

# BROADCAST Dialogue

## Essential Reading

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

Thursday, September 3, 2015

Volume 23, Number 16

**R**ADIO:

At *Classic Hits CKOC Hamilton* today (Thursday), the beginning of the end of the music. The last *CKOC BIG 500 Countdown* goes to air at Noon with Ted Yates and former morning co-host Shelly Marriage for the first two hours. Guests include former PD Nevin Grant and CKOC alumnus Roger Ashby, *CHUM-FM Toronto's* morning co-host. The music will continue through to Monday, Sept. 7 when the longtime rocker will become *TSN 1150*, all sports all the time. Two locally-focused shows on tap are *Ticats at Noon* with host Jim Tatti, and *Marsh & Milton*, the station's daily drive home show. It features *Hamilton Spectator* sports columnist Steve Milton and former *McMaster Marauders* quarterback Marshall Ferguson...

A bit of dead air at Noon, Aug. 28 on *FM96 (CFMK-FM) Kingston*, designed to capture listeners' attention, heralded the format departure of Mainstream Rock and the arrival of Big Hits/Real Classic Rock. FM96 has become *96.3 Big FM*. This is the second *Corus Big FM* station. *Power 97 Winnipeg* rebranded to *97.5 Big FM* earlier this year. Slight changes to the on-air Kingston line-up now have Rudy (Chase) and Jenn (Ferguson) in mornings. Ferguson moved from sister *Fresh Radio 104.3*. Chase's former partner in mornings, Ange Stever, is doing middays. *Derek Bolduc* is solo in afternoons with former partner *Rae Kelly* now in evenings...

*96.7 CJWV-FM Peterborough*, the former *Pineridge Broadcasting* station now owned by *MY Broadcasting* (MBC), has moved to an Oldies format. First song played was *Start Me Up* by *The Rolling Stones*. The station is now ID'ed as *OLDIES 96.7* and moved from AC. The deal for MBC's purchase of Pineridge's three stations, two in Cobourg and one in Peterborough, closed on Tuesday (Sept. 1). Pineridge was owned by Don Conway, Dave Hughes and Doug Kirk. Conway will remain through the transition period while Hughes, the former GSM, plans to take a break before moving on to other experiences.



Dave Hughes

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Kirk was a hands-off investor. Rob Mise moved from *myFM St. Thomas* to become the market manager at Peterborough/Cobourg...

*SOCAN* says Canada's songwriters and composers saw an overall increase of 8% in international revenues over the previous year. Revenues from beyond our borders exceeded \$55-million in 2014, topping the previous high in 2013. The U.S. is where Canadian-created music is played most, capturing 36% of the international share. Next, in order, comes France, the UK, Brazil and Australia...



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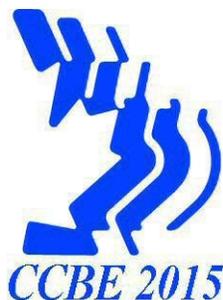
### Program Director - Edmonton

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*"Shots & Afterthoughts"*, a segment on *105.5 Moose FM (CFBK-FM) Huntsville*, was accused by a listener of taking some shots at her because of a Facebook posting she'd done criticizing a host and the music. She accused announcer **Grant Nickalls** of being defamatory about her, of bullying her on-air, of Nickalls calling her a hater on-air and for his using her full name during his commentary. The *Canadian Broadcast Standards Council* (CBSC) Ontario panel reviewed the documentation, listened to an hour of the show and concluded that Moose FM did not breach either the *CAB* nor the *RTDNA* Codes of Ethics. For details, click [HERE](#)...

The *CRTC* has approved *CFWE-FM-4 Edmonton's* application to bump power from from 9,300 to 100,000 watts, to reduce tower height from 162 to 153.7 metres and to change its licence from B1 to C1. *CFWE-FM-4* is owned by the *Aboriginal Multi-Media Society*...

The next round of funding for the *Community Radio Fund of Canada's Radiometres* program will



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provide \$3 million to campus and community radio stations across the country. The funding is provided by Canada's private radio broadcasters through *Canadian Content Development* (CCD) contributions. All such campus and community (CRTC-licensed) stations are eligible for this round of funding. The deadline for applications is Oct. 16. A maximum of \$50,000 per individual application is in place, or there is from \$110,000 to \$250,000 available per joint application...

The Chatham-Kent *Ride For Hope*, a 20-, 40-, and 50-km bicycle ride, to support the *Chatham Cancer Society* raised \$4,000+. Sponsors included *Blackburn Radio Chatham*...

The *French-Language Music Diversity Study* (2015), prepared by Andrew Forsyth and Stephanie Friedman, is available at <http://www.crtc.gc.ca/eng/publications/reports/rp150827.htm>.

**R**EVOLVING DOOR:  
*Global BC's* News Hour at 6 and 11 has added Sophie Lui as co-host with Chris Gailus at 6 and with Jay Durant at 11. Lui is best-known nationally for her back-up anchoring of *Global National*...

Byron Garby has been appointed general manager, national sales at *Corus Radio*. Based in Toronto, Garby begins in his new role Sept. 10. His background includes leadership positions at *Bell Media*, *Milestone Radio*, *Telemedia* and *Standard Broadcasting*. Most recently, Garby was VP, sales at *ZoomerMedia* in Toronto...



Sophie Lui



Byron Garby

Ross Hawse, the regional cluster manager, *Vista Radio* BC South and GM/GSM of *1039 Juice FM Kelowna*, is no longer with the company as a result of restructuring. He had been with Vista since March 2011...

Renato Zane has succeeded Bob Babinski as executive producer at *City Montreal*. Zane's official title is manager at *Rogers Media* - content group City Montreal. Babinski left a year ago. Zane, a long-time Rogers exec, was most recently the director of news and current affairs at *OMNI* and based in Toronto. Before that, he was GM at *Citytv* and *OMNI Vancouver*. In the 15 years prior, he fulfilled various roles at Rogers, including reporter, anchor, producer, news director and national news manager... Also at *City Montreal*, Jeffrey Feldman is no longer the supervising producer of *Breakfast Television*...



Renato Zane

Former *Wildrose Party* leader and now political commentator Danielle Smith becomes the new afternoon host Sept. 8 at *News Talk 770 (CHQR) Calgary*. She'll be doing the 12:30-3 p.m block...



Danielle Smith

Mark Cohon, a former *Canadian Football League* commissioner, has been appointed chairman of the board at the *Canadian Academy of Recording Arts and Sciences*, The *JUNO Awards* and *MusiCounts*. He succeeds Ed Robinson and begins at CARAS Sept. 29...

Jenna Kahn is the new *Energy 106 Winnipeg* morning co-host with Frankie Hollywood. Most recently, she was with *City Winnipeg* where she was on *Breakfast Television*. Kahn's first day is Sept. 7...



Jenna Kahn



Trevor Stoyko

Trevor Stoyko is the new morning show host/MD at *Big West Country Drayton Valley*. Previous career stops were in Winnipeg and Kingston.

### IGN-OFFS:

**S** Bob Rice, 72, suddenly at his home in Newton Robinson, Ont., about an hour north west of Toronto. Rice, known to *CKEY Toronto* listeners as *Captain Bob*, was part of the morning team that included Keith Rich, Robert Payne and Dini Petty. He broadcast traffic reports from the helicopter and fixed wing airplane that he piloted. He left CKEY in 1987 and worked on writing columns, developing radio programs and continuing as the announcer of the *International Air Show* at the *Canadian National Exhibition (CNE) in Toronto*...

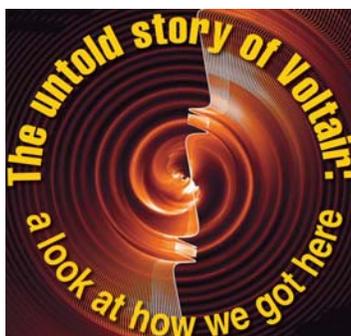
Graham Leggat, *TSN's* soccer commentator and host of several shows, including *Soccer Saturday* and *World of Soccer*. Leggat joined TSN in 1986 and provided analysis on the *FIFA World Cup*, *UEFA Euro* and the *Canadian Soccer League*. A champion of the sport, Leggat was inducted into the *Canadian Soccer Hall of Fame* in 2001...

Robert Daly Scott, 88, in Edmonton. The 50-year-plus technician at *CFRN TV/Radio Edmonton* was the transmitter expert as well as the one to call when it came to the EMI cameras.

### GENERAL:

**G** Peter Mansbridge and Paul Godfrey have been named to the *Canadian News Hall of Fame* for 2015 and will be inducted at a gala banquet in Toronto in late November. Mansbridge's career with *CBC News* spans more than 40 years. Godfrey is president/CEO of *Postmedia Network*, Canada's largest publisher of paid English-language daily newspapers...

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## BEGINS ON PAGE 7



Doug Murphy

Colin Bohm

Mario Cecchini

Scott Dyer

Maria Hale

Gary Maavera



John MacDonald

Gerry Mackrell

Kathleen McNair

Tom Peddie

Susan Schaefer

The new executive leadership team at *Corus Entertainment*, each of whom reports directly to President/CEO **Doug Murphy**, include:

**Colin Bohm** - exec VP, head of *Corus Kids*. Bohm will oversee all aspects of the kids business, continue to be responsible for Nelvana, be responsible for all digital activities related to the kids brands and Nelvana;

**Mario Cecchini** - exec VP, president, *Corus Radio* and *Corus Média*. Cecchini will continue oversight of the radio division and Corus Média as well as the three conventional TV stations. He represents the company as the chair of *Canadian Broadcast Sales* and on the board of the *Canadian Association of Broadcasters*;

**Scott Dyer** - exec VP, chief technology officer and president, Nelvana. Dyer continues his previous responsibilities as well as returning to Nelvana to assume responsibility of that portfolio;

**Maria Hale** - exec VP, head of content distribution and pay television. She will lead all aspects of the monetization of linear and non-linear content domestically with distributors, will chair the company's Digital Council and assume responsibility of the strategic planning process;

**Gary Maavera** - exec VP/general counsel continues in his role overseeing all legal matters, regulatory affairs and government relations;

**John MacDonald** - exec VP, head of Corus women and family. He oversees all aspects of the women and family portfolio and will also be responsible for development, production and distribution activities;

**Gerry Mackrell** - exec VP, head of *Airtime Sales*. He is responsible for maximizing revenue strategies across the television and radio brands, and he is the representative on the *Numeris* and Canadian Broadcast Sales boards;

**Kathleen McNair** - exec VP, special advisor to the CEO and chief integration officer. McNair is transitioning from oversight of the human resources and corporate communications portfolios and will lead the integration process related to any new business acquisitions;

**Tom Peddie** - exec VP and chief financial officer. His responsibilities remain constant;

**Susan Schaefer** - exec VP, head of marketing and corporate communications. She will lead the branding, marketing and consumer research strategies. As well, Schaefer will oversee corporate communications and public relations initiatives...

A consortium of consumer groups has filed an application with the *CRTC* arguing that *Videotron's* music program gives 'undue preference' to certain customers; that the streaming service violates net neutrality. The company launched its "Unlimited Music" program last week letting users of premium mobile packages stream music from *Spotify*, *Rdio* and *Google Music* without eating into their data plan.

## **T**ELEVISION:

The *CRTC* has approved the disaffiliation of *CBC Television* from *Corus Entertainment* Eastern Ontario TV stations *CHEX Peterborough* (CHEX-1 Bancroft, CHEX-2 Oshawa) and *CKWS Kingston* (CKWS-3 Smiths Falls, CKWS-1 Brighton, and CKWS-2 Prescott). CBC initiated the action after indicating it would not renew the affiliation. Those Corus stations began airing *CTV Network* programming Sept. 1...

*Corus Entertainment* says it has launched *Disney Channel* in Canada. Distribution partners are: *Bell Aliant*, *Bell Fibe TV*, *Bell Satellite TV*, *Eastlink*, *Access*, *Cogeco Cable*, *MTS*, *Rogers*, *Shaw*, *Shaw Direct*, *TELUS* and *Videotron*...

*Blue Ant Media* has applied for relief in Canadian program content requirements for its *Cottage Life* specialty channel. Blue Ant wants to move to 50% CanCon during the day from 80%, and to retain its 50% commitment in evenings.



**B**<sub>y</sub> now everyone knows about the controversy of Voltair and the firestorm of discussion that the topic of enhanced PPM has created. It's been the most galvanizing issue to hit broadcast in the 22 years I've been in the industry. I think it's fair to say we've all learned a lot about PPM and how it works, what it does, what it doesn't do, its importance, and maybe, that tools could be and have been created to make it even more effective; not for just individual radio stations, but also for broadcast in general.

I attended the WABE/SAIT (Western Association of Broadcast Engineers/Southern

# The untold story of Voltair: a look at how we got here

by Tyler Everitt

Alberta Institute of Technology) education seminars in Calgary in early June. Wally Lennox, the director, radio engineering at Bell Media in Toronto, delivered an excellent discussion on the state of radio and where we go from here. During his presentation, he declared—with pride—that radio is still the most accessed media, more than TV, more than print, and even more than those evil streaming giants that are perennially nipping at radio's heels and threatening share.

Radio has 79% of in-car tuning.

At face value this seems like great news until you go past the snapshot and watch the whole movie. Then you see not only

the state of today but where radio has been and where it's going. The trend is downward.

Or is it?

A station in the U.S. had a frustrating and all-too familiar problem. PPM had just been introduced to the market and that station had a wildly successful radio talk show. When the host hit the air the phones would light up and it was obvious (though anecdotally) that this show had a tremendous following. But the ratings didn't reflect that. Arbitron didn't indicate what the station's programmers and management knew to be true.

And if you don't have the numbers, well...

When faced with a problem you can't figure out you call an expert. Since we all tend to apply the solution to a problem based on our area of expertise (a man holding a hammer sees only nails, after all), different disciplines are going to have different opinions on how to solve the problem, e.g. fire the host, flip the format, we need better coverage, the signal is too weak, processing is set up wrong, we haven't promoted properly, move the show to another daypart, there are too many commercials interrupting the flow, and so on.

The thing is, evidence abounded that the show was popular. So in this case, rather than a programming or sales consultation, the station's owner thought a different approach would be worth looking at. After all, this was a desperate situation.

## Back To The Story After This

Dr. Barry Blesser, a co-founder of 25-Seven Systems, MIT academic and alumnus, part of the original six who started the digital audio revolution, inventor of the first commercially-available digital reverb, consultant to many an industry, and with a Godfatheresque presence, was called.

Blesser didn't even know what PPM was but he approaches things with a scientist's view. He believes in a process, a set method of doing things. Experiments should have a set process with all circumstances, and results transparent and repeatable. Accountability to the process is the mantra to which the scientist subscribes. Physics is everything, even in the subjective landscape of radio programming.

Behind the mic, behind the music and the commercials, and street teams at the latest promotion, is a foundation of a propagation of waves that you can't see, smell or hear or taste or feel but is bound by the laws of physics discovered by our pioneering forefathers so many morning shows ago. And what wondrous things we've been able to achieve with this tenet of physics that exists everywhere in the known universe.

Some say FM is frequency modulation, others consider it f-ing magic.

25-Seven was founded by Blesser, Geoff Steadman, Derek Pilkington and a handful of engineers around 2004. It was a hobby



Dr. Barry Blesser



Geoff Steadman

start-up company and could barely pay the bills but had some intellectual property related to time compression.

After their day jobs the crew would get together to discuss, learn about and create products. Nobody drew a salary. It was about intellectual curiosity, the fellowship of working with a team of competent colleagues and the pursuit of solving problems.

Today, it's much different. Blesser says he has all the fame and fortune he cares to accumulate and now just wants to better broadcasting, where his career started in 1960 at the MIT student radio station.

Voltair was introduced to the market at NAB2015 (the annual National Association of Broadcasters international convention in Las Vegas) and the fanfare was immediate. Stations had already been running it due to a soft launch by 25-Seven which by then had become a part of the Telos Alliance. (Full disclosure. Pippin Technical Service, my employer, is the Canadian dealer for The Telos Alliance.)



The joining with the Telos Alliance provided the capital necessary to bring this idea to market. At NAB, success stories were already being shared and the excitement was palpable. Indeed, Blesser's presence on the show floor seemed to add to the atmosphere.

The people involved with the product wanted broadcasters to see this new tool created to monitor PPM performance and, if desired, to even enhance PPM's ability to encode a unique program stream to ensure stations are getting credit for every listener exposed to their signals, even in very difficult listening environments.

Environments are amazingly difficult to simulate in a lab. Blesser and his team had an idea, a theory, and a box. But did it work?

### **And Now, on with The Story**

Once contacted by the ratings-challenged station, Dr. Blesser and the team sought to understand what PPM is, how it works, how well does it work, and could there be a hidden inequity in how it works to explain why some stations seemed to not get the ratings they seemed to think they should.

25-Seven posted a white paper on this topic in 2009. It was noted in the industry because this public document reflected what others had felt, that something was wrong. Blesser became the focus for those who wanted to discuss and understand PPM. He talked to anyone who would listen and also became an unpaid consultant to

the lawyer in Congress during possible racial discrimination of PPM investigation by the House Congressional Oversight Committee.

They took their ideas to Arbitron where initial optimism faded after months of inaction. It was then that 25-Seven decided to take on the problem. If other stations saw an issue maybe the problem was much bigger. What if some stations encode better than others? What if there's a reason for that and we can figure out how to enable poorly-encoded content to encode equally to already well-encoded content?

This could be a product.

By 2013, a prototype was ready. Early on, though, was one unique challenge. Neither 25-Seven nor The Telos Alliance were PPM subscribers. Ironically, years earlier, Arbitron sent Telos an encoder for testing with an Omnia processor.

But not this time.

If you can't get an encoder, you can't test your theories in the lab. If you can't get it out of the lab it will never see the light of day.

So 25-Seven still had a big problem: How do you know it works in the real world with real radio and real listeners? Maybe it would be possible to take all that the lab could teach about what should work and find someone that would help to see if it does work in a way that didn't adversely affect the listeners' experience.

First one station was willing to try it. Then another. After a month of testing the results were conclusive and more stations were included in testing. Pretty soon, the stations refused to give Voltair back. Over the next year, and by NAB 2015, there were upwards of 600 radio stations using Voltair. Broadcasters now had a tool to view their encoding success, audition and adjust program material, and enhance the encoding to make sure as many of the meters listening to the radio as possible were being credited.

The creation of Voltair is a story almost every broadcast engineer can relate to when a PD or manager approaches with a sentence that starts with "Do you think there would be a way to...?"

Of course, the answer is, "There's always a way."

The combination of happenstance and the right people with the right knowledge and the right contacts have created a product that, if nothing else, has raised the bar on awareness and has stimulated a movement to make sure the snapshot of 79% is but a lull in the action of this movie we're all in and in which we have so much of a stake.



Tyler Everitt

*Tyler Everitt B.Sc. EET, is the sales manager of Pippin Technical Service Ltd. He can be reached at [teveritt@pippintech.com](mailto:teveritt@pippintech.com).*

# BROADCAST Dialogue

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Thursday, September 10, 2015

Volume 23, Number 17

### REVOLVING DOOR:

The second wave of reshuffling at *Bell Media* sees the departure of six senior managers. They are: Sr. VP, Sales Lesley Conway; Sr. VP of *CTV News* Paul Rogers; VP Erin Sinyard (finance); Gianni Di Iorio (revenue management and research); and Mario Clément (in charge of content for Quebec). Also gone is *Discovery Channel* President/GM Paul Lewis. Lesley Conway became director, national sales at *CHUM Group*



Lesley Conway



Paul Rogers



Mario Clément

*Radio Sales* in 2000, then VP/GM. Next, she was VP/GM at *Astral Radio Plus* beginning in early 2008, and from 2011 to 2013 she was exec VP sales for *Astral Out of Home*. In July 2013, Conway was named SVP Bell Media Sales English Canada. Paul Rogers returned to CTV in early 2003 as VP, CTV News. Before that, he had been with *Global Toronto* as ND/exec. producer. In Feb. 2011, Rogers became Sr. VP, CTV News, taking on editorial responsibilities for CTV's 21 local stations. Paul Lewis moved to CTV after a 14-year career as executive producer at *CBC*. He began as VP of Discovery Channel Canada, then became Sr. VP. In 2003 he became president/GM

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responsible for five specialty channels - Discovery, *Discovery World*, *Animal Planet*, *Discovery Science* and *Investigation Discovery*.

Four *Bell Media* existing managers were promoted or given expanded roles, including Joanne MacDonald who is now VP, *CTV News*. And the *Discovery* team will now report to Tracey Pearce, head of specialty and pay...

Mark Finney has been appointed to the newly created position of VP, strategic sales at *Bell Media* effective immediately.



Mark Finney

Finney's 20-year career background is primarily on the print side at such news organizations as, most recently, *Star Media Group* in Toronto and *The Guardian* in London...

Ross MacLeod is the new PD at *102.1 the Edge Toronto*, beginning Sept. 21. He'd been with *Corus* before, at *Rock 101 Vancouver* as a host and *Q107/AM640*



Ross MacLeod

*Toronto*. After he left in 2007, MacLeod was with *107.7 The River Lethbridge*, *Team 1260 Edmonton* and most recently was PD at *CJAY 92/Funny 1060 AM Calgary*...

Mike Farwell has been tapped to succeed Don Cameron as the play-by-play announcer for *Kitchener Rangers* games on *570 News (CKGL-FM) Kitchener*. Colour commentator is Mike Torchia, a former Rangers goalie and who worked with Farwell in a similar capacity for five years on *Rogers TV*. Farwell's background includes his most recent stint in mornings at *Country 106.7 (CIKZ-FM) Kitchener*, also a *Rogers* station. He's also been a reporter, talk show host and hockey analyst at 570 News...

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Hal Anderson



Jason Desrosiers



Mark Sampaio



Elliott Lovejoy



Rick Fenton

Hal Anderson, the former morning host at *CJOB Winnipeg* (2009-2014) and, before that, the morning host at *POWER 97*, begins a weekly four-hour weekend show on *FAB 94.3* Sept. 27. As well as *Hal Anderson Sundays* on the *Jim Pattison* station he'll also appear for a segment in the daily morning show...

*CBC's* new head of sports is Greg Stremlaw who begins Sept. 15. Stremlaw is the former CEO of *Curling Canada* and was included in the *Globe & Mail's* Power 50 List of Sports Leaders in Canada...

*Newcap's* new VP, engineering and technology based in Toronto, is Richard Davis who begins Oct. 5. He moves to Ontario from his position in Kelowna at the *Jim Pattison Broadcast Group* as director of IT and engineering. Davis was with JPBG for almost 10 years. Before that, he worked with *Vista*, *Cariboo Central Interior Radio* and the *Blackburn Group*...

Jason (JD) Desrosiers has returned to the *Evanov Radio Group* stations in Halifax as PD. In April, 2012, he moved to *106.9 The Bear Ottawa* as brand manager, spearheading the rebrand to *JUMP! 106.9*. A year later, he added responsibilities as brand director at sister station *boom 99.7*. Desrosiers left Ottawa in May, 2014, returning to Halifax. His first time at ERG began in mid-2009 as promotions and marketing director. Later, he became APD at the yet-to-be-launched *Live 105*...

Matt Sampaio is the new morning host at *K106 Sarnia*. His most recent stop was four-years in mornings at *Hot 93.5 (CIGM) Sudbury* which he left at the end of 2013...

Elliott Lovejoy joined Christy Farrell in mornings at *99.9 Sunfm Kelowna*. Lovejoy had worked at *2dayFM Niagara Falls*, moving from Australia this past spring to work at the *Vista station*...

Rick Fenton becomes VP, business development at *Canadian Music Week* Oct. 1. His background includes being executive director of the *Western Canadian Music Alliance*. Most recently, he was executive director of *MusicOntario*.



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### Station Manager - Montreal

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## RADIO:

**R**X92.9 Calgary, in advance of *Calgary Pride*, asked listeners to post photos of themselves kissing in support of LGBT rights. The idea was spawned as a response to the city bus driver who recently said he'd refuse to drive a rainbow-covered bus promoting the event because of his religious beliefs...

*Evanov Radio Group* has rebranded Hot AC *Energy 103.5 FM Halifax* to *Hot Country 103.5*. The change happened Sept. 3 at 4 p.m. when Hot Country 103.5 launched with *Florida Georgia Line's This is How We Roll*. While the music focus is intensive for the moment, the on-air line-up is expected to be in place by month's end. Hot Country 103.5 is Halifax's second Country station now competing with *Maritime Broadcasting System's FX 101.9*. In the spring ratings, FX ranked number 2 with a share of 11.4 while Energy 103.5 had a share of 1.9. The new station is differentiating itself by focusing on a younger vibe...

*Rawlco's 97.7 Calgary* has evolved to Soft Rock 97.7, the new ID launched last Friday. The ID, says Rawlco, is a better description of the music being played. It has evolved to gold-based softer pop covering the '60s to 2015 with a target audience skewing slightly toward females...

Launching tomorrow (Friday) at 1:07 p.m. local time is *Clear Sky Radio's* fourth station. *Summit 107 (CFSM-FM)* will serve the East Kootenay, Elk Valley and Columbia Valley regions of B.C. with an AC format on four

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transmitters. The originating station broadcasts will be at 107.5 Cranbrook/Kimberley with repeaters at 107.7 Invermere, 107.9 Fernie and 107.1 Sparwood and Elkford. Station manager is Melissa Hamm and on-air staff sees Dennis Walker in mornings, Kasey Schell in middays and Mark Nicholls in afternoons. Walker's background includes 25-years at *Giant FM Penticton*...



*KISS 92.5 Toronto* morning hosts Adam Wylde and (Ms) Blake Carter head up the just-launched *YouTube Hits*, a one-hour weekly show in what's described as the first radio collaboration in Canada for *YouTube*. It's also on 16 other *Rogers* stations in Ontario, Manitoba, Alberta and B.C...

*CKUA Alberta* wants *CRTC* approval to reduce power from 100 KW to 22 KW at its *CKUA-FM-5 Peace River* transmitter. The old AEL tube type must be replaced and CKUA would prefer something a little less costly...

*Harvard Broadcasting* and *Dacian Productions* will premiere *The Riderville Radio Sitcom* on *CKRM Regina* Saturday, Sept. 12. The half-hour episodes take place during famous games in the *Saskatchewan Roughriders'* history, from 1956 to 2007. Listeners are told to think of it as Corner Gas meeting Bull Durham.

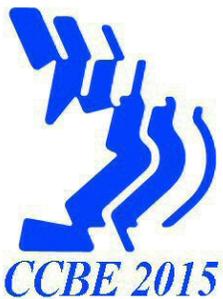
## TELEVISION:

Research has determined that on-demand comprises 39% of TV and video viewing. It also found that 45% of Canadians now watch TV and video on their smartphones, that 59% of teenagers' total TV and video viewing time is on mobile devices, that 10% watch *YouTube* for more than three hours a day, and that 77% of subscription video-on-demand users binge-view at least once a week. Those statistics come from the annual *Ericsson ConsumerLab TV & Media Report*. Ericsson notes that while 43% of Canadians say they can't find anything to watch on linear TV on a daily basis that TV's popularity remains high due mainly to premium viewing, live content e.g. sports and its social value as a 'household campfire'.

## GENERAL:

*CBC Ottawa* is moving to a four-platform local news service, across the day and on demand. It will introduce local services specifically for mobile users and will beef up existing desktop and web services. The vision is to provide frequently refreshed digital content. Television's late and weekend newscasts have

become regional shows based in Toronto. The late newscast change has already occurred. The weekend edition regional package comes into effect this Saturday. Other changes for *CBC Ottawa* include an expanded one-hour news package at 6 p.m. beginning Oct. 5, seven one-minute hourly TV updates starting Oct. 5 and, beginning this past Tuesday, *CBC Radio's Ottawa Morning* airing on *CBC TV* from 6 to 7 a.m... The same holds true at *CBC Vancouver*



### CCBE 64th Annual Career Development Conference

Sept. 24 - 27, 2015  
at Horseshoe Resort  
just north of Barrie.

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where *The Early Edition*, between 6 to 7 a.m. began being televised live Sept. 8...

Highlights of *CBC/Radio-Canada's* first quarterly financial report for 2015-2016 include:

- Reduction in expenses of \$104.7 million. While CBC-generated revenue was down to \$74.1 million, the Corporation points to the absence of NHL hockey and a generally weaker advertising market for the result, and
- Total government appropriations are expected to be the same as last year.

## **SIGN-OFF:**

Christine Pierce, 58, of cancer at her home in Cameron (near Lindsay, ON). Most recently, she had been *Novanet's* customer service manager at head office in Toronto. Pierce had been with the company for nine years.

## **SUPPLYLINES:**

*Yangaroo* has launched an update to its technology platform to a new look and a user interface that is said to be faster, more responsive and optimized for use on desktops, laptops, tablets and mobile devices...



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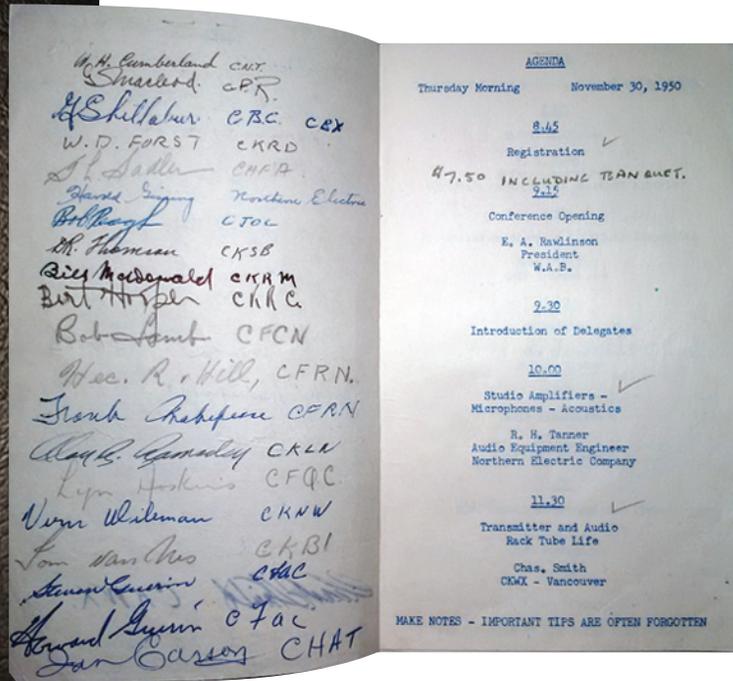
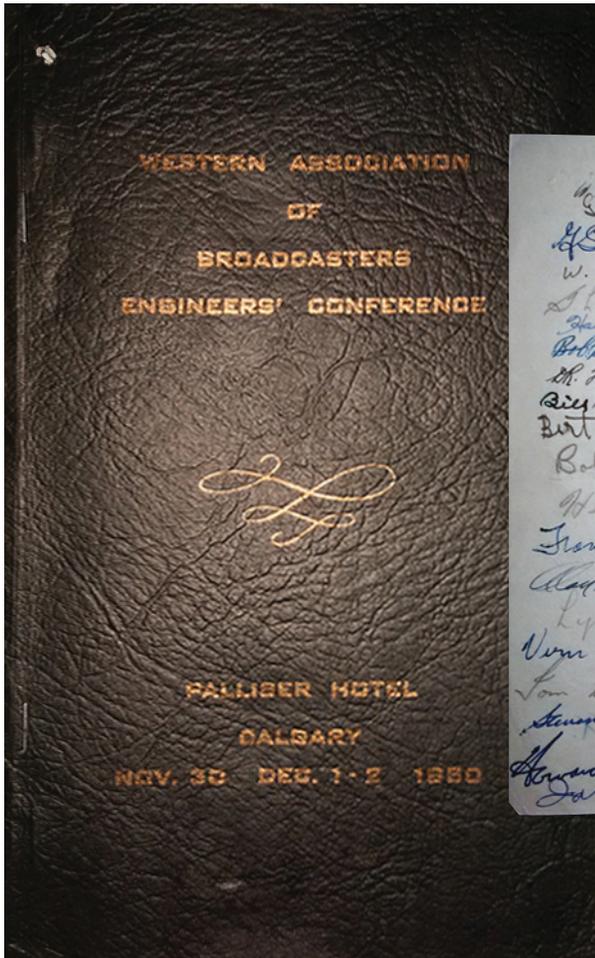


## What's in it for you?

**T**he Western Association of Broadcast Engineers will celebrate its 65th anniversary during the annual convention in Vancouver Oct. 18-20. For a non-profit group to survive the decades of technological change demonstrates the strength of the organization, its members and its supporters.

WABE has brought value to its members since the inaugural 1950 convention in Calgary when delegates paid their \$7.50 registration fee. It was established to provide an opportunity for broadcast engineers to gather, share and learn. Since then, the annual WABE conference has progressed to providing education for its members while giving them the opportunity to see equipment and to meet the sales\support teams.

And for our 65th anniversary, WABE continues to meet the career development objectives of broadcast engineers and their employers.



The exciting line-up of technical papers for radio and television this year includes:

### Television

- Video over IP, protecting network endpoints
- A hands-on TV studio lighting presentation
- Closed captioning in a file-based workflow (intermediate and advanced presentations)
- 4K, Ultra HD and 8K realities.

### Radio

- Voltair, (processing and monitoring capabilities), PPM ratings discussion
- HD Radio
- Emergency Alert System.

For an up-to-the-moment schedule, go to  
[www.wabe.ca/schedule](http://www.wabe.ca/schedule).

Papers co-chairmen are Chris Larke for radio and Nathan Pachal for television.

This year's conference will be at the Sheraton Wall Centre in downtown Vancouver with easy access to transportation, restaurants, stores, Stanley Park and the sea

wall. The hotel is connected to the convention centre and WABE organizers have secured an attractive room rate for attendees. They've also negotiated a 10% discount with WestJet for flights in and out of Vancouver during convention week.

September 18 is the Early Bird cut-off for delegate registration. Registration fees will increase from \$225.00 to \$275.00 after that date.

For a wealth of information about the 65th annual WABE conference, check out the new easy-to-navigate website: [www.wabe.ca](http://www.wabe.ca). In it you will find links for delegate and exhibitor registration forms, hotel reservations, the convention schedule and technical paper information.

The continued support of exhibitors cannot be over-stated. Some have been WABE supporters for over 25-years. The exhibits are chock-a-block with products available so that engineers can acquire educational hands-on experiences. They'll also meet the people behind the e-mails and phone calls, including support technicians from the manufacturers and suppliers.

As part of the exhibitors' area there will be historical pieces of broadcast machinery and photos of the technology which laid the groundwork for the today's whiz-bang equipment.

On behalf of the Western Association of Broadcast Engineers committee, I thank those throughout our history who have supported WABE in its endeavours to provide broadcast engineers with the opportunity to gather, share and learn about the technology within this great industry.

We hope that you will be able to join us this year in Vancouver.

*Mark Crichton is president of Western Association of Broadcast Engineers. He can be reached at [mark@laradiogroup.com](mailto:mark@laradiogroup.com).*



# BROADCAST Dialogue

## Essential Reading

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

Thursday, September 17, 2015

Volume 23, Number 18

### GENERAL:

**G** While the next round in *Bell Media's* restructuring of management staff is expected Oct. 1, Montreal's *La Presse* says between 350 and 700 jobs may be on the chopping block, up to 100 in Quebec. Citing a number of unidentified sources, the French-language daily said 700 positions would be 10% of Bell Media staff. Non-management layoffs are to take place at the end of November...

*comScore*, a provider of digital media analytics, says it will make daily reporting of unduplicated audience and validation metrics available for Canadian campaigns. Called *validated Campaign Essentials* (vCE), advertisers are already able to leverage vCE to measure ad viewability for mobile ad campaigns across smartphones and tablets. comScore says unduplicated audience delivery insights, such as validated reach, frequency and GRPs, will soon also be reported for mobile...

*Parti Quebecois* leader Pierre Karl Peladeau says his *Quebecor* shares will be put in a trust to be administered by *Claude Beland*, a former president of the *Mouvement Desjardins* financial co-operative, as well as lawyer *James A. Woods* and businessman *Andre P. Brosseau*. The trust must first be approved by the *CRTC*. Peladeau has been attacked for a conflict of interest in holding high political office while simultaneously being the controlling shareholder of Quebec's dominant media outlets. He signed a declaration that stated he would not get involved in the editorial direction of those news properties.

### RADIO:

**R** The *PPM Top-line Radio Statistics* from the June 1 - August 30 survey period for the six major markets covered begin on Page 6. Results are for the A12+ demo, Monday to Sunday 2 a.m. to 2 a.m...



Director of Information, Technology & Engineering - Kamloops

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One possible reason FM chips won't be activated in cellphones used by *Rogers* subscribers is that the company CEO is hoping a *Spotify* partnership will increase monetization through more mobile data usage on Rogers networks. **Guy Lawrence** made the assertion when he said the Spotify streaming music partnership was to provide interesting content that prompts subscribers to spend more time using Rogers networks...

At the *Canadian Country Music Association* (CCMA) awards presented in Halifax on the weekend, broadcast winners were:

Radio Station of the Year - Large Market	<i>KX 94.7 New Country FM Hamilton</i>
Radio Station of the Year - Medium or Small Market	<i>CKGY 95.5 KG Country - Red Deer</i>
On-Air Personalities of the Year - Large Market	Chris, Jack & Matt - <i>CISN Country 103.9 Edmonton</i>
On-Air Personalities of the Year - Medium or Small Market	The Casey Clarke Show with Roo Phelps - <i>Country 100.7 CIGV-FM Penticton</i>
Music Director of the Year - Large Market	Scott Phillips - <i>CKRY-FM, Calgary/CISN-FM Edmonton</i>
Music Director of the Year - Medium or Small Market	Paul Ferguson - <i>CHCQ-FM Belleville</i>
2015 Slaight Music Humanitarian Award	<i>MusiCounts</i>

*Bohn & Associates* has returned to an independent position after selling *Jack FM*, ending its partnership with *Wall Media* and separating from *Sparknet Communications*. Pat Bohn remains as head of the company. Wall Media and Bohn founded Sparknet Communications to license the JACK FM brand in the U.S. and Europe...

A new specialty ethnic FM station has been approved for Halifax, operating at 99.1 with power of 300 watts. It will air 102 hours of local programming each week while 24 hours will originate at owner **Antoine Karam's CHOU-AM Montréal...**

*CICW-FM Elora/Fergus* has been granted a frequency change, from 92.9 to 101.1, and a power boost to 750 watts from 45. The community station's class moves from A1 to A...

*Today's Country CHAT 94.5 FM Medicine Hat* partnered with the *United Way* and the *Medicine Hat Food Bank* for *Brown Bag Lunch Day* last Thursday, raising \$18,000 in a 12-hour period. Upwards of 700 children go to Medicine Hat schools every day with no lunch. Each lunch is valued at \$1.00.

## **T**ELEVISION:

The *CRTC* will launch a review of the policy framework for local and community television programming, beginning Jan. 26 in Gatineau, that will build on the earlier *Let's Talk TV* proceedings. The deadline for submission of interventions/comments is Oct. 29. Some of the outcomes sought by the Commission include:

- That Canadians have access to locally-produced and locally



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reflective programming in a multi-platform environment

- That both professional and non-professional independent producers and community members have access to the broadcasting system
- That locally relevant news and information programming is produced and exhibited within the Canadian broadcasting system...

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the Sheraton Wall Centre, Vancouver, BC  
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*Shaw Media*, the owner of *BC News 1*, the British Columbia provincial specialty channel, has applied to the *CRTC* to take the channel national, providing an English news service for the rest of Canada...

*Hollywood Suite's* four HDTV channels will relaunch Nov. 2 as *Hollywood Suite 70s Movies*, *Hollywood Suite 80s Movies*, *Hollywood Suite 90s Movies* and *Hollywood Suite 2000s Movies*...

The *Canadian Media Production Association* (CMPA) and the *Producers Guild of America* (PGA) have signed an affiliation agreement to expand opportunities for co-production between Canadian and U.S. film, television and digital media producers. CMPA has similar agreements with the *Interstate Association of Audiovisual Industry* in Brazil and with the *Screen Producers Association* of Australia... Still with *CMPA*, Robert Lantos of *Serendipity Point Films* is the winner of the 10th annual \$10,000 *CMPA Feature Film Producer's Award*. The award was presented last week at the opening of the 40th *Toronto International Film Festival*.

#### REVOLVING DOOR:

**R** Chris Bassett has been promoted to station manager/news director at *Global Calgary*. He also assumes oversight of *Global Lethbridge*. Liam Nixon continues as the Lethbridge anchor and newsroom manager. Bassett joined *Global Calgary* in 2010, holding the managing editor and news director positions...



Chris Bassett

*Tyson Parker*, the former VP, communications and artist relations at *Universal Music Canada*, has been hired by *Bell Media* as head of artist and music industry relations. The newly created position is based in Toronto...

Further to the *Bell Media* restructuring reported in last week's *BD*, David Corey's role expands to include French-language properties as *Bell Media Radio's* VP, programming, over the company's 106 stations. Corey continues as *CHUM-FM Toronto* PD...

*Rex Murphy*, after 21 years as host of *CBC Radio's Cross Country Checkup*, is retiring after his last show this Sunday, Sept. 20. Murphy continues, however, his weekly commentaries on *The National*. *Cross Country Checkup* will have a series of guest hosts through the fall...



Rex Murphy



John Macintosh



Chris Meyers



Mike Fawcett



Bill Turner



Tanya Kim

John Macintosh is the new GM/GSM at *Bayshore Broadcasting's Sunshine 89.1 Orillia* and *97.7 the Beach Wasaga Beach*. This is his second time to be based in Orillia. Macintosh had been the GSM of *Telemedia-* and *Rogers-owned EZ Rock 105.9 FM Orillia* for six years. He left to be retail sales manager/senior account manager at *FM96 London* before moving to become GM of *104.7 Heart FM Woodstock*. Five years later, Macintosh joined *SUN Media/PostMedia* as national advertising sales executive: print/digital...

Chris Myers will be joining *Hot 107/95.7 CRUZ fm Edmonton* as program director at mid-October, moving from *104.9 Virgin Radio Edmonton* where he was also PD. It's a return to *Harvard Broadcasting* for Myers who joined that company in Sept./'07 to help launch *Wired 96.3 Saskatoon*. (Part of the April/'08 launch was putting 24 Santas on downtown Saskatoon streets hyping "All Christmas music all the time" on Santa FM.) Myers has also been PD at *The Beat Vancouver*, *C95/Rock 102 Saskatoon* and at *Z99 Regina*...

Mike Fawcett has retired from *Newcap* after 13 years as VP, engineering, and 50 years in the broadcast business. Fawcett's background includes GM at *Telemedia Radio Edmonton*; GM at *Nornet Communications Edmonton*; regional manager (Alberta & Northwest Territories), *Leblanc & Royle*, Edmonton; GM, *Mid-Canada Television Sudbury*; director of engineering, Mid-Canada; *S.W. Davis Broadcast Technical Services*, Vancouver; and as a technician at *CHED Edmonton*...

Bill Turner, the long-time morning host at *CKLQ Brandon*, has retired. He began his broadcast career at *CKYL Peace River*, then moved to *CKX-TV Brandon*. Thirty-six years ago, in 1979, Turner began at *CKLQ* doing news, eventually moving to become the morning host...

Tanya Kim is the new face of *Entertainment City* and *Rogers Your World This Week* alongside new co-host Adam Wylde of *KiSS 92.5 Toronto*...

Former *NBC News* evening anchor Brian Williams returns to television Sept. 22 as the anchor of breaking news and

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special reports on *MSNBC*. Details about what his duties will be weren't disclosed...

**Claudia Balzer Scott-Hansen** has been appointed VP, distribution at *9 Story Media Group* in Toronto. Before arriving for the newly created position, she was SVP/group director broadcast, Americas at *HIT Entertainment*...

**Cameron Wright** becomes VP, operations and live programming at *Canadian Music Week*, effective Oct. 1. It's a return to CMW for Wright who had been festival director between 2009-2014 before moving to *Live Nation*.

## SUPPLYLINES:

**Capella Telecommunications** of Peterborough has acquired Montreal-based *Incospec Communications*, founded by President **Mario Sebastiani**. With the acquisition, Capella can now provide out of warranty repair services, Montreal warehousing and enhanced engineering services... *Corus Entertainment* has launched *Quay Media* offering technology services. Corus also acquired *FastFile Media Services*, a Canadian closed captioning company.

## FEATURE:

Former *Corus* Executive **Doug Rutherford** says there are three simple words getting in the way of Talk Radio success in Canada. His remarks will be seen by many to be controversial, provoking dialogue. It begins on Page 7.



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## PPM Top-line Radio Statistics

Survey period: Radio Meter 2014/15 – June 1, 2015 - August 30, 2015

Demographic: A12+

Daypart: Monday to Sunday 2am-2am

Station	Owner	Share%	Share%	Share%	Share%
Calgary (Average Daily Universe: 1,168,000)		Summer 2015	Spring 2015	Winter 2014/15	Fall 2014
CKRY-FM	Country 105	10.9	10.6	11.3	11.4
CFXL-FM	XL 103 fm	10.5	9.9	8.2	7.3
CHQR	AM 770 CHQR	8.5	7.6	6.8	7.2
CBR	CBC Radio One	7.9	7.2	7.8	7.6
CFGQ-FM	Q107	5.8	6.4	5.6	5.7
CIBK-FM	Virgin Radio 98-5	5.8	7.2	5.8	6.4

Station	Owner	Share%	Share%	Share%	Share%
Edmonton CTRL (Average Daily Universe: 1,108,000)		Summer 2015	Spring 2015	Winter 2014/15	Fall 2014
CKNO-FM	102.3 FM NOW! radio	11.9	12.0	11.8	13.7
CBX+	CBC Radio One	8.6	10.2	11.5	10
CHED	CHED	8.4	8.2	8.4	9.4
CKRA-FM	96.3 CAPITAL FM	8.4	8.2	9.7	8.1
CISN-FM	CISN Country 103.9	7.8	6.9	6.0	6.1

Station	Owner	Share%	Share%	Share%	Share%
Montreal CTRL Anglo (Average Daily Universe: 798,000)		Summer 2015	Spring 2015	Winter 2014/15	Fall 2014
CJAD	CJAD 800 AM	28.1	25.3	26.1	24.3
CKBE-FM	92.5 The Beat	17.7	18.0	19.9	17.6
CJFM-FM	Virgin Radio 96	17	15.9	14.2	15.7
CHOM-FM	CHOM 97.7 FM	12.2	12.5	12.2	12.7
CBME-FM	CBC Radio One	6.3	7.4	7.9	9.9

Station	Owner	Share%	Share%	Share%	Share%
Montreal CTRL Franco (Average Daily Universe: 2,733,000)		Summer 2015	Spring 2015	Winter 2014/15	Fall 2014
CHMP-FM	98,5 fm	19.6	23.3	21.8	23.1
CFGL-FM	Rythme 105,7	18.7	17.9	16.6	17
CITE-FM	Rouge fm 107,3	14	12.0	11.8	13.1
CKOI-FM	CKOI 96,9	8.7	7.0	7.3	5.6
CBF-FM	ICI Radio-Canada Première	8.4	10.5	11.6	12.9

Station	Owner	Share%	Share%	Share%	Share%
Toronto CTRL (Average Daily Universe: 5,350,000)		Summer 2015	Spring 2015	Winter 2014/15	Fall 2014
CHFI-FM	98.1 CHFI	9.6	9.4	13.6	13
CHUM-FM	104.5 CHUM-FM	9.5	9.5	10.1	10
CBLA-FM	CBC Radio One	8.7	9.3	9.0	8.7
CHBM-FM	boom 97.3	8.7	8.4	6.5	6.4
CFRB	NEWSTALK 1010	6.8	7.8	7.2	7.5

Station	Owner	Share%	Share%	Share%	Share%
Vancouver (Average Daily Universe: 2,269,000)		Summer 2015	Spring 2015	Winter 2014/15	Fall 2014
CHQM-FM	103.5 QM/FM	11.4	11.4	12.4	11.2
CBU+	CBC Radio One	10.3	12.2	14.1	12.5
CKNW	CKNW	9.8	8.1	6.9	8.7
CFMI-FM	Rock 101	7.2	7.4	7.3	6.7
CFBT-FM	94.5 Virgin Radio	6.8	6.8	6.3	7.2
CJAX-FM	96.9 JACKfm	6.8	5.7	4.2	5.9

# The **three** words

## that are destroying News/Talk radio in Canada

One of Canada's most impactful  
radio formats is being  
systematically dismantled,  
not by listener disinterest  
but by broadcaster neglect.

In its prime, News/Talk radio dominated every major market in which they operated; Vancouver, Edmonton, Winnipeg, Toronto and Montreal. It worked because programmers kept creating compelling reasons to listen.

News/Talk is an art form lost on the new generation of programmers caught in the vortex of shrinking audiences, declining revenue and head office demands for higher margins.

This generation of programmers and News/Talk general managers seems convinced that the secret to margin growth is the elimination of core services, the reduction of news coverage and the abdication of News/Talk categories that helped build the format in the first place. Somehow, using this formula and logic, younger listeners will find their way back to the AM band, and if the audience doesn't get bigger it will at least shift younger and be more attractive to advertisers.

That thinking didn't work 20 years ago and it won't work today.

Those three words that are destroying News/Talk radio in Canada: "We used to..."

Here is how a typical interview with a modern day News/Talk GM or programmer might go if he or she were being interviewed regarding the latest cuts to station staff:



by **Doug Rutherford**

“We used to” have a bigger and stronger local news presence but now that there is an all-news station in the market our research shows that we are not known for breaking news anymore.

“We used to” have a stronger sports presence but we couldn’t afford to maintain play-by-play rights for the NHL and CFL; we lost those broadcast rights to the all-sports station. Maintaining a high sports profile just didn’t make economic sense anymore.

“We used to” own the traffic “hill” in this city; no one could touch us. But then the all-news station started traffic every 10 minutes round the clock and we just couldn’t compete so we pared this part of our operation back.

“We used to” have talk show hosts with strong opinions and powerful points of view but our research showed that people wanted to “chat” and have “meaningful thoughtful conversations”. We shifted our focus toward hosts who could talk about a number of topics, skimming the surface. The more in-depth investigative reporting shifting to on-line ventures.

Any of those sound familiar? The news department is reduced, sports is off the table, traffic is a shadow of what it used to be and the talk show hosts are less confrontational, less forthright in expressing opinions and less aggressive in interviews. What is left to attract the listener, younger or older?

And so the race to the bottom is justified and a once powerful and dominant format is left adrift.

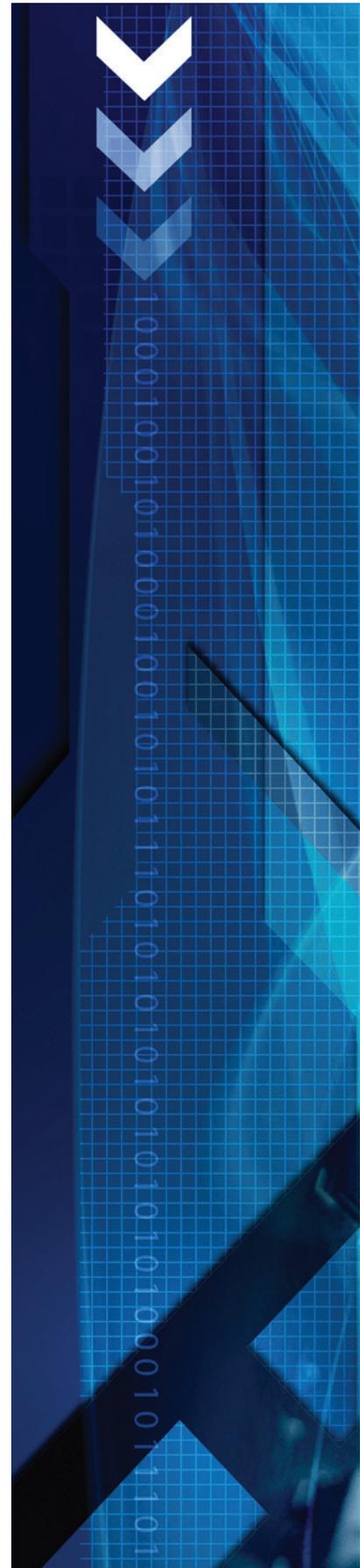
The CRTC hasn’t helped either. The AM band has been fractured by the construction of high-rise buildings and office towers in major markets. Downtown tuning to an AM station is a struggle in most major markets. Broadcasters have gone to the CRTC on numerous occasions looking for technical help with low power FMs to in-fill areas where the AM band is no longer effective or listenable. I was involved in several of those hearings where the answer was no.

At the same time, broadcasters have shied away from taking a calculated risk with an under-performing FM signal and have not pursued regulatory approval to flip an AM News/Talk station to an existing FM signal.

By identifying the three words that are killing News/Talk radio I am not suggesting that the old ways were the right ways. They were the right ways for that time period.

But we can learn from the past through successes and failures.

Core services provided by a News/Talk radio station have to be maintained and bolstered. Those who own and operate News/Talkers have to understand that the margins will not



rival FM stations. This premise has to be accepted as part of the business plan.

Providing valuable and integral services to the community the broadcaster serves is a privilege lost on those who can't figure out why News/Talk stations have margins in the teens or lower while FM stations in the same cluster are much higher.

The oldest and most influential lesson I learned as a News/Talk program director and general manager is as valid today as it was when I took over the programming duties at the once great and powerful CKNW Vancouver: Create compelling reasons to listen, all day every day.

Swing for the fences. Not every time at bat will result in a home run but even getting on base will help. Sorry for the sports reference, we don't do sports anymore.

Now, if a traffic reporter could tell me the quickest way home from the ballpark...

*Doug Rutherford does part-time consulting on the news-talk side though semi-retired. He resigned as GM of the Corus Entertainment Vancouver radio cluster in 2012. Rutherford can be reached at [chedradio@shaw.ca](mailto:chedradio@shaw.ca).*

# BROADCAST Dialogue

## Essential Reading

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Thursday, September 24, 2015

Volume 23, Number 19

### REVOLVING DOOR:

**R**ick Arnish, the chairman of *Jim Pattison Group's* broadcast division, says he will retire Jan. 20/16. Arnish, who will have worked in broadcasting for 47 years on retirement day, was president of JPBG for the 14 years between 1998 and 2012, and chairman since then. He began his career in 1969 as a trainee announcer in Kamloops. (Click [HERE](#) for more on JPBG and Arnish)...



Rick Arnish



Ben O'Hara-Byrne

Ben O'Hara-Byrne, ex of *CTV News*, becomes the anchor of *CHEK News Victoria's* new 6 p.m. package Oct. 5 and will also anchor the late newscast...

Darren B. Lamb has resigned from his co-host spot at *CHUM-FM Toronto's Roger, Darren and Marilyn* morning show. The move apparently was made last Friday but wasn't made public until yesterday (Wednesday) morning when, by telephone and on-air, he said goodbye to Roger Ashby, Marilyn Denis and the listeners. Lamb moved

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to mornings as co-host from his CHUM-FM p.m. drive slot in July, 2008. Before moving to CHUM he'd been the morning host at *Z95 Vancouver*...

Rose Costa becomes the GSM at *CKPC FM/AM Brantford* on Monday. Her background includes senior positions at a large digital mobile channel serving the U.S. market. Before that, she was an account exec with the *CHUM Group* in Toronto for several years...

Nelson Millman is now the PD at *SiriusXM NHL Network Radio*. Millman, a 42-year broadcast veteran, is a former VP/GM of *The Fan 590 Toronto*...



Nelson Millman



Dave Rainnie



Russ Hinch

Simon Ostler is the new supervising producer at *Global News Toronto*. He had been with *Bell Media* for close to eight years, his last position as assignment editor at *CTV Toronto*...

Dave Rainnie becomes senior manager, Ontario/West Oct. 1 at *CBC Transmission*. He joined the arm of CBC in June/'08 as a remote area transmitter technician based in Regina...

James Roy, a former *CBC Radio* exec, has become president of Toronto-based *Digital Reno Agency*. The independent focuses on broadcasting and content marketing, and creating new ways to digitally develop and distribute clients' stories...

Russ Hinch has joined *Bell Media Fort St. John* as a broadcast technologist. The recent graduate of the *Broadcast Engineering Technology Program* at *Loyalist College* in Belleville did two practicum programs and had a short-term contract with *Bell Media Ottawa*.

## **S**IGN-OFF:

Bruce Dierick, 46, suddenly in Vancouver. He was a *CBC Vancouver* recording engineer, having worked on projects for radio, TV and online. He began with the public broadcaster in 2005.

## **G**ENERAL:

Eight years into overseeing a massive downsizing of the *CBC*, President Hubert Lacroix, in a prepared speech at an international conference on public broadcasting in Germany, said public broadcasters "*are at fault for not speaking loudly enough about the threats we face,*" and "*like the proverbial frog put in cold water that is slowly heated, we've resisted telling people that we risk being boiled to death*"... Liberal leader Justin Trudeau, in Montreal this week, said a Liberal government would reverse the cuts on *CBC* and *Radio-Canada* as well as cuts to arts and culture. He also promised \$25-million for the *National Film Board*



Director of Information, Technology & Engineering - Kamloops

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and *Telefilm Quebec*, and to double funding for the *Canada Council for the Arts*, from \$180-million a year to \$360-million... Meanwhile, a town hall for *CBC* staffers earlier this week heard, according to the *Canadian Media Guild*, that the public broadcaster has plans to sell off all of its real estate across Canada, including production facilities in Montreal and Toronto. But *CBC* real estate boss **Marc Lapierre** says that while every building is a candidate to be sold he insists that there is no formal plan to do so. A plan is in place to reduce the *CBC*'s real estate footprint by 50% by 2020 which could mean leasing excess space or selling and moving into smaller facilities...

**RADIO:**  
**R** *CJAY Calgary* announcers **Gerry Forbes** and **JD Lewis** used crowd-funding to raise almost \$25,000 for **Terry Blanchette's** parents to help cover funeral costs for him and their two-year-old granddaughter **Hailey Dunbar-Blanchette**, both murdered in **Blairmore**. A 22-year-old man has been charged with two counts of first degree murder...

*The Dock Owen Sound* had a catastrophic failure last Friday and was off-air for roughly 12 hours. The main transmitter had a fan power supply go bad and, at the same time, the exciter on the standby transmitter wasn't passing any audio through it. Stepping up to assist was *Bayshore Broadcasting*, the direct radio competitor. It loaned the *Larche* station an exciter. Said one broadcaster: "I love this kind of sense of fair play. Especially during ratings. Gives me a renewed sense of faith in the honour and decency in people ... made my day." As for fair play, the folks at *Bayshore* said the *Larche* operation has bailed them out in the past, too...

Two broadcasters repeating on this year's *PROFIT 500* ranking of Canada's fastest-growing companies are *MY Broadcasting Corp.* and *SiriusXM Canada*. *MBC* was ranked #293 in its fifth consecutive year of being listed. *MBC* operates stations in 20 Ontario markets. *SiriusXM Canada* was listed six years in a row and again in 2013, 2014 and 2015. This year's position is #471. *MBC* has 91 employees and *SiriusXM Canada* has 471...

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A Nov. 18 hearing in **Gatineau** will include an application for a low-power commercial FM station in **Ridgetown, Ont.** (near **Fort Erie**) at 91.3 with 50 watts for a mix of Top 40, classic rock, alternative rock and new country; *Harvard Broadcasting's* purchase of *CKIK-FM Red Deer* from *L.A. Radio Group*; and *Golden West's* application to purchase *CJUV-FM Lacombe*, also from *L.A. Radio Group*...

*TSN Radio* stations across the country will air all prime-time regular season *NFL* games, playoff games and the *Super Bowl*, as will

certain other *Bell Media* radio stations...

The *CRTC* has approved a new Christian music FM station in Kitchener. *Sound of Faith Broadcasting* will operate it at 93.7 with power of 420 watts. This new station will replace the applicant's existing *CJTW-FM Kitchener*, also a low-power specialty station which operates at 94.3. The new licence will expire Aug. 31/18...

*CJJC-FM Yorkton*, a Christian Music station, has petitioned the *CRTC* to allow it to move to a "variety or new oldies" format, claiming that the station has never, and can never, be profitable in its current format...

The *CRTC* has approved an application by *International Harvesters for Christ Evangelistic Association* to allow commercials on *CITA-FM Moncton* and its repeaters in Sussex, NB and Amherst, NS. The application said while the owner expected to finance the station(s) on donations, that didn't work out; that it was having difficulty operating without advertising...

Former Barrie radio host *Jason McIntyre* has been sentenced to two years in jail for sex offences involving young people...

*John Shields*, the senior PD at *The Q* and *The Zone Victoria*, has been given a career-spanning award honouring his contributions to radio in the Victoria area. *The Heritage Award* was presented at the *Western Canadian Music Awards* brunch on the weekend.

## **T**ELEVISION:

*Corus* will launch two new *TV Everywhere* apps, *YTVGo* and *NickGO*, the latest apps in a suite of kids services to roll out this fall...

The *CBC/Fullscreen Creator Network*, announced yesterday (Wednesday), is a new multi-year digital media partnership meant to empower the next generation of Canadian storytellers. The partnership will extend *CBC's* audience reach, national footprint and sales opportunities...

*Global News* will partner with *Twitter Canada* to provide election night conversation for online, social media and broadcast audiences...

*Bell Media*, the owner of *The NHL Network*, has *CRTC* approval for revocation of its broadcasting licence for the national English-language specialty Category B service. The service ceased operations Aug. 31. *Rogers* now has a lock on NHL broadcasts...

*Stingray* says its *Stingray Ambiance* channel is now available to *Videotron* subscribers in 4K UHD, a North-American first...

## **S**UPPLYLINES:

*Nautel's* Fall Webinar series will have two FM-based sessions, *Advanced Features for FM Power Users* on Oct. 7 and a *VS Series How-To Tutorial* Oct. 14. Both sessions run 30 minutes. To register, [www.nautel.com/webinars](http://www.nautel.com/webinars).



# BROADCAST Dialogue

*Essential Reading*

SEPTEMBER 24, 2015

**What next?**

**Emerging technologies  
for radio and television**

**Any Palladini is a  
pal'o'mine**

**An overview for the  
new broadcast engineer**

**Migitating your multipath**

**Do yourself a favour**



# What next?

Emerging technologies for radio and television

**A**t this year's Central Canada Broadcast Engineers (CCBE) conference and again at the Western Association of Broadcast Engineers convention in late October, I will present an update on the activities of the Canadian Association of Broadcasters (CAB) Technical Coordinating Committee (TCC).

The role of the TCC is to assist private broadcasters in technical and engineering dealings with governmental departments and agencies, research organizations, international standards-setting bodies and other like-minded associations

by Kirk Nesbitt

such as the Radio Advisory Board of Canada (RABC).

The TCC engages in many issues in support of its members and the broadcast industry. Recent efforts include work on emergency alerting, Safety Code 6 revisions, the consultation to repurpose the 600 MHz TV band, next generation radio technologies, and actively contributing to Industry Canada regulatory updates.

### Next Generation

There are some potential opportunities for radio and television which may contribute to the next generation of broadcast services. Both radio and television are experiencing dramatic changes in audience expectations to offer programming online and on mobile devices. Shifts in listening and viewing habits are moving away from traditional over-the-air delivery of content.

Radio is the last medium still reliant on analogue technology and has yet to select a digital radio standard for Canada. Television programming is moving quickly toward non-real time delivery of much of its content. However, the free to air delivery of radio and television that we have taken for granted has some specific advantages.

Using dedicated spectrum for the direct delivery of broadcast radio and television has an immediacy and reliability that cannot be readily replaced by third party delivery over cable, satellite, Internet or wireless networks.

So what can we do? Is direct, over-the-air (OTA) broadcasting going to be a thing of the past?

I don't think so. But it is essential that broadcasters adapt to



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the needs of its audiences by embracing emerging technology. Opportunities are available for both radio and television to maintain the direct relationship with listeners/viewers and to enhance the content that can be delivered.

Earlier this year, I was able to attend two conferences regarding the future of radio. The European Broadcasting Union (EBU) held a Digital Radio Summit in Geneva and the North American Broadcasters Association (NABA) hosted the Future of Radio symposium in Toronto.

While there was certainly discussion about the transition to digital radio, a major theme was the development of hybrid radio.

Hybrid radio is a powerful tool. It is the marriage of broadcast transmission and Internet delivery to simultaneously provide both enhanced content and interactive services. Further, it has the advantage of offering a compelling and consistent radio listener experience over the air, online, on mobile and in the car. Hybrid radio also reduces the bandwidth requirements for mobile operators to deliver content which, so far, is reliant on a one-to-one rather than the one-to-many (broadcast) delivery model, and doesn't shift the cost of delivery (data usage) to the listener.

The key to hybrid radio is to establish a linkage between broadcast audio and content delivered over the Internet. An international not-for-profit organization called RadioDNS has created the standards and means to create the link. Radio stations can register with RadioDNS to enable hybrid radio receivers to associate their broadcast audio with enhanced/interactive content sent over the Internet or mobile networks. Examples of content

include album art, traffic/weather info, news headlines, contest links and coupons.

## So What is a Hybrid Radio Receiver?

Easy! It's a smartphone.

A great example of hybrid radio, possibly the biggest so far, is the NextRadio service in the United States. NextRadio has built relationships with Sprint, AT&T and now T-Mobile, to permit FM-enabled smartphones to receive broadcast FM radio along with visuals and interactive content on the display.

American broadcasters, including the National Association of Broadcasters (NAB), are lobbying to enable FM chips in all smartphones. And, there is growing interest in Canada. This is exciting stuff and sounds like a step in the right direction.

Hybrid Radio isn't limited only to smartphones. Now that many new cars are being equipped with wireless data it may not be long until the connected car includes hybrid radio as well.

Success will depend on the willingness of radio broadcasters to adopt the RadioDNS standards to grow a critical mass of support. International support is necessary to encourage equipment manufacturers and automakers to develop more applications and receivers. An advantage of hybrid radio is that it is not tied to a particular radio transmission standard. Hybrid radio can work with analogue FM, HD Radio or DAB. Note that NextRadio, iBiquity and the NAB are members of the RadioDNS consortium. The benefit of hybrid radio is that radio broadcasters around the world can work together to deliver a consistent user experience over-the-air, online, on mobile and in the car.

More information about RadioDNS can be found at [www.radiodns.org](http://www.radiodns.org). In particular, there is a great presentation available for viewing at <https://www.youtube.com/watch?v=XA6Fs3SPhao>.

## Television

The TCC has been preoccupied with the spectrum challenges this year. Namely, that the U.S. and Canadian governments want to expropriate a big chunk of television spectrum so that it can be auctioned for mobile wireless services.

The U.S. is moving quickly to hold its Incentive Auction in March of next year. Participating TV broadcasters in the U.S. will be paid from the auction proceeds to give up their OTA channels.

In Canada, the outcome of the public consultation by Industry Canada to repurpose the 600 MHz UHF TV band was recently announced. The Department's decisions will re-allocate an equivalent amount of television spectrum as the U.S. for mobile wireless services in Canada.

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The two countries have signed a Statement of Intent to jointly and simultaneously repack the TV band. Industry Canada has stated that many, if not all, TV stations may need to change their channel of operation. But in contrast, the CRTC has recognized the financial challenges and emphasized the importance of local OTA television as a result of the Let's Talk TV hearings.

In some ways, the evolution of television is already further ahead than radio with the advent of smart TVs and the promotion of second screen content. However, these developments contribute to the migration to online and mobile delivery rather than preserve the direct, free to air relationship with viewers.

An opportunity exists for OTA television through the evolution of the ATSC television transmission standards. In North America now, DTV stations use the ATSC 1.0 transmission standard. Work is quite far along on the ATSC 2.0 standard which is backward compatible with existing TVs. However, the changes are not significant enough for the long-term survival of OTA television.

The next generation ATSC 3.0 standard is well into development. It is the goal of the Advanced Television Systems Committee is to have ATSC 3.0 design-

ated as a candidate standard in 2015, a proposed standard in 2016, and a final approved standard in early 2017. The timing is very close to when TV stations may be required to relaunch on new channels. But, there seems to be little coordination between the two initiatives. What better time to introduce new technology than when TV stations are replacing most of their transmitting equipment?

This third generation of the North American television transmission standard is not backward compatible; meaning that viewers would need new TV sets (or adapters) and broadcasters would have to replace some equipment. But, there are some significant advantages with ATSC 3.0. Some of the improvements are:

- Replace the MPEG 2 transport stream with IP encapsulation
- Use a more efficient video codec for greater capacity and dynamic range
- Use more robust OFDM modulation instead of current 8 VSB for better reception and mobile capability
- Capable of Ultra High Definition video resolution (4K video).

An important advantage in a world with less broadcast spectrum and fewer channels is the increased capacity to carry UHDTV (4K) programming which is already available online and on some cable systems. 4K TV sets are affordable and in stores now. Alternatively, broadcasters could multiplex more than one

**An important advantage in a world with less broadcast spectrum and fewer channels is the increased capacity to carry UHDTV (4K) programming which is already available online and on some cable systems.**

high quality HD DTV station into a single RF channel. In fact, other countries which use different television standards already have this capability. In the UK, most OTA television is delivered by multiplexing several stations into one RF channel using the DVB-T2 standard (different technology, same idea). Either way, there is an opportunity for TV broadcasters to retain the direct viewer relationship with the well-established immediacy and reliability of broadcast transmission.

You can read more about ATSC 3.0 on the ATSC web site <http://atsc.org/>

There are emerging technologies for both radio and television which may help broadcasters to meet future demands to deliver compelling content and consistent experiences. The success of broadcasters wishing to embrace the benefits will be incumbent on a dialogue between all stakeholders to build consensus on the path forward and commit to follow through.

*Kirk Nesbitt is the secretary  
of the CAB Technical  
Coordinating Committee.  
He can be reached at  
[aknesbitt@rogers.com](mailto:aknesbitt@rogers.com).*



# Any Palladini is a pal'o'mine

Sometimes a colour print or digital ad seemingly pops off the page, defying readers to ignore it. Sometimes a television commercial is so compelling that rather than being an intrusion for viewers its repetition is instead a pleasure.



Al Palladini



Larry MacInnes



Rick Moranis

Ditto with marvellous theatre-of-the-mind radio.

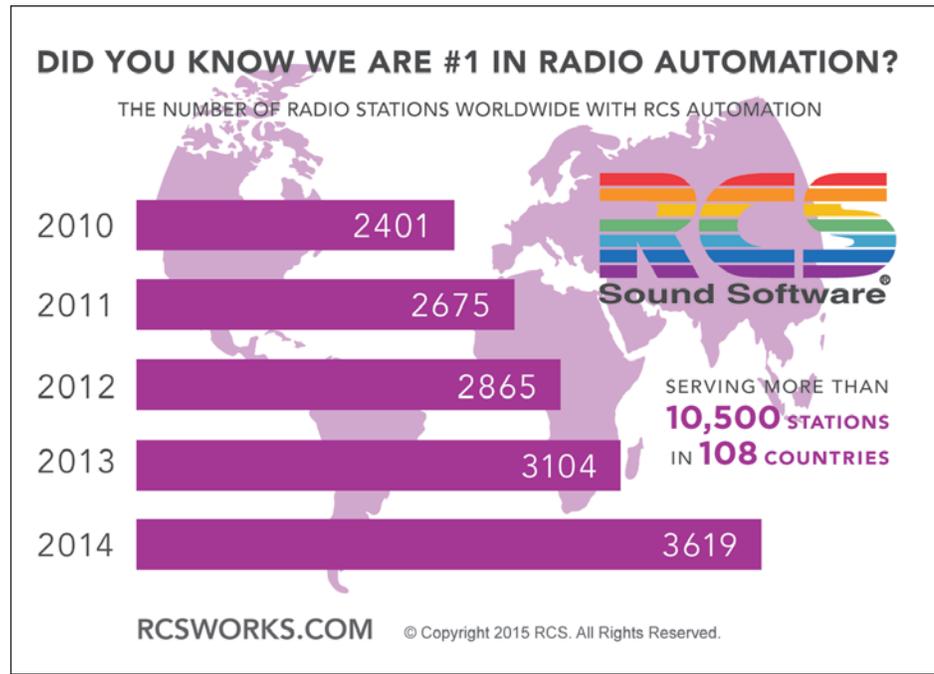
Copywriting whiz and former CHUM Toronto creative head Larry MacInnes tells the story about how a simple ad concept led to a moderately achieving car dealership becoming wildly successful. The tale goes back to the spring of 1977 when 1050 CHUM salesperson Bill Cross dropped off some prospective client information and asked MacInnes for sample commercials.

“But there was no phone number,” said MacInnes. “So I called Directory Assistance and asked for the number of Pinetree-Lincoln Mercury. The operator gave me a number which I dialed right away. It turned out to be a Pontiac-Buick dealership across the street (from the prospect) also called Pineview, an understandable mistake.”

MacInnes was new to the art and science of advertising strategy but was experienced enough to know that if even the directory assistance operator was confused about the car dealer’s name, Pinetree Lincoln-Mercury had a huge problem and he was going to have to write commercials to clear up the confusion.

On the information sheet was the name of the dealership’s owner, Al Palladini. The moment MacInnes heard Al Palladini spoken in his mind the phrase “Any Palladini is a pal o’ mine” came to him like, he says, “a gift from God”.

From that point on, it all seemed too easy. He decided



to make it Al Palladini’s Pinetree Lincoln-Mercury and would gear commercials to Palladini’s humorous lovability. MacInnes also had a secret weapon, an announcer who could voice the spot while also playing characters that included Al, his mother, his daughter, his brother-in-law and a hundred other funny characters.

That secret weapon was Rick Moranis of SCTV fame. At the time, he was doing afternoon drive on CHUM FM Toronto.

Moranis, the late production whiz Zeke Zdebiak and MacInnes produced two demo spots and sent Cross back to Pinetree Lincoln-Mercury. The next day Cross wasn’t happy. Palladini had rejected the concept.

At first flabbergasted and disappointed, MacInnes soon forgot about Al Palladini.

But nine months later, MacInnes gave Doug Thorne, a CHUM newsroom staffer who’d begun a new career in the CHUM sales department, a cassette of the Palladini commercials and sent him on his way to Pinetree Lincoln-Mercury.

The next day, the same story. “He doesn’t want to run them,” said Thorne, “and he says to stop sending people out there to see him.”

The saga of Al Palladini might have ended there. But...

Flash forward four years. MacInnes is now in a different office in another part of CHUM Toronto’s 1331 Yonge Street location. One day the phone rings, and the conversation went something like this . . .

“Hello.”

“Hi, my name is Vince Giambianco and I own Communicad Advertising. I understand a few years ago you wrote some commercials for Pinetree Lincoln-Mercury.”

“I did, but the owner didn’t like them.”

“Not so fast. We do the print ads in the Italian press for Pinetree Lincoln-Mercury and we’ve been trying to get Al to advertise on radio for a long time. Last night my creative director and I were out at the dealership and we asked him if he’d ever done any radio ads. That’s when he played us the spots you produced a few years ago.”

“Yeah. How’d that go?”

“My creative director said, ‘Al, please tell me you haven’t been sitting on those ads for the last four years.’ And Al said that he had, that he ’kinda likes them. Everybody here at the dealership seems to like them. But my wife—my wife hates them.”

His. Wife. Hated. Them.

At the urging of his agency—and ignoring his wife (whom he later divorced)—Al changed the name of his dealership to Al Palladini’s Pinetree Lincoln-Mercury, spent \$100,000 to buy a new sign, and over the course of the next three years he ran 54 spots written by MacInnes, performed by Rick Moranis and produced by Zeke Zdebiak at CHUM.

Every time a new batch of spots was written, Moranis would be flown back to Toronto from wherever in the world he was performing and he, Zdebiak and MacInnes would spend hours making Al Palladini magic.

**His.  
Wife.  
Hated.  
Them.**

**1050 chum**  
Toronto's Greatest Hits

Al Palladini’s Pinetree Lincoln-Mercury went from the 11th biggest car dealer in southern Ontario to the region’s second-biggest dealer in just six months. He once said to MacInnes, “Larry, if I’d listened to you the first time, I would have been a millionaire four years sooner.”

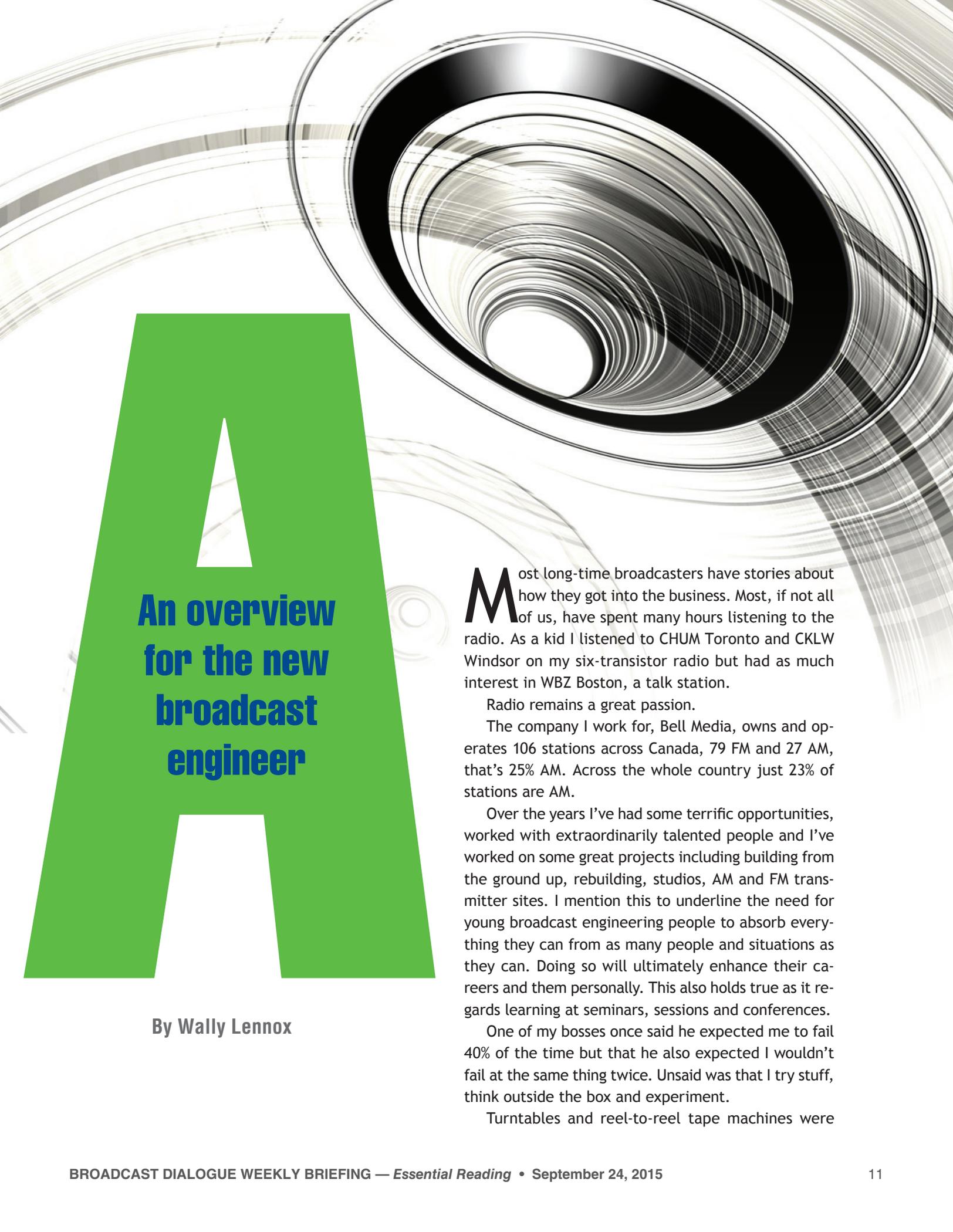
About a year into the campaign he took Zeke and Larry out for dinner to thank them, and spent the entire evening signing autographs.

Palladini, running to become a Progressive Conservative MPP in Ontario, said that when he knocked on doors people would be ready to slam the door in his face until he identified himself and then they’d invite him in for dinner.

Later when he was made provincial Minister of Transportation, Premier Mike Harris swore him in by asking him to put his right hand on the bible. As Palladini was about to take the oath, Harris said, “Any Palladini is a pal o’ mine.”

MacInnes says the commercials done at CHUM for Al Palladini were both a radio success story and a radio station success story, written, produced and performed by station talent in a remarkable radio station environment.

—BD



## An overview for the new broadcast engineer

By Wally Lennox

**M**ost long-time broadcasters have stories about how they got into the business. Most, if not all of us, have spent many hours listening to the radio. As a kid I listened to CHUM Toronto and CKLW Windsor on my six-transistor radio but had as much interest in WBZ Boston, a talk station.

Radio remains a great passion.

The company I work for, Bell Media, owns and operates 106 stations across Canada, 79 FM and 27 AM, that's 25% AM. Across the whole country just 23% of stations are AM.

Over the years I've had some terrific opportunities, worked with extraordinarily talented people and I've worked on some great projects including building from the ground up, rebuilding, studios, AM and FM transmitter sites. I mention this to underline the need for young broadcast engineering people to absorb everything they can from as many people and situations as they can. Doing so will ultimately enhance their careers and them personally. This also holds true as it regards learning at seminars, sessions and conferences.

One of my bosses once said he expected me to fail 40% of the time but that he also expected I wouldn't fail at the same thing twice. Unsaid was that I try stuff, think outside the box and experiment.

Turntables and reel-to-reel tape machines were

# 2 Great Canadian Companies Come Together

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acquisition of  
Oakwood Broadcast.**

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part of the G.S. Broadcast  
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both Carol and Richard have  
decided to retire and we  
wish them all the best!

G.S. Broadcast Technical Services was established by Gus and Anja Sondermeyer in 1983. The company has been owned and operated by Richard Sondermeyer and Sarah Haslip since 2008.

Oakwood Audio Labs was established by Ron and Ted Paley in 1970. Carol Paley and Richard Ciwko have owned and operated Oakwood Broadcast Inc. since 2003.

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the norm when I was getting started. Now computers and multiprocessor-based appliances are part of our day-to-day operations.

Today, listening anywhere is a fact. You can listen online or via the FM chipset if you are lucky enough to have it installed and it's turned on in your smartphone, or a regular old-fashioned radio. But the ubiquitous method of listening to old-fashioned radio is disappearing.

"Radio is dead" has been around since the advent of talking movies. More recently, it was heard as eight-tracks and cassettes emerged, both now dead. It was heard as the CD emerged, now essentially dead. It was heard again as the satellites lifted off to bring us Direct-to-Home and satellite radio. No, radio isn't dead. It's making money. Expect the next "radio is dead" claim to come about because of the many other music sources via the web and now in the car.

Why has radio continued to survive? There are two very important reasons. Content and more content. And the most obvious component is local.

Transmitter locations, too, can be sited just about anywhere. The beauty of each transmitter site is its coverage potential and its cost per person listening. A very important point is that the cost is borne entirely by the broadcaster. Listeners get their signals for free.

Change is something we need to talk about and embrace as part of a long-term career in this business. While your day-to-day concerns are primarily on the tech/IT side, never forget the accounting side, the side that essentially controls every facet of our business. Budgets are essential in completing projects in any

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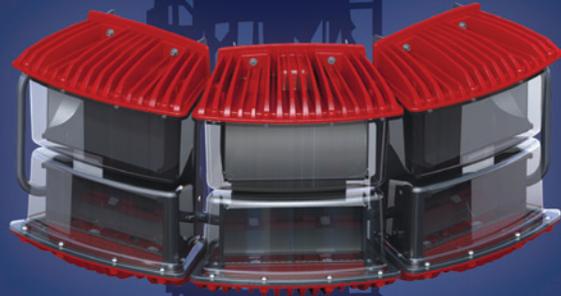
There are two broadcast regulatory bodies in Canada, the CRTC which controls station licensing and conditions of licence, and Industry Canada which manages the spectrum and creates and supports usage rules. The CRTC is also focused on establishing HD radio in Canada. Some broadcasters have seen this as an opportunity when applying for a new or change of licence. Industry Canada (IC) controls the spectra broadcasters use, AM & FM bands, STL in 450, 950 and 1700 plus our wireless gear and more. For this reason there is always interaction with IC. This link is a good starting point for many of the tools and information at the Industry Canada site: [http://www.ic.gc.ca/eic/site/smt-gst.nsf/eng/h\\_sf01842.html](http://www.ic.gc.ca/eic/site/smt-gst.nsf/eng/h_sf01842.html).

There are a number committees for which you should be aware, if not a part of. All are easily searchable on Google:

- The Canadian Association of Broadcasters Technical Coordinating Committee (*see Kirk Nesbitt's article in this edition*) is an important access point to the operational and regulatory side of the business. This group consists of radio engineers and broadcasters who discuss and supply feedback to Industry Canada, the CRTC and other working groups.
- The Radio Advisory Board of Canada (RABC) brings members from the industry, consultants and regulatory staff together to discuss the issues and propose changes
- The Common Look and Feel (CL&F) committee is tied to the Emergency Alert System. Its purpose is the development of a method for distributing alerting in a common method for all Emergency Management Ontario (EMO) message initiators. Without an organized method the public would not receive consistency which could then result in confusion.
- Consider, too, the Central Canada Broadcast Engineers (CCBE), the Western Association of Broadcast Engineers (WABE) and the North American Broadcasters Association (NABA).

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See the light

## The Only Thing That Has Changed is the Type of Change

We have seen a significant change in the ownership landscape over the last 15 years. The rules changed to allow for more concentration of ownership in a single market. We are reaching the point where you can count the number of radio owners on two hands. There are some advantages to this change from the owners' perspectives. The importance of the bottom line has moved from the owner to the shareholder. Whether you love or hate a spreadsheet you will become an expert user. Engineers may have to be better at prioritizing challenges, e.g. justifying repairs and replacements. While this budgeting process has been with us forever, the change is that you may not be talking to a broadcaster who grew up in the business. You may be dealing instead with an accountant who has no idea what a transmitter is or does nor why you have to put an ice shield over an antenna or replace the lights on a tower.

Today, the Web is an extremely critical part of our daily broadcasting lives. How many times in the last couple of years have you heard from a PD asking if the stream is down and how quickly will it be back up? Content Management Systems are as important to our on-air presence as many of our broadcast components. We are using content automatically from our automation that is gathered from our traffic and music scheduling systems. Additional third party platforms are used to provide additional content to the web and RDS, things such as special guests, promotions and topics.

Many stations are turning themselves into TV operations, too. Routinely you will find a camera option in a player that takes you to a view of those folks who have always loved the anonymity of radio. Studios are becoming interconnected from all respects, not just technical. The announce team is on Facebook and Twitter throughout the show and likely all day.

Integration of systems is on every level. Music scheduling and traffic systems have been sending logs to automation since the beginning of the '90s. However now those systems are completely integrated with a second-by-second audit of what's been done and instantaneous response made by the scheduling departments.

Radio has relied on automation during the evenings



and overnights for years. Nothing new there. VTing from one to many is commonplace. But has centralization truly been embraced?

I can see one location within a group of stations being totally responsible for all music ingest. The same will occur for national and regional spots. We have hubs now within our group that manage traffic and music scheduling for many stations. Creative is supplied from one location to many. In some of our hubs, spots and music are one to many. But this functionality must become centralized or Cloud-based.

The methodology and functionality of our space is changing all the time. Studios will continue to convert to the AoIP world as the depreciation cycle and capital funds become available. Creating interoperability is essential.

Make sure you don't lose sight of the work-life balance. This is important to keep you grounded and sane through all of the changes.

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## Mitigating your multipath

**A**s we and everything we own spins around and around this globe I guess it's inevitable that history keeps repeating itself, often in weird and wonderful ways.

From Orban comes word of the multipath mitigator, which is an add-on algorithm for one of their processor boxes that adjusts the content in the L-R channel in an effort to improve a station's fringe reception by reducing multipath. I had a brief exchange with Robert Orban himself and while he understandably was reluctant to reveal too much about the nuts and bolts of the mitigator, that's it "in a nutshell."

The idea is not entirely new. Excessive and unusual phase differences between the left and right channels can cause the L-R channel to be excessively active. When this is modulated into our standard composite waveform, the separation channel is the part of the signal that gets most of the beating-up when reception conditions are marginal. Anyone who hasn't noticed this already has only to turn off their stereo pilot and compare their station's reception quality in areas where the stereo reception is poor. Not

by Dan Roach

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only does the mono signal carry a lot farther than its stereo counterpart, but multipath reflections can actually help to extend a station's coverage. It sure doesn't work that way for stereo!

This inverse relationship between stereo separation and coverage under multipath conditions has been understood for some time. Dolby FM was an attempt in the late 1970s to improve things by companding the L-R channel and optionally by changing the 75 $\mu$ S pre-emphasis time constant to 50  $\mu$ S. Dolby was unsuccessful getting market acceptance for this perhaps because companding the L-R channel was exactly the wrong thing to do for all the existing non-Dolby receivers that were already out there. Reception under multipath conditions got worse, not better.

We've also had some history with the problems of compatibility between mono and stereo when there are phasing problems between left and right. This was a huge issue when AM stereo was trying to get off the ground. Broadcast cartridge machines had difficulty maintaining the proper phase relationships between the two channels. Summing left and right for mono signals resulted in poor high-frequency audio response and a characteristic muddy sound. The solution for many was the Aristocart, and the purchase of better cart machines. This made for an acceptable solution for FM stations where a large proportion of receivers were listening in stereo in any event. But for AM stereo stations the quality of the mono signal was always paramount as at least 99% of listeners were still receiving in mono. For some, the solution was the Howe Audio Phase Chaser which was a box that compared left and right, and adjusted (reduced) the phase differences between them when there was a long-term consistent trend using a circuit dubbed the cross-correlator.

It was a kind of analogue computer that would see that perhaps the left channel was leading the right by 50  $\mu$ S, and would delay the left signal for that long so that it could sum properly with the right. The trick was to recognize the long-term trends in phase while ignoring the short-term differences that were essential for stereo. It was pretty clever, and it did work.

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The Phase Chaser is not always remembered fondly however. It did as advertised but created some new interesting artifacts along the way. Stations typically had a number of cart slots, and perhaps only some of them had phase error problems. Let's say a song was playing in one of those; the Phase Chaser would detect the long-term trend and correct it. But when that song ended and the announcer came on to backsell the tune, for instance, his mono signal would also be processed for a few seconds before the Chaser caught the error and un-corrected the signal. The result was that the Chaser created a new phase problem for those few seconds and a signal that was perfect mono on the input would now have phase errors (and high-frequency roll-off) until the Chaser caught on.

Our cartridges are all long gone and I think it's safe to say that most of the systematic phase problems between left and right left the building with them. But it's still true that spurious or excessive L-R activity will exacerbate any multipath problems that are there to begin with. If we can reduce excessive L-R audio without ruining our stereo effect, we will be able to improve coverage for our FM stations.

Although Orban is going over old ground, it does have new DSP tools that may permit it to create a processor that can make more intelligent choices than the old Phase Chaser did when it comes to correcting audio inaudibly and without creating more artifacts. The time may have finally come for us to mitigate our multipath problems!

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# Do yourself a favour

**Y**ou've negotiated an employment deal and you're mightily pleased with the benefits you'll derive, including vacation time. But instead of using what could easily be described as legitimate "mental health" days, you don't.

Don't laugh. Almost half of all Canadians are in that very boat, according to a TD survey. It found that while we put a lot of value on vacation time just 43% of us use the days for which we're entitled. Yet 93% of Canadians think vacations are important to be "happy".

What a peculiar set of circumstances!

But is it? Reasons given for not taking vacations run the gamut from work piling up during absences, lack of finances or fear of not being perceived as being dedicated to the job.

Vacations aren't a luxury. They're a necessity. Indeed, they're vital for your overall health, including mental. For years researchers have consistently found that North Americans are sleep-deprived and overstressed. Burnt-out employees are the least likely to hatch innovative ideas.

Conversely, a positive, engaged brain improves important business metrics. In *The Happiness Advantage*, Shawn Achor, a New York Times bestselling author, describes research showing that when the brain can think positively, productivity improves by 31%, sales increase by 37% and creativity and revenues can triple.

In his Harvard Business Review article *Positive Intelligence*, based on a decade of research, he concludes that "the greatest competitive advantage in the modern economy is a positive and engaged brain."

To be truly engaged at work, your brain needs periodic breaks to gain fresh perspective and energy.

## Make Your Vacation Count

Plan it well in advance and prepare your co-workers for the time you'll be away.

Make travel arrangements, plan activities and tours. Besides, the preparation itself can be fun.

Leave your city, the farther away the better.

Actively go about meeting and talking to different sorts of people. You'll be delighted with most of them and, as a result, your intellect will thrive.

Make room to move and exercise. This is especially important for those whose jobs keep them deskbound.

Find peaceful, beautiful surroundings. Nature—for example, a river bank, a beach, a ravine or a forest—will help you listen to your inner voice which, in turn, can inspire new purposes and passions.

Create unforgettable memories.

## You're Broke But You've Still Got Vacation Days Left

Have a 'staycation'. Sleep in and take day trips to those local attractions every tourist who visits your area visits but that you either haven't seen since you were a kid or, in fact, have never seen. You'll discover all kinds of neat stuff in your own back yard.

Or, find yourself a great book, take a blanket and head over to the park for a few hours of 'you' time.

Vacations are healthy, memorable and fun. Those qualities kick the stuffing out of excuses such as work piling up, no money to pay for one, or the fear of losing your job if you actually take time owing.

The benefit is yours, your family's and your employer's.

—BD

# Dare to think for yourself

-Voltaire  
1694 - 1778



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