

BROADCAST Dialogue

The Best Broadcast Briefing in Canada

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Thursday, April 7, 2011

Volume 18, Number 45

Page One of Three



SIGN-OFFS: Jack Hoepfner, 72, in a Winnipeg hospital Wednesday (yesterday) morning after suffering a massive heart attack (with two arrests) last Saturday, April 2. He had a 100% blocked main artery. His wife, Marilyn, was with him when it happened and performed CPR as soon as she could safely stop the vehicle. His broadcast career was a life-long passion, having begun as a teenager at **CFAM Altona**. Hoepfner, the National Director Engineering, **Corus Radio**, was profiled in a **Broadcast Dialogue** feature article published Feb. 22 (click [HERE](#))... **Gordon Edmund Waters**, 95,

in Halifax after a major stroke. Waters, a retired **CBC** Chief Engineer, joined the **BBC** at its fledgling TV studio in 1938. In 1952, he emigrated to Canada to become Chief Engineer at **Rediffusion** in Montreal. The next year, he joined CBC's engineering headquarters in Montreal. Waters retired in 1977.

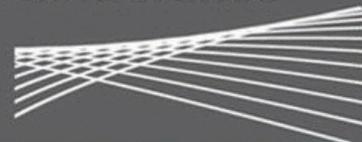
T**V:** **Bell Media** launched immediately on the heels of **BCE's** \$3.2-billion acquisition of **CTV** last week. The new business unit will make CTV programming and other Bell content also available on smartphones and computers. As previously reported in **Broadcast Dialogue**, **Ivan Fecan** retired Friday as head of **CTVglobemedia** and CEO of CTV.

Bell Media President **Kevin Crull** says he doesn't want to tinker with the CTV brand, just make it more available. He did say, however, that some of CTV's 29 specialty channels may be in for a change but added that he doesn't expect job cuts... The **Bell Media** executive team breaks down this way: **Kevin Crull**, President; **Gary Anderson**, Head of Bell Media Digital; **Rick Brace**, President, Specialty Channels and CTV Production; **Rita Fabian**, Executive VP, Advertising Sales; **Wendy Freeman**, President, CTV News; **Chris Gordon**, President, Bell Media Radio; **Phil King**, President, CTV Programming & Sports; **Andre Serero**, Exec VP; **Bart Yabsley**, Exec VP, Content Sales & Distribution; **Mirko Bibic**, Sr. VP, Regulatory & Government Affairs; and **Nikki Moffat**, Sr. VP, Finance. The Programming Council is chaired by **Mike Cosentino**, Sr. VP, Programming, CTV Networks and **Joanna Webb**, Sr. VP, Specialty Programming. The members are **Pat DiVittorio**, VP, Program Planning; **Brian McCluskey**, Sr. VP, Revenue

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Management; and **Tracey Pearce**, Sr. VP, Business & Legal Affairs... In his **National Post** column Tuesday, **Terence Corcoran** – writing on business – said the **BCE** and **Shaw** takeovers of **CTV** and **Canwest** looks as risky and uncertain as the over-hyped proposition of media convergence. He pointed to a **Moody's** report (*Broadband Company Investments in Television are Credit-Negative*) to show CTV's and Canwest's vulnerabilities. In that report, Moody's said: "The long-term threat is from what is known as over-the-top competition, or TV programming that can be accessed over the Internet. We are concerned that broadband companies are investing in the part of business that is at risk of eventually being dis-intermediated by online video." The Canadian TV networks when stripped of marketing razzmatazz are, said Corcoran, merely links in a distribution chain that in many respects no longer needs them... The **Canadian Media Production Association** (CMPA) has concluded an agreement in principle on terms of trade with Canada's major private broadcast groups: **Astral**, **Corus**, **CTV**, **Rogers** and **Shaw Media**. The deal, still subject to final editing and internal approvals, would apply to the life cycle of a show, from first pitch through to development, production and broadcast on all platforms. Once a signed agreement is complete, the CMPA will begin similar discussions with **CBC**... A live news event is one thing, a taped version for broadcast later is a horse of a different colour. The **Canadian Broadcast Standards Council**, in looking at **CP24's** live broadcast of the **30th Annual Gay Pride Parade** in Toronto last July 4, saw occasions when the F-word was used by subjects during interviews. While a complainant acknowledged that there were viewer advisories regarding possible nudity, (s)he also said the live airing beginning at 2 p.m. and the repeat at 8 p.m. were both

too early in the day for such programming. While no nudity was aired nor discussion of sexual activity, three occasions of coarse language were aired live at 2 p.m. CBSC said no problem. However, it cited the station for not bleeping the F-word during the replay later in the day. Full details on this item may be found at www.cbsc.ca.

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REVOLVING DOOR: **Jim Nelles**, the long-time VP/GM of **Sun TV Toronto**, is no longer with the Quebecor organization. SUN TV is now headed by VP **Kory Teneycke**. Also gone are **Don Gaudet**, the GM, Programming and other programming staff... **Kris Faibish** has been appointed to the newly-created role of Exec Director, Strategy and Business Development at **CBC**. She moved from her positions at **CTV Globemedia** as Exec Producer MTV Digital and VP, digital Media, at CTV... **JAZZ.FM91 (CJRT-FM) Toronto** PD **Joe Fingerote**, who started in that position Jan. 25, has decided to return to Edmonton... **939 BOB-FM Ottawa** and **Majic 100 Ottawa**, both owned by **Bell Media Radio**, put new morning teams in place on Monday. On Majic, **Stuntman Stu** and **Angie Poirier** are teamed. Stu was the morning co-Host at BOB FM. Poirier moved from the **/AI Ottawa** morning telecast. At BOB-FM, **Vinney White** and **Sandy Sharkey** share Host duties in the morning... **Rambling Dave Scharf** is leaving his morning co-Host gig at **C95 Saskatoon** and moving to Ottawa with his family. His wife, **Heather**, a physician, will be working at two clinics in Ottawa while Scharf hopes to get another job on-air. He's been with the station for 20 years and has a law degree. His last day at C95 is April 21... **Katie Couric** is leaving her Anchor job at **CBS Evening News**, probably by June 4 when her contract expires. She's been with CBS for less than five years after becoming the first woman to sit in the big chair on a U.S. network evening newscast. Her numbers have consistently placed CBS well back of **NBC's Brian Williams** and **ABC's World News** with **Diane Sawyer**.

RADIO: The **CHUM Radio** brand, save for **CHUM-AM/CHUM-FM Toronto**, is gone. **Chris Gordon** remains President of the company now called **Bell Media Radio**... The **Saskatchewan Country Music Association** has, for

the 16th consecutive year, honoured **CJVR-FM Melfort** as the *Fan's Choice Radio Station of the Year* (Secondary Market). CJVR's *Canadian Coast to Coast* show was *SCMA Radio Show of the Year* for the 4th year in a row. And **Dave Baker** of CJVR won two awards: *Radio Personality of the Year* (secondary market) and *Music Director of the Year* (secondary market). Other radio winners are: *On Air Personality* (Major Market) - **Cristy Beggs, 92.9 The Bull Saskatoon**; *Fan's Choice Radio Station* (Major Market) - **Big Dog 92.7 Regina**; and *Music Director of the Year* (Major Market) - **Jay Richards, CJWW Saskatoon**. The awards were presented at the Saskatchewan Country Music Awards Weekend in Swift Current April 1-3... What began as an idea to help a friend became a platform for anyone touched by cancer. Last Thursday, **92 CITI FM Winnipeg** concluded a 27-hour **Songs for Alanna Radiothon** to honour the life of morning Host **Joe Aiello's** wife, **Alanna**, who died last week of cancer. Listeners made pledges to **CancerCare Manitoba** and helped raise over \$117,000. In addition, T-shirts with a colourful message were created and being sold through month's end at certain stores across Winnipeg... On April 1, **Jean Caine**, 87, celebrated 70 continuous years of full-time employment in the broadcasting industry. Her son, **Michael**, tells **Broadcast Dialogue** that she did some freelance and part-time work before her first job in the Continuity department at **CKOC Hamilton** in 1941. Though she has backed off day-to-day operations at **Whiteoaks Communications Group (CJYE Oakville and CJMR Mississauga)**, she still gets a pay cheque as Chairman Emeritus of the Board of Directors.

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LOOKING: **CBC Toronto** - Producer (local radio news), a Systems Designer (engineering), a Senior Manager Brand Activation and an Account Manager (Revenue Group); **CBC Toronto** -; **JAZZ.FM91 Toronto** - PD; **CKAT North Bay** - PD/Morning Announcer; **Big Dog 92.7 Regina** - Weekend Host/Marketing Assistant; **Big 105/106.7 The Drive Red Deer** - Creative Writer; **The ONE @ 101.1 Brooks** - Morning Show Host; **CJDC-TV Dawson Creek** - Anchor/Reporter; **FAMILY CHANNEL Toronto** - Programmer; **/A1 Ottawa** - Anchor; **BNN Toronto** - Web Developer; **CBC Vancouver** - Senior Communications Officer; **CBC Regina** - Broadcast Technologist; and **Rogers Sportsnet Toronto** - Creative Director, Promotions.

GENERAL: A park on Saskatoon's west side is being named after **Lisa Rendall**, a former **C95 Saskatoon** morning Host. Rendall was diagnosed with breast cancer 10 years ago and since then has raised \$2.5 million through such events as the *C95 Radio Marathon* and the *Lisa Rendall Golf Classic*. Rendall was also recently named **CTV Saskatoon's Citizen of the Year**... An **Advertising Standards Canada** report on complaints received during 2010 shows that there were 1,200 consumer-submitted complaints about 743 ads. ASC's independent volunteer consumer response councils found 84 complaints, concerning 58 advertisements, contravened their code and that retail advertising garnered the most complaints (256). The 2010 Ad Complaints Report can be found at www.adstandards.com... The U.S. **Business Insider** reports that there are four media and media-related endeavours that are on the list of the 10 fastest dying industries in America. In the #10 position is video post-production services. Revenue declined 24.9% from 2000 to 2010 and is projected to decline another 10.7% by 2016. Blamed is the shift towards digital media and rapid technological advances. At #8 is DVD, game

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and video rental. Revenue declined 35.7% from 2000 to 2010 and is projected to decline another 19.3% by 2016. Number 7 is newspaper publishing. Revenue declined 35.9% from 2000 to 2010 with projections of decline by another 18.8% by 2016. And in the #5 spot of the 10 fastest dying industries in America is wired telecommunications carriers. Revenue declined 54.9% from 2000 to 2010. It is projected to decline another 37.1% by 2016... **RTNDA Canada** will present annual awards in the Central Region (Quebec-Ontario) May 7 in Waterloo. Recipients are:

TELEVISION

Trina McQueen Award - News Information Program

– **Global Toronto**

Charlie Edwards Award - Spot News

– **CityTV Toronto**

Hugh Haugland Award - Creative Use of Video

– **CTV Southwestern Ontario**

Ron Laidlaw Award - Continuing Coverage

– **Global Toronto**

Dave Rogers Award - Short Feature

– **CTV Sault Ste. Marie (Small Market)**

– **CBC Windsor (Medium Market)**

– **CBC Television (Large Market)**

Dave Rogers Award - Long Feature

– **Rogers TV (Small Market)**

– **CBC Windsor (Medium Market)**

– **CityTV Toronto (Large Market)**

Dan McArthur Award - In-depth/Investigative

– **CTV Southwestern Ontario**

Gord Sinclair - Live Special Events

– **CP24**

Adrienne Clarkson Award - Diversity

– **CP24**

Bert Cannings Award - Best Newscast

– **/A1 News Barrie (Medium Market)**

– **Global Toronto (Large Market)**

RADIO

Sam Ross Award - Editorial/Commentary

– **Newstalk 1010**

Creative Use of Sound Award

– **680News**

Use of New Media Award

– **680News**

Peter Gzowski Award - News Information Program

– **CBC Radio One**

Charlie Edwards Award - Spot News

– **680News**

Ron Laidlaw Award - Continuing Coverage

– **Newstalk 1010**

Dave Rogers Award - Short Feature

– **CFBK (Small Market)**

– **CBC Sudbury (Medium Market)**

– **680News (Large Market)**

Dave Rogers Award - Long Feature

– **CKNX (Small Market)**

– **CBC Sudbury (Medium Market)**

– **CFRA (Large Market)**

Dan McArthur Award - In-depth/Investigative

– **CFRA**

Gord Sinclair Award - Live Special Events

– **CKNX**

Adrienne Clarkson Award - Diversity

– **CBC Radio One**

Byron MacGregor Award - Best Newscast

– **MIX 106.5 Owen Sound (Small Market)**

– **AM 800 (Medium Market)**

– **Newstalk 1010 (Large Market)**

SUPPLYLINES: **Wheatstone Corporation** has partnered with **Burli Software** of Vancouver. Burli's newsroom software will now be able to interface directly with Wheatstone's *WheatNet-IP Intelligent Network*, an audio-over-IP solution... **CBC** will install **Bitcentral's** *Oasis* content archiving and management system.

The product will be integrated into *Newstream*, the system CBC uses to "push" content out to its stations... Dallas-based **DG**, a provider of digital media services to the advertising, entertainment and broadcast industries, has acquired privately-held **MIJO Corporation** based in Toronto. MIJO provides broadcast and digital media services to the advertising, entertainment and broadcast industries.

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Thursday, April 14, 2010

Volume 18, Number 46

Page One of Three

RADIO: The **CRTC** has approved the merger of **XM** and **Sirius** satellite radio. The decision followed a similar move in the U.S. back in 2008. Once the deal is completed it will be owned by **Canadian Satellite Radio Holdings**. Stakeholders include **CBC** (20.4%), **Allan Slaight** (20.4%) and **John Bitove** (30.4%). **Sirius XM** in the U.S. will own 25%... **TSN RADIO 1050 (CHUM) Toronto** made its debut yesterday (Wednesday) in Toronto. The sports format succeeds what had been **CP24 Radio 1050**, the audio portion of the Southern Ontario specialty news channel's programming. Acting PD is **Rob Gray**, the program manager at sister **Bell Media** stations **Team 1410/Team 1040 Vancouver** .. **Bayshore Broadcasting** has purchased the old **Peak FM (CKCB-FM) Collingwood** studio to house its **97.7 The Beach Wasaga Beach**. Bayshore President/GM **Ross Kentner** says The Beach will move to the Collingwood location at month's end. The current location, he said, is cramped and wasn't designed for a radio station's needs... **CHOI-FM Quebec City** has been cited by the **Canadian Broadcast Standards Council** for one of its talk shows taking dead on-air aim at the wrong target and, to compound the mistake, for its naming of officials and employees within that government agency. The decision may be found at www.cbsc.ca.

GENERAL: The **National Association of Broadcasters** says attendance figures at **NAB2011** in Las Vegas this week are up over last year's results. Registered attendees total 92,708, with 25,691 of them arriving from 150 countries other than the U.S. Last year's total number was 88,044... **Shaw Communications'** profits rose 20.6% in the second quarter. The company posted net income of \$167.3 million or 37 cents per share, and above a profit of \$138.7 million, or 32 cents a share posted a year earlier. Revenue increased 28.8% to \$1.2 billion from \$929.1 million in the same period last year... **Cogeco's** profit rose 1.3% in its second quarter, with net income at \$10.6 million or 63 cents per diluted share. Revenue grew 6.6% to \$350.6 million in the three months ended Feb. 28, up from \$329.1 million in the second quarter of fiscal 2010... A **University of British Columbia** survey of nearly 1,700 Canadians has determined that most (81%) would choose no news over paying for news online while 90% said they would find free alternatives if their preferred news websites started charging for content. The study, conducted in co-operation with **Vision Critical**, found that rejection of online news charges is equally pronounced among urban and rural residents and between age groups and education

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levels... In a related survey, most Canadians (42%) say that they value Internet over TV (24%), phones (17%) and newspapers (17%). The **Canadian Media Research Consortium**, also based at **UBC**, commissioned the online survey. On the question of journalism, about 38% said they preferred getting their news and information from TV, 30% turned to their computers and 23% chose newspapers. But when asked which medium provided news and information that was most interesting to them, 52% said the Internet was the best source. The 18-34s surveyed were especially hooked on online content. About 77% said the most interesting news came from the web and 7% said their best reads were in print newspapers... Coming up April 28 at the **Broadcast Research Council** (BRC) event in Toronto is a Sports Programming Overview session. To be held at the **Air Canada Centre**, the session will look at the competition for sports marketing dollars and the recent development being the launch of the **Rogers Sportsnet** and **TSN Network** multi-platform brands. Details are available from tkormann@tvb.ca.

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T**V:** Canadians watching the Tuesday night political debate on either of **CBC/Radio-Canada**, **CTV**, **Global** or **TVA** were 22% more than those who watched in 2008. The total audience for the English-language set-to was 3.85 million... **Bell TV**, at the Scarsdale location in Toronto, has closed its **Vu! Productions** entity, getting out of the production business. Twenty-three people were let go... A company led by **Michael MacMillan**, the former head of **Alliance Atlantis**, is buying into **GlassBox Television** and plans to acquire control of the company. **Blue Ant Media** will initially buy 29.9% of GlassBox. There's also an agreement for Blue Ant to increase its ownership to at least 75%, subject to **CRTC** approval. Under the plan, MacMillan will become executive chairman and former **CHUM** CEO **Jay Switzer** will step down. GlassBox owns and operates two specialty television channels and has rights to a third channel... In his keynote address to **NAB Show** delegates in Las Vegas Tuesday, Association President/CEO **Gordon Smith** said: "We are in full battle mode to protect broadcasters from being forced to give up spectrum involuntarily". Smith contradicted the notion that instead of a so-called spectrum crisis there is instead a "capacity crunch". He wants a comprehensive inventory of spectrum because, in his words, the wireless carriers have apparently "determined that it's cheaper to buy our TV channels at auction than to build out their networks". He urged the U.S. government not to force broadcasters to give up spectrum but to "keep what is voluntary, voluntary". **CBS** President/CEO **Leslie Moonves** agreed, saying: "As long as it remains voluntary, that's fine because we are not going to volunteer . . . I support the idea of getting broadband to Americans, the devil is in the details and we need to protect our business"... The **Sun News Network** will launch on Monday via OTA TV in Southern Ontario and as a Tier 2 specialty channel via **Shaw Cable** in Western Canada (free to Shaw subscribers for the first six months). The new news service bills itself as "unapologetically patriotic" and "less politically correct" than other Canadian news sources... A **Heartland** fan in France has won a visit to the Alberta set of the hit show after bidding \$2,950 for the experience on eBay. **Heartland** donated the visit for a family of four as part of a charity drive. The money will be going to the **Canadian National Institute for the Blind**. The **CBC** show is a smash in France where three seasons of programming have aired.

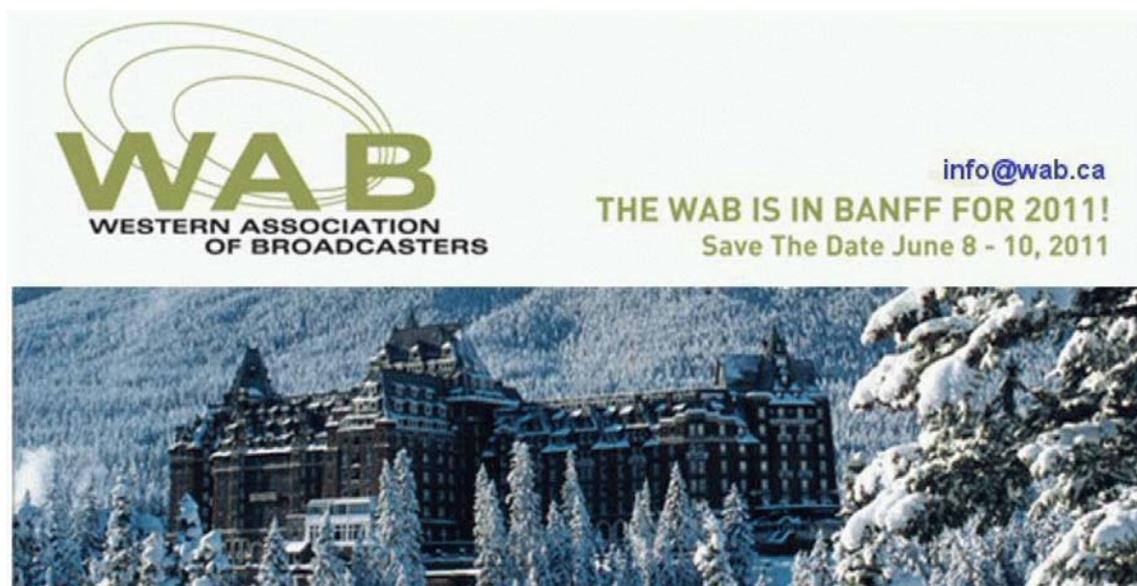
R**EVOLVING DOOR:** **Tom Young**, after five decades behind the mic, says he'll retire. Young, whose home is in Saint John, will do his last talk show on **News95.7 Halifax**, **News91.9 Moncton** and **News88.9 Saint John** on Friday July 29... **Tony Panacci**, the Executive Producer of **/A\ News Barrie**, has resigned. His last

day is April 29... **Brian Hagel** has moved to become Sales Manager at **Rawlco's 102.3 NOW! Edmonton**. The former sales manager of sister station **Jack FM Regina** began April 11. He succeeds **Ross Hawse** who moved to become GM at **The Juice Kelowna**... **Lynda Steele**, the long-time **Global Edmonton** News Anchor who resigned to follow her husband to Vancouver, where he became the **RCMP's** Assistant Commissioner responsible for B.C.'s lower mainland, has resurfaced. Effective May 16, Steele – who won a CAB Gold Ribbon Award for Outstanding Community Service by an Individual Broadcaster in 2007 – will become **CTV British Columbia's** Consumer Reporter... **Rick Dal Farra**, who had been appointed **Rogers Radio** Director Engineering, BC Radio in April, 2006 – and based in Vancouver – will return to Rogers in Toronto in early June. He becomes Regional Engineering Manager there, succeeding the recently departed **Ron Comden**... New Brand Manager at **Family Channel** in Toronto is **Lisa Cadeau**, who succeeds **Ashley Elborne** who moved to **Disney XD**. Both channels are part of **Astral Media Television**.

SIGN-OFFS: **Owen Boris**, 79, in Hamilton. Boris was a cable TV pioneer and the founder of **Mountain Cablevision Ltd.**, a fixture in the Hamilton Community for 50 years... **Andre Mercier**, 87, in the geriatric ward of a Sherbrooke hospital. Mercier was GM of the **Telemedia** radio and TV stations in Sherbrooke during the '70s and '80s.

LOOKING: **CBC Toronto** - Systems Designer (Broadcast Engineering); **CBC Regina** - Account Manager (Revenue Group); **TSN Toronto** - Director, Marketing; **/A\ Barrie** - Managing Producer; **The Movie Network/HBO Canada/Mpix Toronto** - Interstitial Programmer; **Astral Radio Trail** - Creative Writer; **Astral Radio Fort St. John** - News Anchor; **Astral Radio Prince Rupert** - Account Executive; **CTV News Channel Toronto** - Sr. Chase Producer and a Reporter; **TSN Radio 1050 Toronto** - Intermediate Account Executive Retail Sales; **CHUM-FM/FLOW 93.5 Toronto** - Account Executive Retail Sales; and **89.3 K-Rock Kentville** - News Reporter/Swing Announcer.

SUPPLYLINES: Montreal-based **Stingray Digital**, a provider of music services to multi-channel operators, has an agreement with **Bell** that covers music services and applications offered to **Bell Satellite TV** and to **Bell Fibe** TV subscribers. Including carriage of the **Galaxie** commercial-free pay audio service, the agreement supports the development and promotion of Canadian artists across multiple broadband platforms.



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Thursday, April 21, 2011

Volume 18, Number 47

Page One of Four

TV: Some members of Canada's large TV broadcast groups are at odds with the **CRTC** over group licensing. **Rogers**, the operator of five **Citytv** stations and five **OMNI** stations, asked to be excluded from blanket conditions. During a hearing last week in Gatineau, **Bell Media** stuck with the principle that all large broadcast groups should follow the same rules – 30% spending on Canadian production expenditure (CPE) and 5% on programs of national interest (PNI). If the Commission decides to alter next licence term conditions for one then all should have the same playing field, said Bell Media. But **Keith Pelley**, the president of Rogers Media, said the requirements for his smaller group of stations are too heavy and that the benefits outweigh the costs. CRTC Chair **Konrad von Finckenstein** was not happy with the Rogers stance, saying that opting out wasn't the solution he wanted. It would, he said, leave the Commission's group policy in shambles. The Chair also took exception to Shaw Media's proposal for a five per cent expenditure for programs of national interest, a drop from its historical spending of roughly 6.3%. **Paul Robertson**, the president of **Shaw Media**, said that the Commission should be critical of calls for increased regs when companies such as **Netflix** could destabilize the system. **Corus Television** execs want condition of licence changes to reflect a decrease in spending on programs of national interest, from 9.2% to 5%. May 6 is the deadline for written replies by the applicants... A 40-member coalition of Canadian companies in the broadcasting, cable and satellite, telecommunications and production sectors, along with unions, has asked the **CRTC** to initiate public consultations on such operations as Netflix Canada. Specifically, the coalition wants the Commission to expand its examination of the online industry to include foreign services. CRTC spokesman **Denis Carmel** said the Commission hasn't decided what to do with the request but will take it into account... With Tuesday's close for submissions on the issue of toning down the levels of loud TV commercials, the **CRTC** says it received 7,293 written responses. Just short of unanimity, correspondents said TV ads are made purposely loud by advertisers and they want the Commission to do something about it. But the CRTC has decided against holding public hearings and will likely render its decision later this year. In the U.S., the **FCC** is requiring broadcasters and distributors to comply with the ATSC standards by the end of this year. The question in Canada is whether or not a fix can be achieved voluntarily or should the



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A FutureVision for Media

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Valerie Geller -
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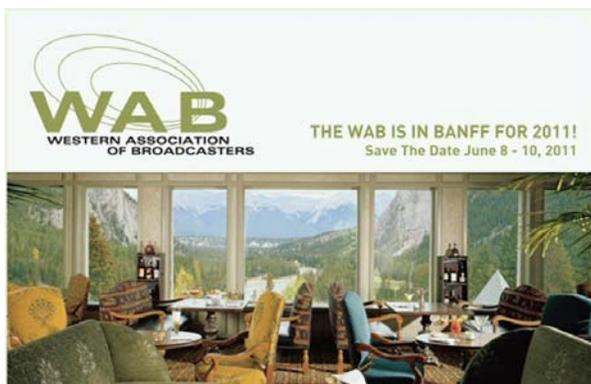
[TO BE A PART OF IT CLICK HERE TO REGISTER](#)

CRTC lay down similar rules as in the U.S. Submissions from the industry side are completely unanimous: They say sound can be modulated and that some are already putting new technology into play. **CBC** is in the midst of a \$2.2 million fix and submitted that "no regulatory changes are required at this time"... The **Sun News Network** launched Monday and features author **Ezra Levant** and **CJOB Winnipeg**-based talk host **Charles Adler**. An arrangement with **Shaw Communications** makes the tier 2 specialty service available to two million Western Canada and Ontario homes. No deal has yet been struck with **Rogers Cable** but many southern Ontario satellite and cable subscribers can access Sun News on the old **Sun TV Toronto** OTA channel... **Niagara News TV**, a regional channel for the St. Catharines/Niagara Falls area, is no longer operational. Carried only on **Cogeco Cable's** digital channel 556, the station – which launched three months ago – had a series of technical and operational glitches resulting in a bad launch and, as a consequence, minimal advertising support. Seventeen people had been employed at Niagara News TV.

SIGN-OFF: **Lisa Rendall**, 46, of breast cancer in Saskatoon. Rendall, who began her radio career at **CJSL Estevan**, is credited with putting a face to cancer through her motivational speaking. Rendall was a morning show co-host on **Rawlco Radio's C-95 (CFMC-FM) Saskatoon** when she was diagnosed with stage four metastatic breast cancer and told she may not have more than two and a half years to live. In the 10 years she did survive, Rendall made it her mission to raise money for breast cancer research. To date, more than \$2.5 million has been raised for the **Saskatchewan Cancer Agency** through an annual radio marathon and the **Lisa Rendall Golf Classic**. Among her many honours, Rendall was named the **2010 CTV Citizen of the Year**.

RADIO: **CKLN Toronto**, the **Ryerson University**-based community station, is off the air following a long battle with the **CRTC** and years of infighting among volunteer hosts and the board(s) of directors. It was back in January that the Commission announced it was shutting down CKLN because of breaches to regulation and licence conditions. The station

moved to appealed the decision with the **Federal Court of Appeal**, but lost on Friday. Options for the station include continuing in an online format, rebidding for the 88.1 frequency when it comes up for applications, or moving to closed-circuit broadcasting. CKLN broadcast at 88.1 for 28 years... **Evanov Radio Group** has applied for an FM licence at Muskoka Lakes, just north of Port Carling. It would be aimed at the 45+ demo and be ID'ed as **104.7 The Jewel of Muskoka Lakes**. Muskoka Lakes council approved the bid, agreeing to write a letter of support to the CRTC. The proposal includes full service, live programming on the weekend plus the creation of 10 full-time jobs. Owner **Bill Evanov** resides locally. ERG's request for council's support drew criticism from **Haliburton Broadcasting Group's Moose FM Bracebridge** GM/DPD/morning show Co-Host **Mike Fry** and VP News and Digital Content/morning show Co-Host **Wendy Gray**. Both said that a new station in a sluggish advertising market would do more harm than good... **Golden West Broadcasting** has begun operating **The Range 106.1FM (CFIT-FM) Airdrie** which it purchased from **Thiessen Media**. **Bruce Daniels** is Ops Manager. Golden West now owns and operates 37 stations between Northwestern Ontario and Alberta... **Erin Radio (CHES-FM)** begins testing its new 250-watt signal Monday, extending its reach to the towns of Caledon and Orangeville northwest of Toronto. A frequency change, from 101.5 to 88.1 is also in the works for the community station... The **CRTC** has approved two low-power specialty FM stations for the town of Cochrane in Northern Ontario. The first is **Cochrane Christian Radio** which will operate at 102.1 with power of 37 watts. The second is a 50-watt licence to the **Cochrane Polar Bear Radio Club**. It replaces a very low-power developmental



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- Rick Arnish, President, Jim Pattison Broadcast Group
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- Elmer Hildebrand, CEO, Golden West Broadcasting Ltd.
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Book your hotel room today to take advantage of great WAB hotel rates – the Fairmont Banff Springs fills up quickly this time of year! And register now online at www.wab.ca or download registration and hotel forms from our website.

See you this June!

Richard Kroecker
WAB President

www.wab.ca or info@wab.ca

Keynote speakers:
Jesse Brown, W. Brett Wilson,
Linda Duxbury, Dave Lehman



community radio programming station approved in 2008. The station will operate at 104.7 with a mixed format: country, pop, rock, blues, as well as hits from the 1930s to the 1950s... **Rogers Media** has launched websites for its newest stations, **91.7 The Bounce Edmonton** and **102.3 BOB FM London**.

GENERAL: Winners of the B.C. Region **2011 RTNDA Awards** may be found on Page 4... **Corus Entertainment** more than doubled its second quarter profits over last year's figures. Net income rose to \$31.6 million or 38 cents a share, compared with \$14.6 million or 18 cents per share a year ago. Overall revenues increased to \$191.1 million from \$177.5 million... **Astral Media's** net income for the three months ended Feb. 28 increased 3% to \$34.8 million from \$33.6 million in the same quarter last year. The results were equivalent to 61 cents per share. Revenue increased 7% to \$232.7 million, above year-ago results of \$218.3 million. Astral is in the midst of wrapping up a cost-reduction plan in its radio division that should boost profits in the second half of the year... **Score Media** posted a \$200,000 second quarter profit, equal to the loss sustained in the same quarter last year. Revenue was up 11% to \$11.1 million... When the Vancouver **Columbia Academy** abruptly shut its doors this week, nearly 100 film and broadcasting students were left out in the cold – out-of-pocket for tuition and without diplomas. The school's new owner, a Kelowna accountant, ran into financial difficulties in January. Staff put up money to buy out the school and had taken over operations in February but because the previous owner owed money to the government, the banks weren't willing to sell his assets to new owners and the school was forced to close. The West Broadway school has been in operation for 45 years.

REVOLVING DOOR: **CP24 Toronto** VP/GM **Bob McLaughlin**, who was also Sr. VP Production, left the **Bell Media** organization... **Andrew Eddy**, VP Affiliate Sales at

Corus Entertainment is no longer with the organization... **Kevin Antobus** will succeed **Brian Hagel** as **JACK Regina** Sales Manager effective May 1. Antobus moves up from his Senior Advertising Consultant role at **980 NEWSTALK CJME Regina**... **Brian Madore** succeeds **Gerry Phelan** as ND of **Steele Communications (VOCM)** in St. John's. He had been Assistant ND. Madore has been with Steele full-time since 2003, and off and on since 1984. **John Reynolds** adds Ass't ND to his duties (programming and on-air)... **John Melville**, the **XM Canada** Director, Broadcast Operations, has left the satellite broadcaster... The Senior Executive in Charge of Movies at **CBC**, **Marcela Kadanka**, has moved on... **Derrick Scott**, PD at **Corus Radio Barrie/Collingwood** is no longer with the organization. He'd held the position since 2008 after serving as PD at two other Corus locations, Kingston and Cornwall.



Envision Even MORE Career Opportunities

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LOOKING: **Corus Radio Barrie/Collingwood** - Program Director; **Astral Toronto** - Evening Host; **CKLC-FM/CFLY-FM Kingston** - Creative Director/Producer; **Bell Media Radio Ottawa** - Senior Sales Account Manager; **CBC Montreal** - Director, Schedule, Broadcasting and Research (Specialty Channels) and a Technical Director (Productions); **CBC Ottawa** - Research Officer; **CBC Toronto** - Senior Business Analyst (IT Services) and a Senior Director, Video Content; **CBC Halifax** - Broadcast Technician, Lighting; **CBC Edmonton** - Reporter/Editor; **Big Country 93.1 Grande Prairie** - Creative Writer; **Big 105/106.7 The Drive Red Deer** - Creative Writer; **99.3 The Drive Prince George** - MD/Mid-days; and **CFEX Calgary** - Broadcast/IT Technician. Be sure to check the **CAREERS** section at www.broadcastdialogue.com regularly for new opportunities.

SUPPLYLINES: London-based **Blackburn Radio** has installed *SDS Symphony* at each of its 14 Ontario radio stations. The **Specialty Data Systems** broadcast management solution replaced separate installations of traffic and billing software at each location. The installation, says Blackburn's Director of Operations and Marketing, **Walter Ploegman**, improves efficiency at the market level while providing consolidated real-time data for head office.

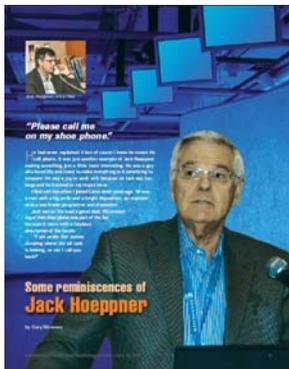
RTNDA Canada winners in the B.C. Region, to be presented in Vancouver May 28, are:

TELEVISION:

- Trina McQueen Award - News Information Program
- * **CTV British Columbia**
- Charlie Edwards Award – Spot News
- * **/A\ Vancouver Island**
- Hugh Haugland Award – Creative Use of Video
- * **CTV British Columbia**
- Ron Laidlaw Award – Continuing Coverage
- * **Global BC**
- Dave Rogers Award – Short Feature
- * **CKPG TV** (Small Market)
- * **/A\ Vancouver Island** (Medium Market)
- * **Global BC** (Large Market)
- Dave Rogers Award – Long Feature
- * **CJFC TV** (Small Market)
- * **CHEK TV** (Medium Market)
- * **Global BC** (Large Market)
- Dan McArthur Award – In-depth/Investigative
- * **CBC Vancouver**
- Gord Sinclair - Live Special Events
- * **CTV British Columbia**
- Adrienne Clarkson Award – Diversity
- * **CTV British Columbia**
- Bert Cannings Award – Best Newscast
- * **CJFC TV** (Small Market)
- * **/A\ Vancouver Island** (Medium Market)
- * **CTV British Columbia** (Large Market)

RADIO:

- Sam Ross Award – Editorial/Commentary
- * **CKNW**
- Use of New Media Award
- * **News 1130**
- Creative Use of Sound Award
- * **CBC Radio One**
- Peter Gzowski Award – News Information Program
- * **CKNW**
- Charlie Edwards Award – Spot News
- * **CBC News**
- Ron Laidlaw Award – Continuing Coverage
- * **CBC Radio One**
- Dave Rogers Award – Short Feature
- * **CBC Prince George** (Small Market)
- * **News 1130** (Large Market)
- Dave Rogers Award – Long Feature
- * **CBC Prince George** (Small Market)
- * **CBC** (Large Market)
- Dan McArthur Award – In-depth/Investigative
- * **CBC**
- Gord Sinclair Award – Live Special Events
- * **CBC Radio One**
- Adrienne Clarkson Award – Diversity
- * **CBC**
- Byron MacGregor Award – Best Newscast
- * **CKBZ Kamloops** (Small Market)
- * **AM 1150 Kelowna** (Medium Market)
- * **CBC** (Large Market)



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Thursday, April 28, 2011

Volume 18, Number 48

Page One of Three



BCAB 64th Annual Conference
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How do you increase 'engagement' with the audience by hosts and announcers?
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Proven, Step-by-Step Formula For
Growing Your Business Using The
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Valerie Geller -
Beyond Powerful Radio (or TV): - Becoming
a Powerful Communicator

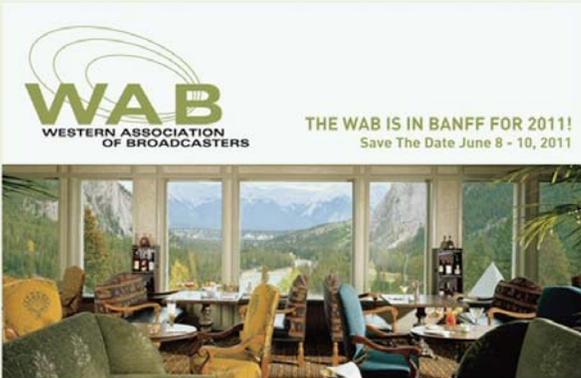
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TV: **TELUS** wants the **CRTC** to protect television viewers from anti-competitive practices of large broadcasting companies which, it says, now control Canada's television industry. Cited are **BCE's** \$3 billion purchase of **Bell Globemedia** and **Shaw's** \$2 billion purchase of **Canwest**. TELUS says the consequence of that ownership is broadcast content owned, for the most part, by Canada's largest satellite provider and Canada's largest cable company. The safeguards being sought include: Distributors should not withhold content from competitors; preferential or exclusive programming rights should not be permitted in Canada; to ensure fair competition, vertically integrated broadcasters should not benefit from a head-start in launching new programming services; and, fees charged for a programming service should be in line with fees charged for other services of equal value to consumers to ensure consumer costs do not skyrocket... **Shaw Media** has an agreement with **Mobio Identity Systems** of Vancouver to engage in an exclusive partnership for Shaw to be Mobio's first and only Canadian broadcast sales representative. For the next 15 months, Shaw Media will be the broadcast reseller of Mobio payment and marketing applications to advertising agencies, media buying services and direct clients across the country. The system allows viewers to exchange information and receive personalized offers by scanning a barcode directly off a TV with a Smartphone, and it allows the processing of payments when viewers securely purchase products/services through that same scanning by Smartphone.

REVOLVING DOOR: **Gene Stevens**, the long-time PD and Director of Operations at **AM 740 (CFZM) Toronto**, is hanging it up. He's been with the station for 10 years and in the business for 40 years. His last day is May 31 but Stevens will continue as a freelance Host for specialty shows he produces... **John Melville**, ex of **XM Satellite Radio** and who we reported as having left that company a week ago, is now VP Programming and Production at **Accessible Media Inc.** (AMI) in Toronto. AMI operates **The Accessible Channel** and **VoicePrint**.. **Andrew Eddy**, ex VP Affiliate Sales at **Corus Entertainment**, has joined **Shaw Media** as VP of Content and

Distribution... **Karen Irvine**, the Manager, On Air Operations - Western Broadcast Centre located at **CTV Calgary** - 34 years after starting with **CFCN-TV Calgary** - is working her last day today (Thursday) before heading into retirement. Her most current challenge was the operational conversion of the previous analogue Alberta master



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See you this June!

Richard Kroeker
WAB President

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Keynote speakers:
Jesse Brown, W, Brett Wilson,
Linda Duxbury, Dave Lehman

controls into the CTV HD Western Broadcast Centre.

RADIO: The **CRTC** has given **Haliburton Broadcasting** its approval for a new FM station at Kemptville in the Ottawa Valley. It's a geographical departure for Haliburton in that the company's other 18 stations, and a couple it's seeking approval to buy, are all in a north-south line between Niagara Falls and Kapuskasing. The new station will operate at 97.5 with power of 1,360 watts... **Scotiabank** is the new title sponsor for the 45th annual **CHIN International Picnic**, to be held July 1-3 at Exhibition Place. Begun by **CHIN Toronto** founder **Johnny Lombardi** and now propelled by his son, **CHIN Radio/TV International** President **Lenny Lombardi**, the event, in his words, "... strives to reflect the incredible cultural diversity found in the GTA..." The CHIN International Picnic attracts more than 250,000 people each year... Making hay with the Royal Wedding fuss, **The New HOT 89-9 Ottawa** – in light of the newlyweds' post-wedding visit to Ottawa for Canada Day July 1 – has set a \$100,000 bounty. The cash will go to anyone who can persuade **Prince William and Kate** to attend station's studios for an interview... **CJME Regina** is about to move beyond the testing phase for three new FM repeaters in Saskatchewan that will extend the station's coverage across the southern-most part of the province... **Jacobs Media**, in a *Marketing to Men* web-based survey of American adults, has found that stereotyping men as being out of it when it comes to decision-making of both small and big ticket items is wrong. The survey, conducted with more than 13,000 listeners of Rock, Alternative, Classic Rock and Sports radio stations, reveals that men do, indeed, play a crucial role in purchasing decisions. Many advertisers share a misplaced belief that women hold the key for most household purchase decisions... A study related to in-car streaming radio and conducted with 18-44s has revealed that roughly two-thirds of those interviewed said

they'd listened to streaming radio in their cars, primarily through smartphones which they often plugged into their cars' audio jacks. **knowDigital**, based in Pennsylvania, provided the research. In *Challenges and Opportunities for In-Car Streaming Radio*, the study was bullish that when it comes to the medium's usage in cars, the future is now. But even amongst those who use streaming audio in their cars, over-the-air radio still comes first. Most respondents said they use over-the-air radio extensively; that it's the audio source they use first after getting into their cars. Why? Information, personality-driven morning shows and unique, compelling content.

GENERAL: **Rogers Communications** had a 9% drop in first-quarter profit, but posted growth in all of its main divisions. Net income was \$335 million or 60 cents per share, down from \$368 million or 62 cents in the same quarter last year. Adjusted net income was \$423 million or 76 cents per share. Revenue increased by 4% to \$2.99 billion. The media division posted revenue growth of 17%, with growth at Rogers' **Sportsnet** channel, solid overall ratings, higher subscriber revenues and an improving ad market... **Netflix's** first quarter earnings nearly doubled to \$60.2 million, or \$1.11 per share, during the first quarter, up from \$32.3 million, or 59 cents per share, at the same time last year. Revenue rose 46% to \$719 million. Of their Canadian penetration, company officials said they were extremely pleased with their first market outside of the U.S. Netflix ended March with 800,000 subscribers in Canada and 22.8 million subs in the U.S... Commissioner **Michael J. Copps**, of the U.S. **Federal Communications Commission**, delivered a blistering speech about the state of broadcast and print journalism at the **Walter Cronkite Awards Luncheon** at **USC Annenberg School for Communication** in Los Angeles Tuesday. As part of his remarks, he said "*informed electorates depend upon journalism for facts, not on talking heads hurling opinions at one another. Now I don't have anything against opinion. I love opinions. In fact, I have a lot of my own. Nor am I being partisan about this, because it is the absence of facts, not the presence of opinions – right or left – that diminishes our national conversation*". For the complete text of Copps' powerful remarks, click <http://www.broadcastdialogue.com/stories.aspx>...

Canadian winners of **2011 Edward R. Murrow Awards** for excellence in electronic journalism, as announced in Washington, are:

TELEVISION, LARGE MARKET: Overall Excellence - **CTV British Columbia** * Video Breaking News Coverage - **Global British Columbia** * Video Feature Reporting - **Citytv Toronto** * Video Reporting: Hard News - **CTV Calgary** * Video Investigative Reporting - **CTV British Columbia** * Video News Series - **CTV British Columbia** * Video Newscast - **Global Toronto** * Use of Video - **CITV-TV Edmonton** * Website - **CTV British Columbia**.

TELEVISION, SMALL MARKET: Overall Excellence - **CBNT St. John's** * Video Breaking News Coverage - **/A\ (CIVI-TV Victoria)** * Video Continuing Coverage * **CBNT St. John's** * Video Reporting: Hard News - **CKCO-TV (CTV Southwestern Ontario) Kitchener** * Video Investigative Reporting - **/A\ CFPL-TV London** * Video News Documentary - **Rogers TV Simcoe, Barrie** * Video News Series - **CKCO-TV (CTV Southwestern Ontario) Kitchener** * Video Newscast - **/A\ CKVR-TV Barrie** * Video Sports Reporting - **/A\ (CIVI-TV Victoria)**

RADIO, LARGE MARKET: Overall Excellence - **680News Toronto** * Audio Breaking News Coverage - **CFRB Toronto** * Audio Continuing Coverage - **CFRB Toronto** * Audio Feature Reporting - **CFRB Toronto** * Audio News Series - **680News Toronto** * Audio Newscast - **680News** * Use of Sound - **680News Toronto** * Website * **680News Toronto**.

RADIO, SMALL MARKET: Overall Excellence - **CHYM-FM/CKGL-AM Kitchener** * Audio Breaking News Coverage - **CHYM-FM/CKGL Kitchener** * Audio Continuing Coverage - **CBC 640 St. John's** * Audio Feature Reporting - **CBC 640 St. John's** * Audio News Series - **CBC 640 St. John's** * Audio Newscast - **CHYM-FM/CKGL Kitchener** * Website - **CHYM-FM/CKGL Kitchener**...

RTNDA in the Atlantic Region will present the **2011 RTNDA Lifetime Achievement Award** to **Costas Halavrezos** in Halifax June 23. Halavrezos, now retired from **CBC Radio**, was one of the best known broadcasters in the Maritimes. It's a tribute to him that many people didn't call the show by its proper name, *Maritime Noon*, but instead as *the Costas show*... Sales Manager **Daniel McKeague** of **KQRS Minneapolis** is the new voice of the **AFLAC** duck, a cartoon character seen on American TV spots. He succeeds comedian **Gilbert Gottfried** who was bounced after making insensitive remarks about the Japan earthquakes on Twitter. A 38-second video of the new voice of the AFLAC "duck" has been posted on YouTube:

http://www.youtube.com/watch?v=wYmhXns3lls&feature=player_embedded#at=10.

SIGN-OFFS: **Ken Kostick**, 57, in Toronto of complications after suffering acute pancreatitis. Kostick was one of the hosts of the TV cooking show *What's for Dinner* and a former staffer at **Proud FM Toronto**... **Hubert "Hub" Schlafly**, 91, in Connecticut after a brief illness. Schlafly was a key member of the team that invented the teleprompter, thus coming to the rescue of soap opera actors, newscasters and politicians. His invention, of course, eliminated much of their stumbling over words on live TV. The **TelePrompTer** made its debut in 1950 on the soap opera *The First Hundred Years*.

LOOKING: **CP24 Toronto** - Senior Director (News) and a Reporter; **CTV Toronto** - Coordinating Manager, VOD Services; **Astral Dawson Creek** - Television Anchor/Newsroom Supervisor; **CBC Saskatoon** - Reporter/Editor; **CBC Winnipeg** - Reporter/Editor; **Astral Radio London** - Commercial Producer; **CBC Radio Edmonton** - Host; **Corus Radio Kingston** - Promotions Director; **93.7 JRFM/100.5 The PEAK Vancouver** - Traffic Reporter; **Virgin Radio Toronto** - Evening Show Host; **CD98.9 Simcoe** - Morning Show Co-host; and **The Eagle Edson** - News Reporter/Anchor.