

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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May 6, 2010

Volume 17, Number 48

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TV/FILM: **Shaw Communications** struck a deal that gives it full control of **Canwest Global's** 18 specialty services and the **Global Television** outlets in Halifax/Dartmouth, Moncton, Toronto, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Kelowna and Vancouver. Shaw agreed to pay \$700 million to buy the Canwest piece owned by **Goldman Sachs**... **Al Jazeera** began programming in Canada on Tuesday, launching on Bell TV, Rogers in Ontario and on Videotron. It says it will open a Canadian bureau in June, making it the only international news channel with a bureau in Canada... **CNN** and **CBS** are involved in talks about more extensive combinations of their news resources. CBS, trailing **ABC** and **NBC** for 12 years, might realize considerable cost savings if a deal allowed it to rely on more of CNN's news-gathering resources... The 53rd **New York Festivals International Television & Film Awards**, at the 2010 awards ceremony on Monday, honoured these Canadian companies: **Astral Media**, a Silver World Medal in the *Station/Image* category for *HBO Canada Launch Spot*; **Big Brain Productions**, a Silver World Medal in the *Health/Medical Information* category for *ADD & Loving It?!*; **CBC-TV**, a Gold World Medal in the *Social Issues/Current Events* category for *CBC News: the fifth estate: Staying Alive*; **CBC News**, a Silver World Medal in the *Best News Documentary/Special* category for *CBC News: Sunday - Iran's Young Rebels*; **CBC-TV**, a Bronze World Medal in the *Educational/Instructional* category for *The Great Food Revolution*; **Corus Entertainment** a Gold World Medal in the *Entertainment Promo* category for *The Dark Knight*; **Corus Entertainment**, a Bronze World Medal in the *Entertainment Program Promo* category for *Movies Generic 2*; and two Bronze World Medal in the *Station/Network ID* category for Dusk IDs and for VIVA IDs; **CTV** won a Gold World Medal in the *Human Interest* category for *Pakistan Beauty Salon*; **Ogilvy & Mather Toronto** won a Silver World Medal in *The Arts* category for *Finding Body & Soul*; and **SOCIETE RADIO-CANADA** won a Silver World Medal in the *Health/Medical Information* category for *BABY BOOMERS A L'ASSAUT DU MONT MERA*. At the review of community television policy framework, **Cogeco Cable** President/CEO **Louis Audet** said the existing regulatory framework works and meets the objectives of the Broadcasting Act. Further, he said, no changes to the funding formula should be made. **ACTRA** disagrees. It says the relationship between local cable



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companies and its communities is being fractured. **Bell Aliant TV** and **Bell TV** want changes that reflect the principles of all Canadians having access, regardless of their BDU choice and that community channels not be used as a competitive differentiator. And, **Rogers Communications** said it does thousands of hours of programming every year, from church services to call-in programs. Rogers also said that it continues to meet or exceed its community channel obligations... **CURV TV**, a Category 2 specialty service owned by **Glassbox Television**, has won **CRTC** approval to program a new national English-language channel that would offer programming related to relationships, lifestyle, beauty, trends and style and include features, coverage of live events as well as commentary on politics and modern culture. The service will target young professional women, young mothers and women 18-34... **Fairchild Television** and its Mandarin channel, **Talentvision**, raised \$179,894 for earthquake relief in China. The 7.1 quake last month in a remote and mountainous region of the country killed 2,200 people and injured 12,000 more...

REVOLVING DOOR: **Rogers Media** President/CEO **Tony Viner**, who's been with the company since 1982, says he will retire once a successor is found. Rogers Media, which Viner leads, now owns 53 radio stations, the **Citytv** and **OMNI TV** stations and specialty channels such as **Sportsnet** and the **Shopping Channel**. Rogers Media also publishes more than 70 magazines... **Paul Robertson** takes a leadership role in **Shaw's** acquisition of **Global Television** and its specialty channels in the management of those assets. Robertson, who had been President of **Corus Television**, is succeeded there by **Doug Murphy**. Murphy joined Corus in 2002 and was most recently Exec VP/GM, **Corus Kids** and President of **Nelvana**... **Global TV's** national Anchor, **Kevin Newman**, has given the network notice that Aug. 20 will be his last day. He's held the job for 10 years. Newman says he has no specific job lined up at this point but says he intends to spend the coming months "exploring the exciting new mobile digital world"... **CP24 Toronto** Anchor **Ann Rohmer**, after 31 years in broadcasting and 25 years with **Citytv Toronto**, has announced that she is leaving, "heading off to do something new". Her departure is skedded for mid-June... Beginning Monday (May 10), **Astral Media Radio Edmonton** will begin the process of putting a new programming team in place. **Ross MacLeod**, who had been PD at **Rogers Radio Lethbridge**, will be the PD for **Team 1260**. **Tammy Cole**, who had been APD at **CHFI Toronto**, becomes the **EZ Rock** PD May 20, and **Rob Vavrek** moves from PD at **EZ Rock** to programming **The Bear**... **Rick Doughty**, the VP of **Rogers Radio Ontario North** cluster – who had been in the position on an interim basis at **CJRQ/CJMX Sudbury** – now adds Market Sales Manager to his other responsibilities. **Mike Leclair** and **Dave Collins** have been promoted to Sales Supervisors... **Peter Angle**, the Sales Manager at **NL Broadcasting's** three Kamloops radio stations – **Radio NL 610AM**, **97.5FM The River** and **Country 103** – is moving to **Astral Media Radio Kelowna** as GSM. Angle began his radio career at **CKOV Kelowna** 25 years. He begins with Astral July 2... **Richard (Sunshine Dick) Johnson** is no longer with **CBC Radio 3 Calgary**. Last Friday morning, at about 8:30, he abruptly quit on air, leaving the show without a host for about 30 minutes... **Paul Mennier**, the Local Content Manager at **Citytv Edmonton**, is leaving the station at the end of this month. After 30 years in the business, he says, he's thinking that a personal reinvention might be healthy and fun... **Sue Stevenson** has resigned as ND at **Newcap's Central Alberta**

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Please send your inquiries and/or resumes to:

rdunn@radionl.com

or to:

Robbie Dunn
General Manager
NL Broadcasting Ltd
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Rivieres, CFOM-FM 102.9 Quebec City, CIME-FM 103.9 St-Jerome and CFEL-FM 102.1 Quebec City. Those stations will join the five stations COGECO already owns in Montreal, Quebec City, Trois-Rivieres and Sherbrooke. Absent from that list is **CKRS-FM Saguenay** which, as noted in **Broadcast Dialogue** a few weeks back, Corus had been seeking to sell quickly. Also not included on the list is **CINW Montreal** (the former **CFCF**, Canada's oldest radio station) and **CINF Montreal**, both of which had their plugs pulled at the end of January. It was in 2006 that Corus Quebec – which has roughly 460 employees – built a new office/studio in Montreal. COGECO will assume the lease. Corus President/CEO **John Cassaday** said, "Looking at the six months ended February, 2010, our consolidated company-wide margins were 33.4% with Corus Quebec. It would have been 35.3% without Corus Quebec"... Also at **Corus Quebec**, the company acknowledged the contribution and excellence of people who have shaped the radio industry. Yesterday (Wednesday), Corus paid tribute to on-air personality **Jacques Proulx** who retired in 2000. As in sports, Proulx's microphone was symbolically removed and a banner to remember him was raised to the ceiling of the great hall at Corus Quebec. The first mic to go upwards there belonged to **Jean Cournoyer**... **Astral Media Radio** stations across Canada raised over \$7-million last Thursday in its annual *National Day of Caring for Kids Radiothon*. The monies will benefit 20 children's hospitals and health care facilities. Hosts broadcast live from partner hospitals and healthcare facilities. Astral partnered with **Children's Miracle Network** - the international non-profit organization dedicated to saving and improving the lives of kids by raising funds for children's hospitals...

stations. Her last day is May 26. She had been with **ZED** and **KG Country Red Deer** for 24 years... **Aubie Greenberg** has been appointed Director, Original Programming, Movie Services at **Astral Television Networks**. He's been with the company for more than 20 years, most recently as Director of Programming. Departing is acting Director **Diane Boehme**, who filled a maternity-leave contract for Director **Michelle Marion** who has since resigned. Current Manager of Original Programming, **Kathleen Meek**, will take on an expanded role in the Movie Services department... **Mike Cranston**, the ND at **FX101.9 Halifax (MBS)**, will retire this summer after 47 years in broadcasting. His stops along the way have included **CKMP Midland, CJOY Guelph, CKSO Sudbury, CHUM Toronto, CFRN Edmonton, CKSO-TV Sudbury, CHNS Halifax, Canadore College North Bay, SUN-FM Halifax** and **FX101.9** for the last 13 years. His father, the late **W. T. Cranston**, was a career broadcaster at **CFAC Calgary, CJCA Edmonton** and **CKOC Hamilton**. Between father and son, there has been a Cranston in Canadian broadcasting for close to 80 consecutive years.

RADIO: \$80 million was the price tag for **COGECO's** purchase of **Corus Entertainment's** 11 Quebec radio stations. They are: **CFQR-FM 92.5 Montreal, CHMP-FM 98.5 Montreal, CKOI-FM 96.9 Montreal, CKAC-AM 730 Montreal, CJRC-FM 104.7 Gatineau, CHLT-FM 107.7 Sherbrooke, CKOY-FM 104.5 Sherbrooke, CHLN-FM 106.9 Trois-**

GENERAL: **RTNDA Canada Atlantic Regional Award** winners – as presented last weekend in Saint John, were:

TELEVISION

Bert Cannings Award - Best Newscast: **CTV Atlantic** for CTV News at Six (Medium Market)
Adrienne Clarkson Award - Diversity: **CTV Atlantic** for CTV News - Live at 5
Charlie Edwards Award - Spot News: **CBC Newfoundland & Labrador**
Dan McArthur Award - In-depth/Investigative: **CBC Newfoundland & Labrador**
Dave Rogers Award - Short Feature: **CBC News Nova Scotia**
Dave Rogers Award - Long Feature: **CBC Newfoundland & Labrador** (Medium Market)
Gord Sinclair Award - Live Special Events: **CBC Nova Scotia**
Ron Laidlaw Award - Continuing Coverage: **CBC News Nova Scotia**
Trina McQueen Award - News Information Program: **CTV Atlantic** for CTV News - Live at 5
Sam Ross Award - Editorial/Commentary: **NTV News St. John's** for The Season of the Caplin

RADIO

Byron MacGregor Award - Best Newscast: **News 91.9 (CKNI-FM) Moncton** (Small Market) and **CBC Newfoundland & Labrador** (Medium Market)
Best Use of Sound Award: **CBC Cape Breton**
Charlie Edwards Award - Spot News: **News 95.7 (CJNI) Halifax**
Dan McArthur Award - In-depth/Investigative: **CBC Radio**
Dave Rogers Award - Short Feature: **News 95.7 (CJNI) Halifax** (Medium Market)
Dave Rogers Award - Long Feature: **CBC Radio-Maritimes** (Large Market)
Gord Sinclair Award - Live Special Events: **News 95.7 (CJNI) Halifax**
Peter Gzowski Award - News Information Program: **CBC Radio St. John's**
Ron Laidlaw Award - Continuing Coverage: **CBC Newfoundland & Labrador**
Sam Ross Award - Editorial/Commentary: **News 95.7 (CJNI) Halifax**.

SIGN-OFFS: **Terry Kielty**, 86, in Ottawa. Kielty was the first GM who helped launch **CFRA Ottawa** 63 years ago (1947). He was an on-air personality and, as General Manager, mentored some of the biggest names in Ottawa radio; **Ken "The General" Grant**, **Lowell Green**, **Ernie Calcutt**, **Hal Anthony** and **Steve Madely**. Kielty was also President of the **Ottawa Rough Riders** in the 1980s, and retired from **CFRA/CFMO** in 1990... **Len MacDonald** of cancer in Montreal. MacDonald had been a mainstay Reporter with **CJAD Montreal** during the 70s and 80s, and served as a Reporter/Editor with **Broadcast News** at both Toronto and Montreal...

LOOKING: **CBC Calgary** is looking to fill a number of temporary jobs. See the ad on Page 1... **NL Broadcasting** in Kamloops seeks a Sales Manager for NL's three radio stations. See the ad on Page 2... Other jobs we've heard about include: **CTV Calgary** – Operations Manager; **Astral Television Networks** – Supervising Editor and a Bilingual Interstitial Programmer; **CTV Winnipeg** – Reporter and a Photo Journalist; **Astral Media Radio Penticton** – Afternoon Drive Announcer; **Virgin Radio 96 Montreal** – Evening Host; **Corus Cornwall** – Chief Engineer; **100.3 the Q!/The Zone Victoria** – Marketing Consultant; **CBC St. John's** – Regional Comptroller; **CBC Ottawa** – National Reporter; **CBC Edmonton** – Reporter/Editor On-line News; and **Applied Electronics Toronto** - Broadcast Systems Design and Support.

SUPPLYLINES: Montreal-based **Miranda Technologies** lost \$1.6 million or seven cents a share in the first quarter, reversing year-earlier profits of \$1.1 million or five cents a share. The company said revenue shrunk to \$29 million from \$33.2 million.

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May 13, 2010

Volume 18, Number 1

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GENERAL: The 2010 *British Columbia Association of Broadcasters* annual convention in Victoria saw unprecedented attendance, many delegates attending from other regions. Every session was thought-provoking and some will be covered in an upcoming issue of *Broadcast Dialogue* magazine. Two quotes stood out, the first from B.C. **CRTC** Commissioner **Steve Simpson** who, while referring to the demise of the **CAB**, said: "... local representation (BCAB, WAB, OAB) is great but legislation is made in Ottawa. When you're not there [with a national voice] they are not hearing you." Later, during a discussion on the sale of **Corus Quebec** to **COGECO** (during the Presidents' panel), **Astral Media Radio's Jacques Parisien** said: "... the buyer has announced he wants to keep all the stations. And there is a multi-stick issue here ... regulation of two FMs is the maximum in three of the markets concerned. The buyer has said that they will file their application that way. So, it'll be interesting to see how the Commission deals with that. Will it be a transaction hearing or will it be a policy hearing or a mix of? I guess all of us will be monitoring that very, very, very closely because there is one thing we're expecting from the Commission that we can rely on; the regulations. And that we have certainty and clarity in front of us and that there is no improvisation as we go along." Award winners at the BCAB were: Best Creative (Radio) Large Market **CHUM Radio Vancouver**; Best Creative (Radio) Small/Medium Market **The Wolf – Vista**

Radio; Best Creative (TV) Large Market **Global National**; Best Creative (TV) Small/Medium Market **CKPG TV Prince George**; Best Station IDs (Radio) Large Market **Virgin 95.3 Vancouver**; Best Station IDs (Radio) Small/Medium Market **The Zone Victoria**; Best Station IDs (TV) Large Market **CTV British Columbia**; Community Service Award (Radio) Large Market **SHORE 104 FM Vancouver**; Community Service Award (Radio) Small/Medium Market **Astral Media Radio Kelowna**; Community Service Award (TV) Large Market **Global BC**; Community Service Award (TV) Small/Medium Market **CFTK TV Terrace**; Excellence in News Reporting (Radio) Large Market **CKNW Newstalk 980 Vancouver**; Excellence in News Reporting (Radio) Small/Medium Market **Astral Media Radio Kelowna**; Excellence in News Reporting (TV) Large Market **Global BC**; Excellence in News Reporting (TV) Small/Medium Market **AI News Vancouver Island**; Broadcast Performer of Tomorrow **Nafeesa Karim CKNW Newstalk 980 Vancouver**; Broadcast Performer of the Year **Kiah and Tara**

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Jean, *Virgin 95.3 Vancouver*, Broadcaster of the Year **Gerry Siemens**, *Jim Pattison Broadcast Group Vancouver*, Friend of the Industry **Brian Antonson**, Mission, B.C. Photos of winners are available [HERE](#)... *RTNDA Canada* President **Cal Johnstone**, also the ND at */A/ London*, says he's disappointed in the *Supreme Court of Canada* ruling on journalists protecting sources. "History has shown that whistleblowers have helped expose corruption and wrongful practices," he said. "By preventing the media from guaranteeing these sources can remain anonymous, people who want to do the right thing will be more reluctant to come forward." The court, in an 8-to-1 ruling, ruled that journalists have no constitutional right to protect confidential sources... *Canwest* has approved the sale of its newspapers to a group led by *National Post* President/CEO **Paul Godfrey**. The \$1.1 billion deal aims to preserve jobs and pay off *Canwest's* bankers. *Canwest* owns and operates daily newspapers across the country, including the *National Post*, *Montreal Gazette*, *Vancouver Sun* and *Ottawa Citizen*. It also has more than 20 community newspapers, online operations and other publications... As a result of the recession, says the latest *American Pulse* survey of almost 51-hundred Americans, three-quarters say they're living simpler lives – spending less, being more frugal and not trying to "keep up with the Joneses". About half said they're happier because of it while just about 40% aren't. The rest don't know if they're happy or bummed out. Compared to a year ago, 84% said that they are not ready to spend on luxury items yet while just over 10% say they are... This year's *Paul Mulvihill/NABS Humanitarian Award* winner is **Stéfan Danis**, CEO/Chief Talent Officer at *Mandrake* and *NEXCareer*. It was presented Tuesday night at the 26th Annual *National Advertising Benevolent Society* (NABS) *Fundraising Gala Dinner* in Toronto. In 1988, the *Paul Mulvihill Charitable Foundation* was created to honour the memory and charitable spirit of radio national rep shop owner **Paul Mulvihill** through the annual presentation of the *Heart Award*. In 2000, the foundation joined forces with NABS to honour individuals from the Canadian advertising and media industry who have emulated the charitable spirit and actions of Mulvihill... Broadcast winners at the 29th *Atlantic Journalism*

Awards in Halifax were: Spot News - Radio - Gold - **CBC Halifax**; Spot News - Television - Gold - **CBC TV Halifax**; Enterprise Reporting - Radio - Gold - **Bob Murphy/Margot Brunelle, CBC Radio Halifax**; Enterprise Reporting - Television - Gold - **Deanne Fleet, CBC TV Newfoundland and Labrador**; Continuing Coverage - Radio - Gold - **VOCM (Newcap) St. John's**; Continuing Coverage - Television - Gold - **Paul Withers, CBC TV Halifax**; Feature Writing - Radio - Gold - **Myfanwy Davies/Christina Harnett, CBC Halifax**; Feature Writing - Television - Gold - **Lee Pitts, CBC TV Newfoundland and Labrador**; Online News Reporting - Gold - **CBC (cbc.ca/nl) - Newfoundland and Labrador**; Video Journalist - Television - Gold - **Lee Pitts, CBC TV Newfoundland and Labrador**; Photojournalism Spot News - Television - Gold - **Peter Cowan, CBC TV Newfoundland and Labrador**; Feature Photojournalism - Television - Gold - **Steve Lawrence, CBC TV Halifax**; and The Jim MacNeill New Journalist Award - Gold - **Natalie Kalata - CBC News Newfoundland and Labrador**.

RADIO: **EKOS Media Research** recently conducted a survey to determine where residents of the Greater Toronto Area (GTA) get their audio entertainment and information, and what attributes drive listeners to their favourite radio station. GTA residents 18+ completed 1,279 questionnaires and six key findings were determined:

- **Radio continues** to be the dominant source of audio entertainment and information for GTA residents
- **iPods, MP3 players**, Smart Phones and other portable devices are playing an increasingly important role as a source of audio entertainment, especially among younger listeners
- **The looming battle** for the consumer's ear is going to be in the car, with younger people leading the way, increasingly connecting their portable device to the car's audio system. The availability of streaming audio through WiFi and Internet connections in the car will further complicate the competitive playing field
- **Content clearly drives** station choice, but EKOS argues that connecting with the community is, in some ways, the most important competitive lever that radio has over other sources of audio content
- **Good on-air talent** is key to the success of a radio station, but the data suggest that DJs/Hosts are not as much of a differentiator of station choice as other elements of the station. EKOS suggests that what this means is that there is so much good radio talent on the air that listeners are not very likely to follow a DJ to a new station — that the DJs replacement is bound to be just as good, and
- **Interruptions** (talking on music stations, commercials) are the greatest source of frustration for listeners. Radio is doing a better job of managing stop-sets and content flow, and this is leading to greater listener satisfaction. A complimentary copy of the complete report may be obtained by request to either **Owen Charlebois** at ocharlebois@ekos.com, **Charles Graves** at cgraves@ekos.com or **Frank Graves** at fgraves@ekos.com...

The **Rock 106 Lethbridge** morning team – **Vince and Rosie** – will receive the **St. John Ambulance 2010 Dr. G.R.A. Rice Memorial Award for Excellence in Media Coverage** June 5 at the Alberta Legislature in Edmonton... **CFCY Charlottetown** Host **Eric MacEwen** has been charged with committing an indecent act. Court documents allege MacEwen exposed himself to another person “with the intent to insult or offend”... The **Cures for Kids** radiothon in Red Deer last week raised just short of \$150-thousand. Aired on **KG Country 95.5** and **98.9 ZED FM**, this eighth annual event was geared toward raising funds for **Camp Quality**, a camp for kids with cancer, and the future Red Deer **Ronald McDonald House**.

T**V/FILM:** **Rogers Communications** and **Quebecor Media** are said to be considering throwing their support behind a group of disgruntled **Canwest Global** shareholders, including the **Asper** family, who are preparing to ask a court to reject **Shaw's** takeover deal and force an open auction for all of Canwest's TV assets. Rogers and Quebecor are crying foul over the way Shaw was able to snare every Canwest TV station and its 21 specialty channels. Shareholders, including the Aspers, will receive nothing under terms of Shaw's bid... **CBS** and **Fox** have rejoined the **National Association of Broadcasters**. The return includes CBS's 29 TV stations and 130 radio stations as well as the 27 owned-and-operated Fox TV stations and the **MyNetworkTV** programming service... Montreal-based **TVA Group**, a subsidiary of **Quebecor**, says a drop in ad revenue caused by viewers tuning to watch the **Winter Olympics** and **Montreal Canadiens** games on other networks cut into first-quarter profits. TVA saw a first-quarter profit of \$1.5 million, down from \$6.5 million a year earlier. Net earnings amounted to six cents per share, compared with 27 cents per share in the same quarter of 2009. Overall, operating revenues were flat at \$109.6 million. TVA is the largest private sector broadcaster of French-language entertainment, information and public affairs programming. Meanwhile, Quebecor's Q1 revenue rose on the strength of telecom although adjusted profits missed estimates because other segments, including TV, were flat or fell from last year's performance. Quebecor's overall first-quarter revenue was \$948.1 million, up \$45 million from the same time last year... The **Nielsen Television Audience Report** shows that the number of TV sets per U.S. household reached 2.93 in 2009, with the average number of people per TV home at 2.5. American homes with three or more TV sets is now at 55% – an all-time high... Seemingly a no-brainer in light of all the Watershed Hour decisions over the past few years, but the **Canadian Broadcast Standards Council** has again decreed that the earliest time period for adult language on television is 9 p.m. The most recent CBSC decision relates to the **Gordon Ramsay** cooking program entitled *The F-Word* which was broadcast on **BBC Canada** at 8:00 p.m. The complete decision may be found at cbsc.ca.

R**EVOLVING DOOR:** **Ann Rohmer** of **CP24 Toronto**, after 31 years in broadcasting, says she will leave the specialty channel at mid-June. Rohmer is the Host of *CP24 Breakfast*, *Hot Property* and *Animal House Calls*, as well as being a news Anchor. She was the **CBC's** first female sports Anchor, worked at **Global Television** as Host of the magazine show, *That's Life*, began at **Citytv Toronto** as a weekend sports Anchor, became the *Breakfast Television* Host for 12 years and was the lead Anchor at CP24 beginning in 2001... **Menno Friesen**, after 29 years with **Golden West Broadcasting**, will leave his **CFAM Altona**-based position at the end of this month. He announced his retirement last year. Friesen had been in local sales management and operations for the chain of Western stations... At **Rogers Radio Lethbridge**, **Jerhett Schafer**, **Rock 106** PM Drive Announcer/MD, will move across the hall Aug. 3 to become **1077 The River's** morning Host...



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Lou Del Gobbo, the former GM of **Corus Radio Vancouver**, is now VP/CFO at the Vancouver-based **B.C. Cancer Foundation**... Two CBC staffers have moved to **Al Jazeera English**: **Imtiaz Tyab**, who worked at **CBC Vancouver** and **Jet Belgraver**, ex of **CBC Toronto**. **Tony Burman**, the former Editor in Chief of CBC News manages the service... **Don Marcotte** is the new Manager, Media Operations and Technology at **CBC Edmonton**. His background includes **Global Television** on Parliament Hill, **CTV Ottawa**, **A Channel Edmonton** and **CKUA Edmonton**.

SIGN-OFFS: **Gwyn 'Jocko' Thomas**, 96, in Toronto. He was hired by the **Toronto Star** in October, 1929, after one year of high school and worked as a copy boy for \$6 a week. He went on to win three *National Newspaper Awards* and was inducted into the **Canadian News Hall of Fame** in 1995. From the early '60s, Thomas was also heard on **CFRB Toronto** where he would end his news reports with his distinctive sign-off: "*This is Jocko Thomas of the Toronto Star reportin' to CFRB from police headquar-r-r-rters*"... **Kenneth Berube**, 61, in Vancouver. Born in St. Catharines, Berube – after working at a radio station in London, England – he returned to Canada and began working as an audio Engineer at **CBC Vancouver** in 1976. He retired in 2007. There will be a celebration of his life after the Stanley Cup Finals to honour the presence of his friends at **Hockey Night In Canada**.

LOOKING: **CJAY 92 Calgary** - Program Director; **The Wolf Regina** - Program Director; **Vibe 98.5 Calgary** – Program Director; **The River Lethbridge** – Program Director/MD; **Loyalist College Belleville** – Integrated Newsroom Assignment Editor; **Astral Media Radio London** - Digital Sales Manager; **Astral Media Radio Hamilton** – Producer; **Astral iMedia Toronto** - Senior National Account Manager; **/A/Barrie** – Engineering Technician; **BNN Toronto** – Chase Producer; and **CBC Toronto** – Sr Communications Officer and a Manager, Systems Engineering. Be sure to regularly check the CAREERS section at broadcastdialogue.com for new opportunities.

EDITOR'S NOTE: The **Broadcast Dialogue** brand came to life exactly 18 years ago – May 14, 1992 – when a modernistic faxing program (WinFax), connected to my phone line, was put to overnight use by sequentially delivering the very first Broadcast Dialogue newsletter to a small yet brave group of early adopters, many of whom are still subscribers! Probably the funniest recollection from that time was **CHUM** VP **Duff Roman's** concern that if he authorized payment up front – and Broadcast Dialogue collapsed in three months – how would CHUM get its money back. I think I quipped something to the effect of, "*Give CHUM your lunch money on the day we crash, that should cover it.*" This edition - Volume 18, Number 1 - is the first as we enter our 19th year. Thanks to all who've shown such magnificent support over the years.

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Brian Antonson**, Mission, B.C. and **Robbie Dunn**, **NL Broadcasting, Kamloops**. Welcome!

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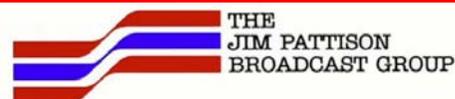
May 20, 2010

Volume 18, Number 2

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EDITOR'S NOTE: A medical situation has arisen which will keep me from delivering the *Broadcast Dialogue Briefing* at the usual time next week. An abbreviated edition will be delivered Tuesday morning. Regrets for any inconvenience.

RADIO: The *Radio Marketing Bureau* will cease operations Aug. 31, the move coming as its Board of Directors anticipates creation of a radio-only broadcast association to succeed the *Canadian Association of Broadcasters*. RMB President **Gary Belgrave** and 9 RMB employees will lose their jobs. The determination to close RMB will, it is hoped, lead to the radio industry establishing an association aimed at addressing legislative, regulatory, sales and marketing requirements. Industry executives say they want a transition that will combine the strengths of the CAB and the RMB... For reliability and accuracy, most Britons turn to the radio. So suggests a survey done by the communications watchdog, *Ofcom*. It says almost two-thirds of British radio listeners trust what they hear. Fifty-eight percent of Internet users say they trust news websites and 54% of TV viewers trust TV news. At the bottom of the trust list – at 34% -- were the country's newspapers... The former home of *CKX-TV Brandon* has become an administrative office for *Sunrise Credit Union*. The company bought the property at 2940 Victoria Ave. earlier this month. *KX96* and *101.1 The Farm*, owned by *Astral Media Radio*, will remain building tenants... History was made last Friday when the *American League* game between the *Toronto Blue Jays* and the *Texas Rangers* was called in French. **Jeremy Filosa** and **Alex Agostino** of *CKAC Montreal* broadcast two games last weekend in French for the first time in Blue Jays history.



Sales Management Opportunity

The Jim Pattison Broadcast Group has a rare and very exciting opportunity for a General Sales Manager to lead a talented group of sales professionals at The Jim Pattison Broadcast Group in Prince George. You'll oversee sales at three dynamic stations; CKPGTV, 101.3 The River and 993 The Drive.

Responsibilities: As GSM you will work to develop revenue budgets, leading your team to exceed them. You must be a strong communicator, able to work with your team and all other departments in our organization. The Jim Pattison Broadcast Group is committed to the communities we serve and you will act as a station liaison maintaining connections to the Prince George business community.

Qualifications: A commitment to excellence and a strong background in broadcast sales with a minimum of 5 years experience. You must have a proven record of achieving and overachieving budgets. You must believe that radio, television and new media can help our clients achieve their goals. Familiarity with Wide Orbit traffic management system will be an asset.

We are looking for a sales leader that can deliver; Passion, Integrity, Strategic thinking, Respect, and Teamwork. If this describes you, send what you believe will get you to the next step.

Applications will be accepted until noon on Thursday, May 27, 2010. Please send to the attention of:

Ken Kilcullen
General Manager
Jim Pattison Broadcast Group, Prince George Division
1810 3rd Avenue
Prince George, BC V2M 1G4
Or via email: kkilcullen@ckpg.com

AS PART OF THE JIM PATTISON BROADCAST GROUP'S EMPLOYMENT EQUITY POLICY
WE WELCOME APPLICATIONS FROM PEOPLE WITH DISABILITIES AND PEOPLE OF
ALL CULTURAL AND ETHNIC BACKGROUNDS.

GENERAL: **CBC** President **Hubert Lacroix** told the Senate finance committee that a study has been commissioned to look into whether or not CBC news is biased. CBC, he said, asked outside experts to conduct the independent review last year. A report is expected early this fall. Word of the study came last week when Conservative senators were grilling him, demanding to see contracts proving CBC wasn't



RC MEDIA MONITORS

STRATEGIC SALES PROFESSIONAL

Broadcast technology, radio and/or TV station sales experience is helpful but not essential. Experienced strategic selling a must.

Location: Toronto, Montreal, Vancouver.

Summary: Sells software, data services and hardware components and systems/services to radio and television stations and groups by performing these essentials:

- * Responsible for full P&L of Canadian market
- * Provides technical guidance relating to use, operation, and maintenance of equipment
- * Draws up sales or service contracts for products or services
- * Responsible for overall account strategy and implementation plan
- * Responsible for attainment of annual quota
- * Requirement to travel up to 40% of time
- * Represents Company at regional Trade Shows.

Competencies: Strategic Thinking - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.

Judgment: Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Motivation: Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.

Planning/Organizing: Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism: Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

Send all inquiries to: NPerchuk@rcsworks.com

sharing polling data with the Liberal Party... **EKOS** pollster **Frank Graves** has been exonerated of Conservative charges that he is a Liberal partisan providing tainted polls to the **CBC**. CBC Ombudsman **Vince Carlin** criticized "paranoia-tinged" Tories – particularly Senator **Doug Finley** – for sending fundraising letters urging Tory supporters to give the party money and to write CBC to "tell them it's unacceptable to present **Frank Graves as a neutral pollster on party politics.**" In his seven-page report, Carlin says that if Graves is guilty of anything, it's being too open in explaining his data – "so open, in fact, that if he were actually working for the Liberals they would probably fire him for blabbing about strategy"... In a **Globe & Mail** column this week, **John Doyle** asked who benefits from battering the **CBC**? Canada would depreciate as a country, he wrote, if the CBC dwindled into a fringe broadcaster: "Public broadcasting should show us the best of our own storytelling, news and entertainment, and do those tasks that private broadcasters balk at. To many Canadians, CBC-TV and radio have traditionally represented

an oasis of good taste and common sense in a media world gone mad with celebrity coverage and other forms of mindless frivolity. God only knows what the Conservative Party is up to in its buffoonish attacks. But we have to ask — who benefits from battering the CBC?"... **Canwest Global Communications** has court approval to move forward with the \$1.1-billion sale of its publishing division by mid-July to a group of creditors led by **National Post** President/CEO **Paul Godfrey** for \$1.1 billion, including \$950 million in cash... Award winners at the **RTNDA Canada Central Canada** convention in Toronto last weekend were:

TELEVISION

Bert Cannings Award - Best Newscast - **/A1 News Barrie** (Medium Market) and **Global Toronto** (Large Market)

Charlie Edwards Award - Spot News - **CTV Southwestern Ontario**

Dan McArthur Award - In-depth/Investigative - **CTV Montreal**

Sam Ross Award - Editorial/Commentary - **CBC TV Montreal**

Dave Rogers Award - Short Feature - **/A1 London** (Medium Market) and **CTV News** (Large Market)

Dave Rogers Award - Long Feature - **Rogers TV Simcoe County** (Small Market); **CTV Southwestern Ontario** (Medium Market); and **CTV Montreal** (Large Market)

Gord Sinclair Award - Live Special Events - **/A1 News Barrie**

Ron Laidlaw Award - Continuing Coverage - **/A1 London**

Adrienne Clarkson Award - Diversity - **Global Toronto**

Trina McQueen Award - News Information Program - **Global Toronto**

Hugh Haugland Award - Creative Use of Video - **CTV Southwestern Ontario**

Use of New Media - **CP24 Toronto**

RADIO

Byron MacGregor Award - Best Newscast - **560 CFOS AM Owen Sound** (Small Market); **AM800 CKLW Windsor** (Medium Market); and **680News Toronto** (Large Market)

Adrienne Clarkson Award - Diversity - **CBC Radio 99.1 Toronto**

Best Use of Sound Award - **680News Toronto**

Charlie Edwards Award - Spot News - **CFRB Toronto**

Dan McArthur Award - In-depth/Investigative - **CBC Radio 99.1 Toronto**

Dave Rogers Award - Short Feature - **CBC Sudbury** (Medium Market) and **680News Toronto** (Large Market)

Dave Rogers Award - Long Feature - **97.7 the Beach Wasaga Beach** (Small Market); **CBC Radio Sudbury** (Medium Market); and **CBC Radio 99.1 Toronto** (Large Market)

Gord Sinclair Award - Live Special Events - **CFRB Toronto**

Peter Gzowski Award - News Information Program - **CBC Radio 99.1 Toronto**

Ron Laidlaw Award - Continuing Coverage - **CBC Radio**

Sam Ross Award - Editorial/Commentary - **CBC Radio One Ottawa**

Use of New Media - **680News**

Photos from the RTNDA Central Canada event may be found by clicking

<http://broadcastdialogue.com/Admin/pdf/stories/Central%20Canada%20RTNDA.pdf>.

T**V/FILM:** The **U.S Supreme Court** has declined to take up a challenge from cable TV to the 18-year-old requirement that they carry local broadcast stations. The court upheld a federal must-carry law, enacted

in 1992 when cable TV systems faced much less competition than they do now. **Cablevision**, backed by other MSOs and cable services, was arguing that the must-carry rules are an infringement on cable operator's ability to make free editorial choices to best serve its subscribers... The **Blue Jays** have moved their broadcast schedule, 25 games from **TSN** and **TSN2** to **Rogers Sportsnet**. Effectively, the Blue Jays have their entire 2010 schedule with Rogers networks. Rogers is about to launch **Baseball TV**, the category 2 specialty channel which was given **CRTC** approval almost two years ago. TSN's relationship with the Blue Jays began in 1984. This was the final year of TSN's contract with the Jays... The upfront market is expected to be up 20% over last year (to \$8.26 billion) for the four big U.S. networks, according to **Barclays** analyst **Anthony DiClemente**. As if to support that, a new JP Morgan survey said 60% of respondents see double-digit percentage cost-per-thousand price growth in broadcasting. The Morgan survey said those results confirm the strength of the scatter market, which is up 25% or more... Also on the ad front, a new **Video Consumer Mapping** study says 86% of TV viewers stay in their seats during the commercials. The year-long study in 2008 by **Ball State University** (Indiana) and **Sequent Partners** found that only 14% of viewers change channels during spot breaks. VCM contends that most American adults are exposed to 73 minutes of live TV commercials or other TV messaging daily, on average... **TVB's Sales Advisory Conference** (SAC) is set for Friday, Nov. 19 in Toronto.



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REVOLVING DOOR: Executive changes at **Corus Entertainment** include: **Hal Blackadar** moves from VP - Human Resources to Interim President of the Radio Division (Blackadar will retire later this year). Succeeding him in HR is **Kathleen McNair**, now Exec VP, Human Resources and Corporate Communications. The other new members of the Corus senior executive team are: **Scott Dyer** - Exec VP, Chief Technology Officer and Head of Shared Services; **Gary Maavara**, Exec VP/General Counsel; **Doug Murphy**, Exec VP/President of **Corus Television**; and **Tomas Peddie**, Exec VP/CFO... **Maureen Rogers** is no longer in place as VP/GM at **Citytv Toronto**. Her position, according to **Rogers Television** CEO **Leslie Sole**, "was deleted because there is strong group VP presence in Toronto." The senior person at Citytv is **Tina Cortese**, Vice President News and Executive Producer. Rogers moved to Citytv from **Canwest Media**... **Brad Phillips** has been promoted within **Astral Media Radio**, moving from VP/GM for Vancouver to Vice-President, British Columbia Operations. The appointment is immediate and sees Phillips oversee all Astral Media Radio broadcast properties in the province... **Tony Burman** will move into the position of Chief Strategic Advisor for The Americas to accelerate expansion of **Al Jazeera** in the North American market, effective at the end of June. He's been Managing Director of Al Jazeera English since May, 2008... **Alon Marcovici** has been appointed VP, Digital Media at **CTV**. Marcovici twice managed the on-site **NBC** Olympics Research Room at the 2000 Summer Games in Sydney and the 2002 Winter Games in Salt Lake City. He has also served as VP/Chief Marketing Officer of the **Toronto Board of Trade**, VP of Marketing and Communications for the NHL's **Florida Panthers** and Director of Marketing Media with **Maple Leaf Sports & Entertainment**... **Mark McInnis** has been promoted to Production VP at **Much MTV Group** in Toronto. Also at Much MTV, **Brook Peters** moves to Programming Director. Peters had been the programming manager for **Teletoon** and **Teletoon Retro**. Before that, he was the programming manager at **YTV**... **Robyn Rudolph** has been promoted to Creative Director, **Global News** in British Columbia, responsible for all advertising, promotion and branding of the **Global National** and **Global BC** newscasts... This past Monday, **Julie James** was promoted to APD/MD at **CHFI Toronto** where she'd been doing weekends. James moved back east last year after serving as PD at **92.5 JOE FM (CKNG) Edmonton**. Before that, she was with sister **Corus** station **1031 Fresh FM (CFHK-FM) London**... New **Lite 92 FM Regina** PD is **Greg Morgan**, the five-year morning Host. It's an add-on responsibility for Morgan who'll continue doing mornings... **William Alexander**

is the new PD/Morning Show Host at **Fox FM Yorkton**. He returns to the **Harvard Broadcasting** fold after 10 years away, most recently as PD at community station **Creek FM Balcarres**. He succeeds Mark Nicholls who joined **Vista Broadcasting Powell River** as APD.

SIGN-OFF: **Clare Copeland**, 85, in Victoria after a short illness. Copeland built up **C-FAX Victoria** from a 1,000-watt dusk-to-dawn station by moving the AM frequency from 810 to 1070 and increasing the power to 10,000 watts. That happened in the 1964-1967 period when **CKDA** and **CJVI** were battling for first in the Victoria ratings. In 1974, he sold C-FAX to **Mel Cooper**. The station is now owned by **CTV**.

LOOKING: The **Jim Pattison Broadcast Group** in Prince George is looking for a General Sales Manager. See the ad on Page 1 for details... **RCS/Media Monitors** seeks a Strategic Sales Professional to handle the Canadian market. See the ad on Page 2... Other jobs we've heard about include: **Radio NL, Kamloops** - Sales Manager; **Astral Media Radio Ottawa** - Sales Manager; **Astral Media Radio St. Catharines** - Digital Sales Manager; **XL 103 Calgary** - Program Director; **Astral Media Radio Terrace** - Creative Writer, Radio/TV; **Astral Media Radio Penticton** - News Anchor/Reporter; **CBC Charlottetown** - Senior Manager (Location Manager); **CBC Montreal** - Sales and Marketing Officer; **CBC Winnipeg** - Researcher; **Jack FM Victoria** - Morning Show Co-Host/Announcer; **Citytv Edmonton** - Manager, Local Content Group (Breakfast Television); **APTN News Winnipeg** - Researcher/Writer; and **Rogers Media Television Calgary** - Broadcast Technician.

BE SURE TO REGULARLY CHECK THE **CAREERS** SECTION AT broadcastdialogue.com

SUPPLYLINES: **Pat Whittingham**, ex of **SONY Canada** and **SONY U.S.A.**, has joined the Board of Directors at Montreal-based **SENSIO Technologies**. Whittingham is also on the boards of **Miranda Technologies**, **Front Porch Digital** and **AZCAR Technologies**, along with operating technology consulting firm **PGW & Associates**... **Radian** owner **Prestige Telecom** has won the Turnaround of the Year 2009 award given by the Montreal Chapter of the Turnaround Management Association. Prestige Chairman of the Board/CEO **Pierre Yves Méthot** says the acquisition of Radian in December, 2008, brought renewed growth and profitability.

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Tuesday, May 25, 2010

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RADIO: The new *Canadian Association of Radio Broadcasters* (CARB) will be front and centre at the *Western Association of Broadcasters'* annual convention June 4-6 when *Radio Marketing Bureau* President/CEO **Gary Belgrave** and *Golden West Broadcasting* CEO **Elmer Hildebrand** conduct a joint presentation that covers the winding up of the **CAB** and the **RMB**, and the formation of the new national radio association... **92.7 The FOX Slave Lake** is now **92.7 LAKE-FM**. The format and personalities remain the same but the ID, says Newcap, better reflects "local significance". New website is www.lakefm.ca... Coming up this Thursday, the launch of *Astral Media Radio's* new **99.7 FM (CJOT-FM) Ottawa**. The new 100,000-watt station is the company's 84th... **Lindor Reynolds**, writing in the *Winnipeg Free Press*, took a shot at, among others, **BOB FM Winnipeg** for the misuse of apostrophes. The *Cranky Grammar Lady* is fed up with the use of TV's, CD's and VCR's plus, she writes, "yes, **BOB FM**, I mean you and your 80's, 90's and more whatever than ever before". To be fair, while BOB may be the culprit in Winnipeg, virtually every station in North America makes the same punctuation mistake. (Ed's note: I once challenged a campus station professor for the same thing. He said they kicked it around and concluded that, punctuation aside, "the apostrophes made the slogan look better").

TV/FILM: If **Google TV** is successful, it could bring grief to BDUs because more and more people could look for content on the Internet thus bypassing VOD (video-on-demand) offerings. Google made an announcement last week that it intended marrying the web with television and having a product available in the U.S. by this fall. Google acknowledges that there still is no better medium than TV to reach a wider and broader audience. Americans, it says, watch five hours a day. As well, the U.S. annual ad spend now is set at \$70 billion. While it didn't talk about its advertising strategy, Google could use its formidable data-collection abilities to aim new types of ads at TV-watching consumers. The service will be built into **Sony** high-def TVs and Blu-Ray players, and a set-top box made by **Logitech**... The **Alberta Motion Picture Industry Association** (AMPIA) has awarded **ACCESS** its *Rosie Award* for Best News Information Series. **Lloyd Lewis**, VP/GM of **ACCESS** says that "in a little over a year, *Alberta Primetime* has become the must-watch program of provincial politics and social



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Our current leader is leaving this "job of a lifetime" as he climbs the corporate ladder for another unique opportunity.

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GENERAL MANAGER (OR SENIOR SALES MANAGER)

who enjoys pushing the envelope and incorporates innovation in everything he or she does.

To succeed in this position, you must clearly focus on the sales dynamic as well as be able to communicate with a young, energetic marketing and programming team.

It will also be helpful if spending day after day with sunny skies, sandy beaches and a top notch collection of stations in one of the most diverse places in the world is something you can learn to enjoy!

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commentary"... **Kathleen Dore** has been nominated to the Dallas-based **Blockbuster** board of directors. Dore has spent three decades in senior leadership positions, including as President of **Canwest Media**... Half of the TV sets in the U.S. are now high-def units and with that, says **The Nielsen Company**, HD viewers stay tuned-in for longer periods; about 3% more for prime-time programming than with standard-def. **Playback**, the Toronto-based film and TV trade paper, has eliminated its print version and now delivers only online. Corporate owner **Brunico Communications** cut five full-time positions from Playback (more from other segments of the company). Brunico says the Internet is a more "natural home" for Playback, which will continue daily online coverage with five employees.

REVOLVING DOOR: **Fred Fuchs**, the GM of Production Enterprises at **CBC-TV** will leave the corporation to become the Canadian Executive Producer of **John Weber's Take 5 Productions** co-production of *Camelot*. CBC's feature film initiative will continue under the leadership of **Marcela Kadanka** as Senior Executive in charge of movies. Fuchs brought a record number of hit CBC productions to television, including *Heartland*, *Little Mosque on the Prairie*, *The Border*, *Tudors* and *Being Erica*... **BJ Wilson**, who moved from **Q104 Halifax** 12 years ago to become PD/morning show Host at **XL 103 fm Calgary**, is moving back to Nova Scotia. Wilson returns to his old Q104 post as morning show co-Host... **Gary Cunliffe**, formerly the Managing

Editor of Radio and TV at **CBC Windsor**, has moved to **CBC Edmonton** where he is now News Director... **Chris McEwin**, the former midday Host on the **Rogers Ontario North Rock** network, has moved across the hall to become Music Director at **CHUR North Bay** (though based in Sudbury) and midday Host on the Ontario North **EZ Rock** network. Succeeding McEwin at the Rock net is **Niall Knutson**.

GENERAL: The **Shaw** family has completed the purchase of an additional 235,000 Class B non-voting shares of **Shaw Communications**. The family now holds 48,199,104 Class A and Class B shares, and intends to continue buying shares on a regular basis.

LOOKING: A GM or Senior Sales Manager is sought by a radio station in a sunny climate. See the ad on Page 1... Other jobs we've heard about this week include: **CHEK-TV Victoria** - Sales Rep; **Astral Media Radio Calgary** - Digital Account Manager; **Astral Media Radio Fredericton** - Digital Account Manager; **Astral Media Radio Kelowna** - Creative Writer; **CBC Toronto** - a Research Officer, a Senior Remote Area Transmitter Technologist and an Interactive Producer; **CBC Vancouver** - Web Developer Radio 3; and **CHCH-TV Hamilton** - Marketing Manager.

SUPPLYLINES: **CBC Transmission**, which had listed a Request for Proposals (RFP) for the sale of transmission assets, has been terminated that request. A CBC spokesman in Ottawa says while there was some market interest, there was no offer that reached the "financial threshold" CBC was seeking.

EDITOR'S NOTE: With luck - and a quick recovery from today's (Tuesday's) surgery - delivery of the **Broadcast Dialogue Briefing** will resume its normal schedule next week, June 3.