. Redundancy of data entry and effort was commonplace, so we needed a better way."

—**Ian Koturbash, Senior Vice President of Rawlco Radio**



Symphony



CRM



Sales



Traffic



Programming



AR



Reports

Learn more at [www.sds.ca](http://www.sds.ca)

sex on *Keeping Up with the Kardashians* on *E!* didn't breach the *Canadian Association of Broadcasters' Code of Ethics* scheduling provision but did violate the code for failing to provide viewer advisories. For details, click [HERE](#)... *Bell Media's Harold Greenberg Fund* has appointed award-winning screenwriter and producer *Suzette Couture* as co-chair of its board of directors. The Fund has also announced support for 40 new script development projects. The Harold Greenberg Fund is dedicated to supporting independent film production in all stages of development...

*Bell Media* and the *National Screen Institute -- Canada* (NSI) have extended the *NSI Totally Television* training course with an additional \$930,000 investment over the next seven years. The course sees writer/producer teams meet executives from major Canadian networks, then work with executive producers and showrunners to hone concepts, aiming at landing a development deal with a broadcaster...

A joint task force on file formats and media interoperability has been launched to bring together manufacturers, broadcasters, advertisers, ad agencies and industry organizations to create greater efficiencies and cost savings for exchange of file-based content. The group's initial focus will be to analyze requirements for a readable file interchange and delivery specification for promos, spots and program delivery from providers to broadcasters. Members of the task force are the *North American Broadcasters Association* (NABA), *Advanced Media Workflow Association* (AMWA), *Society of Motion Picture and Television Engineers* (SMPTE), *International Association of Broadcast Manufacturers* (IABM), *American Association of Advertising Agencies* (4As) and *Association of National Advertisers* (ANA).

# Wherever the future takes Us.

**AXIA** A TELUS COMPANY

**ENCO**

**Omnia** A Telos Company

**Telos** AUDIO | NETWORKS

**INTEGRATED** TOWER SOLUTIONS

**Moseley**

**BE**

**CRA**

**Tellnet** **BEXT** **BURK** **DAVICOM**

**AA**

## Constant innovation, no limits...

Top radio and television stations rely on Pippin Technical and their partners constant quest for innovation every day. Our real-world broadcast experience guarantees the seamless integration of RF transmission, broadcast automation and studio systems. This means we can find a solution, whatever your need. Over 150 man-years of experience is why Pippin Technical is the Canadian broadcaster's choice for system integration.

**Pippin Technical**

Call toll FREE 888-508-4677 • [www.pippintech.com](http://www.pippintech.com)



Claire Martin



Hudson Mack



John Tory



Christine Wilson

**REVOLVING DOOR:** Claire Martin, whose weather reports got “rock star status,” has departed *CBC-TV* in Toronto for a television production company partnership in Vancouver. She joined CBC in 2005, becoming its first meteorologist, and worked at both Toronto and Vancouver. Her last 18 months were with *CBC News Toronto*. She earned a meteorology degree at the *University of Alberta* and got her first on-air gig with *Global Edmonton*. Martin gained national recognition for her acerbic British banter on *The National with Peter Mansbridge*...

*CTV Vancouver Island* senior anchor/news director Hudson Mack is no longer with the *Bell Media Victoria* TV and radio stations *C-FAX 1070* and *107.3 KOOL FM*. He had been with the TV station for 10 years after moving “across the street” from *CHEK-TV Victoria* where he’d served for 19 years as senior anchor/assistant news director. Andrew Johnson will succeed Mack as anchor while assistant ND Heather Kim will be interim ND...

John Tory, most recently an afternoon talk show host at *CFRB Toronto*, has joined the mayoral race in Toronto. He’d been with *Newstalk 1010* since the fall of 2009. Tory, a lawyer and former leader of the Ontario Progressive Conservative Party — and also a former CEO of *Rogers Media* — hopes to unseat Mayor Rob Ford...

Christine Wilson, the executive director of content at *CBC-TV*, will leave March 31. She’s moving into the private sector though where hasn’t been indicated...

Wayne Bews will become GM/GSM at *The Beat 92.5 FM Montreal* in early March. He moves from being retail sales manager at *CTV Montreal*. Before that he had 20 years in Montreal radio, latterly as GM/GSM/PD at *TSN 690* (formerly *Team 990 [CKGM]*)... Tom Vernon has been promoted to provincial affairs reporter for *Global Television* in Alberta. He had been a reporter with *Global Edmonton*. Vernon succeeds Vassy Kapelos who joined *Global National* as a parliamentary correspondent in Ottawa...

Shaugh Best is the new morning show host at *96.7 The Rig Whitecourt*, paired with co-host/news anchor Kasi Johnston. Together, the pair is billed as *The Rig Morning Gig*... Drew Rogers has been promoted from his writing position to creative director at *Q99 (CIKT-FM) Grande Prairie*... Dave Aardvark will join *CKCU Ottawa* as PD next month. He’s been on the CKCU board of directors was PD at *CHUO Ottawa*.

**SIGN-OFFS:** Juris Silkans, 70, at home in Los Altos, Calif. while exercising. Before he founded *Life Network*, Silkans was director of cable and new service policy for the *Department of Communications* in Ottawa. Later, he became president of *Atlantis Broadcasting*, then president of *Alliance Atlantis New Media*. Silkans was inducted into the *Canadian Association of Broadcasters Hall of Fame* in 2000. He also was a long-time executive



**THE WORLD'S LARGEST BROADCAST SOFTWARE COMPANY**

**GSelector**  
ADVANCED SCHEDULING

**Selector.2GO**  
PERFECT ROTATIONS ANYWHERE®

RCSWORKS.COM

© Copyright 2014 RCS. All Rights Reserved. RCS Sound Software and its products and their marks and logos are registered trademarks of RCS.

committee member of the *National Broadcast Reading Service (Voice Print)* in Toronto...

Les Armstrong, 80, in Hamilton. He had been a farm reporter at *CKNX-TV Wingham*...

Vern Rodenhiser, 82, in Bridgewater. He began his broadcast career at *CKBW Bridgewater*, moved on to other stations — first in the U.S. — then back to Canada. Later, Rodenhiser returned to CKBW for a longer stint. His talent earned him a number of voiceover gigs for Halifax-produced television ads...

Angele Arsenault, 70, at a Quebec hospital. The singer was host of several television shows for *TVO* in the 1970s. In 1974 her program, *Avec Angele*, won a Gold *Hugo Award* at the *Chicago International Film Festival*. In 1977, her album, *Libre*, went triple platinum. Arsenault was a member of the *Order of Canada* and *Order of Prince Edward Island*. She moved back to PEI in the mid '90s to be closer to her family.

**G**ENERAL: CBC president Hubert Lacroix repaid almost \$30,000 in living and meal expenses last fall. That came after an internal audit found that he had wrongly though unknowingly claimed accommodation costs since being appointed in 2008. Auditors found that nobody at CBC seemed to be aware of a rule known as section nine of Schedule K. Lacroix's expenses were regularly posted to the CBC website, along with his other expenses...



Wendy Freeman



Barb Williams



Nathalie Cook



Shelagh Stoneham

*Women in Communications and Technology* (WCT), formerly *Canadian Women in Communications* (CWC), has announced the 13 recipients of its 2014 annual awards which recognize individual and corporate leadership in advancing women's achievement in the digital economy. They are:

Woman of the Year: Wendy Freeman, president, *CTV News (Bell Media)*

Company of the Year: *COGECO Cable Canada*

Chair of Distinction: Barb Williams, SVP content, *Shaw Media*

#### Leadership Awards

Trailblazer -- Corporate: Mary Ann Turcke, EVP field operations, *Bell Canada*

Trailblazer -- Media: Rosemary Thompson, director of communications & public affairs, and corporate secretary, *National Arts Centre* (Ottawa)

Game Changer (Advocate of Women in a Non-Traditional Role): Nathalie Cook, VP of sales & partnerships, *TSN* (Bell Media)

Diversity Champion: Sabrina Geremia, managing director, integrated solutions, *Google Canada*

Technology Innovator: Lynda Partner, CEO, *Partners Inc.*

Mentor of the Year: Philip Prado, executive editor, advisor group, *Rogers Publishing*

Innovator: Shelagh Stonechat, SVP/GM, brands & marketing communications, *Rogers*

WCT Leader: Dennis Theodore, senior manager, strategic planning & partnerships for transformation, *TD Bank*

Communicator -- Corporate

Communications: Jackie King, SVP/GM, *Hill & Knowlton Canada*

Communicator -- Comm.

Excellence: Laura Peck, VP/principal, *McLaughlin Media, Media Training & Counsel*.

The Awards will be presented at WCT's annual awards ceremony and gala at the *Fairmont Chateau Laurier* in Ottawa April 7...

Former *Radio-Canada* broadcaster Jacques Languirand, 82, has been made an honorary citizen of Montreal. Languirand, also a playwright, professor and theatre director, was an arts broadcaster on Radio-Canada radio for 43 years. He also taught at the *National Theatre School* and at *McGill University* in the communications department, and is a recipient of the *Order of Canada* and the *Order of Quebec* for his work in promoting Quebec and Canadian culture.

**SUPPLYLINES:** *Canadian Broadcast Sales* (CBS), by adding 21 stations to the 12 they already had, is now representing all 33 of the *Jim Pattison Broadcast Group* radio stations. These include recent additions *CKCE-FM Calgary* and *CFOX-FM/CHIQ-FM Winnipeg* and brings to 20 the number of JPBG markets being repped by CBS.

(For the people who supply products and services to the Canadian broadcasting industry, click [HERE](#).)



**Insight, opinions and analysis you can trust in IT, telecommunications, networking and contact centres**

FOX GROUP is a team of experienced technology and management professionals who have the unique combination of technical knowledge, management experience, consulting expertise and long standing vendor relationships.

We work with Canadian organizations to help them select, acquire and implement next generation solutions of IT, telecom, network and contact centre technologies from the most appropriate suppliers.

Using our experience, proprietary tools and a structured, disciplined professional approach, we work with you to develop your RFP requirements, analyze results, and select appropriate vendors.

We use our project management tools, experience and processes to successfully manage staff and vendors to help implement these next generation telecom, network and contact centre solutions on time, and on budget!

---

Call us at 1.866.369.4768 x 1001, or send email to [Roberta.Fox@FOXGROUP.ca](mailto:Roberta.Fox@FOXGROUP.ca) | [www.foxgroup.ca](http://www.foxgroup.ca)



# Avoiding flame-out

by JJ Johnston

**W**e see it all too often. Someone is doing great work, rising in value and reputation in their organization and the industry. People are chattering about them. First they are known as up and comers, and then seen as dependable leaders and, in time, stalwarts in the industry. They become known for solid work ethic. They have a large threshold for work. They are innovative, smart and have the right touch with people. They have arrived.

The company takes notice and gives them additional responsibilities. Great companies set them up to succeed with training needed to acquire the necessary additional tools. But companies that are cost stressed may not have the resources. They promote you and you are on your own.

As the aspirants climb up the ladder, they need more skills to work with and enhance the company's culture, additional direct reports, different sets of colleagues, disparate workplaces and complicated company matrices that can stonewall or slow a process down.

Along the way, they may find too many cooks in the kitchen leading to accountability and empowerment issues and roadblocks that make it

exhaustive to get some of the simplest things done in a timely manner. Meanwhile, they also find they have to migrate through an increasingly political corporate culture, something that is even more prevalent today as executives border on flame-out are more engaged in hanging onto their jobs vs. pushing the business forward.

Some find themselves in a survivor game and trust levels go way down.

With the additional workloads in business people are performing multiple jobs, none of them easy. Many work in multiple cities. They work hard to best perform their jobs but often feel they are simply juggling plates all day long. They convince themselves they are being effective but when they look in the mirror they realize

they are stretched beyond their capabilities. They don't feel they have the time to truly be effective leaders.

Due to time pressures and getting bogged down with administrative work they become less proactive and increasingly reactive. They tend to be more autocratic and less communicative.

They stop listening.

Mentorship and coaching take a back seat, if any seat at all. There is the expectation that the company will provide the assistance but the necessary training is not provided or acquired. It's hard to do this without help.

The chance to mentor and coach to uncover dreams and grow functional staffers into tomorrow's leaders can slip away. Managers find themselves stumbling out of bed into work and stumbling out of work into bed. There is little life/work balance. It simply is what it is.

Somewhere in the process the levee breaks. If the leader is not careful he/she can become distracted, disassociated, disengaged and then flame out. People start saying that so-and-so was so good at what he did and wonder what happened to her, or "I guess she lost touch" or "He became complacent" or "She was in over her head".

Many flame-outs are going to happen to people who could otherwise be great leaders.

Most companies will be reticent to condone additional headcount to prevent flame-out so we need to find other ways to deal with it. People quite often are promoted but not afforded the tools needed to meet their new challenges.

Here are a few initial steps you can take to cope with this reality and to avoid flame-out:

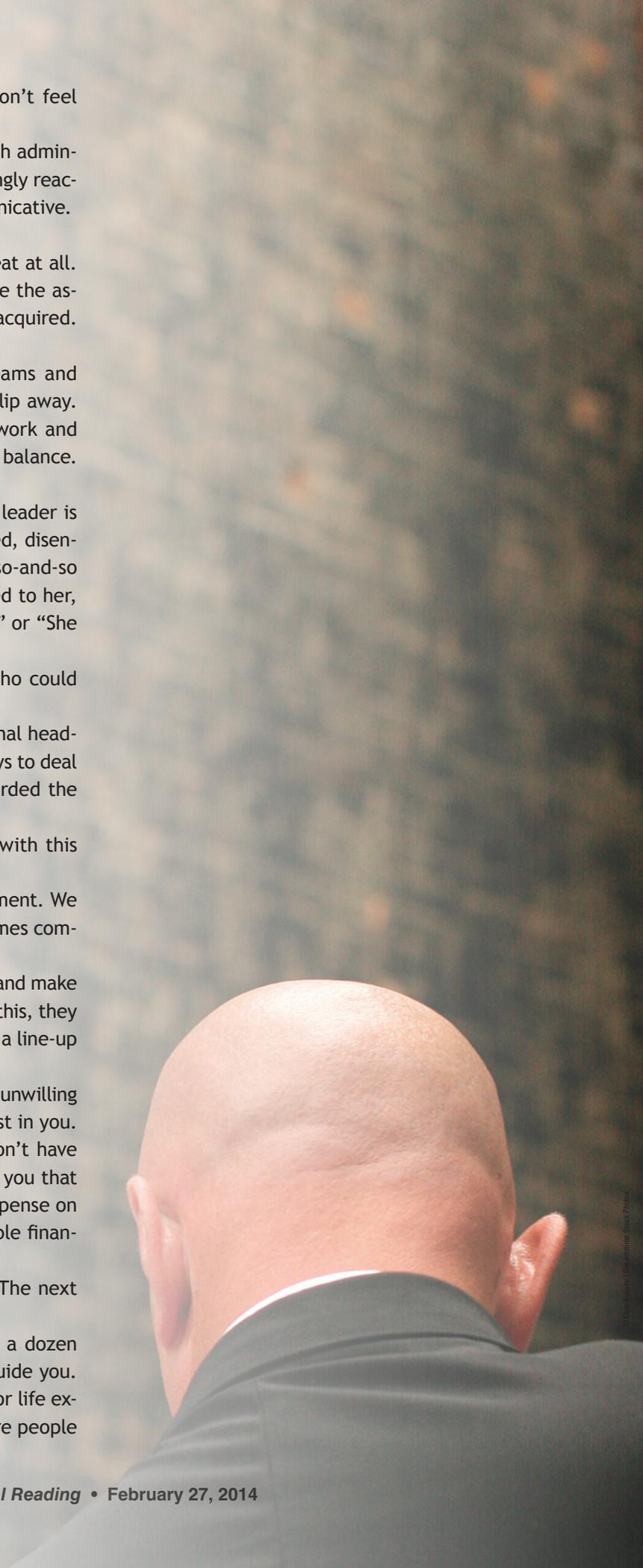
Most important, make a commitment to self investment. We know how important training is but in cash-strapped times company-provided training can take a back seat.

Great companies understand the importance of this and make training opportunities the last place to cut. Because of this, they usually find themselves with a solid succession plan and a line-up of recruits.

But what if you work for a company that is unable or unwilling to provide the resources? The answer is for you to invest in you. A lot of potential flame-out victims will say, "But I don't have the time nor the personal resources." If someone told you that investing in yourself while taking personal time and expense on the front end would get you more time and considerable financial rewards on the back end, would you do it?

The best time to act on this was many years ago. The next best time is now.

Create a personal board of directors. Identify half a dozen people you know and respect who can and will help guide you. They are people you respect, have great business and/or life experience and success, and will level with you. These are people



who are not hesitant to tell you when you're headed in the right direction and when you are going down the wrong path. They should generally not be people you work for directly but rather esteemed colleagues from various fields. For instance, a board could consist of a finance counsellor, an HR advisor, someone with a medical background, someone close to the ground in your industry, a close family friend, and so on. They are there for you individually and on an ad hoc basis.

How to do recruit your personal board of directors?

If someone appealed to you for help in the area of mentoring and being a sounding board as a personal board member, how would you feel? Most would say "honoured". Don't hesitate to reach out. They can only say no but you would be surprised how many positive responses you will get if you are genuine.

Consider investing in a coach. Some of the world's top athletes and executives have coaches. Why do the best on the planet need a coach? Simply, they are the ones savvy enough to make sure they keep the saw sharp and avoid flame-out.

The perception of coaching has changed drastically over the years.

Here is the 25 year evolution of coaching:

Late 1980s: "I've been assigned a coach? What's a coach?"

Early 1990s: "Get a coach? They are like the company psychiatrist, right?"

Mid-to-late 1990s: "Get a coach? Am I in some kind of trouble? Am I going to lose my job?"

Early 2000s: "You're getting me a coach? Thank you—I think."

Mid-to-late 2000s: "You are giving me a coach? Wow. Thank you."

Now: "A coach? Great. How does this work? How long is the process? Can I be part of the process to choose one?"

Until recently, coaching was mostly provided by employers. Today, coaches are in greater demand and 50% of coaching is initiated by individuals. They are either in situations where their company cannot or will not foot the cost or they would rather be discreet about their aspirations.

They make a personal investment to receive the help needed to identify and reach their potential.

*Jim JJ Johnston is CEO, president and executive coach at JJ International Media/Management Solutions. He works with a number of media and non media companies and can be reached at [jj.imsconsulting@gmail.com](mailto:jj.imsconsulting@gmail.com).*



# Lifetime Achievers

Seven people have been chosen from Canada's four regions to receive lifetime achievement awards from RTDNA Canada — The Association of Electronic Journalists.

RTDNA President Ian Koenigsfest says the 2014 winners are industry leaders who have made significant contributions to the electronic journalism profession and who, he added, are role models.

The 2014 RTDNA Lifetime Achievement Award recipients by region are:

## British Columbia



### Deborra Hope

During a 31-year career at Global/BCTV, Deborra Hope has been a reporter, a producer and an anchor. She loves telling a good story. Hope received an Honours Bachelor degree in journalism at Carleton University in Ottawa after which she immediately began working for The Canadian Press as a junior reporter. Itching to move

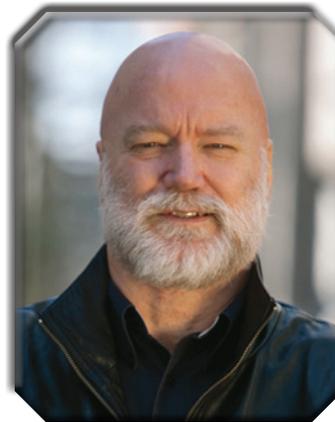


## Prairies



### Michael Fulmes

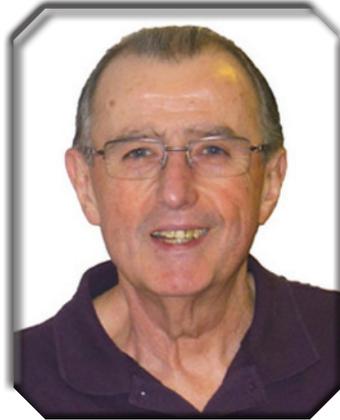
Michael Fulmes' television career began in 1978 at hometown CKCK-TV Regina shortly after graduating from Mount Royal College. He worked as executive producer and news director at CTV Saskatchewan until joining Global in 1998. Fulmes moved to Global News Maritimes in 1999, staying in Halifax/Dartmouth for a few years before returning west to become managing editor, then news director at Global Edmonton. He is credited with having a keen eye for acquiring new talent, developing journalists and an outstanding approach to big picture thinking. Fulmes understands the new realities of electronic journalism while being aware of its roots. He has served in advisory roles for Mount Royal University, the Northern Alberta Institute of Technology (NAIT), King's College, Atlantic Media Institute, Crime Stoppers and the Saskatchewan Economic Development BOSS program.



### Jon McComb

Jon McComb, a 43-year broadcast veteran, has been with CKNW 980AM Vancouver for 30 of those years. From his early years in the newsroom, McComb's voice became one of the most recognizable in the market. He has become a strong advocate for many causes, notably mental illness, victims' rights and fairness for Canada's war veterans. McComb's powerful editorials have won several regional and national RTDNA awards, and he's been recognized by a range of organizations for his advocacy. His mantra: Journalism is a never-ending search for the truth.

## Central



### Dave Agar

Dave Agar has been at the midtown Toronto studios of CFRB and CKFM since the mid-'70s, starting first at CKFM, then the king of FM stations in the Toronto CMA. Before getting to the “big show”, Agar cut his teeth in markets such as Oshawa and Niagara Falls. Over the years, he’s done thousands of radio news interviews, digging beneath the veneer for the facts. It didn’t take long before he became news director at CKFM, shepherding a formidable group of people who’ve since come into their own as living legends of Canadian broadcasting.

Later, he made the move across the newsroom floor to become the news director and morning anchor at CFRB. At the time, CFRB had the largest AM radio news staff in the country. If there was one moment that challenged him above all others it was probably the morning of 9/11. He told the story, avoiding the quick conclusions and rumours, sticking to the facts as they unfolded. Today, Agar maintains his position as CFRB’s morning news anchor and commentator and remains unflappable, unruffled and extraordinarily professional.



Courtesy: Warren Zeiman

### Peter Downie

Peter Downie has excelled at both radio and television, working as the host of regional radio programs in New Brunswick, Quebec and Alberta and national radio programs such as CBC’s *Cross Country Check-Up* from Montreal and *As It Happens* and *Morningside* from Toronto.

He returned home to Montreal in the summer of 1999, joining the department of journalism at Concordia University as coordinator of the broadcast stream of instruction. Through tireless work and inspiring teaching, Downie revived the broadcast program and ignited a passion for both radio and television in hundreds of students over the last 14 years. Inspiring young journalists to work in radio and television is a fundamental and critical service to the industry.

## Atlantic



### Rick Grant

Rick Grant has had a distinguished career in radio and television dating to the mid-1970s. His resume includes stints as a legislative reporter in both Fredericton and Halifax. He also established ASN/ATV's first bureau in St. John's, Nfld. in the early 1980s and was one of the leading reporters covering the tragic Gander air crash. On the morning of Thursday, Dec. 12, 1985, shortly after takeoff from Gander en route to Fort Campbell, KY, a DC 8 chartered aircraft carrying 256 U.S. troops and crew stalled, crashed, and burned about half a mile from the Gander runway. There were no survivors. With a well-earned reputation for persistence and toughness in questioning, Grant has broken scores of important news stories across Atlantic Canada and continues to do so as the senior reporter at CTV Halifax. He is also the long-time host of the *Christmas Daddies* telethon in Sydney.



### Peter Coade

Peter Coade is Atlantic Canada's most experienced broadcast meteorologist, a mainstay in weather forecasting. He is revered both by the public and fellow meteorological and broadcast professionals. Coade was recently recognized in the Guinness World Records for having the longest career as a weather forecaster. The Guinness certificate states: "The longest career as a weather forecaster is 50 years, 8 months and 21 days, and was achieved by Peter Coade (Canada) at CBC Halifax, Nova Scotia, Canada from 1 October 1962 to 21 June, 2013."

His record-building continues. At 70, Coade still works at CBC Maritimes.

These lifetime achievement award winners will be honoured, respectively, in Burnaby April 5, in Winnipeg April 5, in Toronto April 5 and in the Atlantic region April 12.

The national RTDNA conference will be held in Toronto June 5-7.

To send congratulatory notes, click on underlined names.