

BROADCAST Dialogue

Essential Reading

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Volume 23, Number 29

RADIO/AUDIO:
Rdio's death may only be the beginning, says *Toronto Star* Tech Reporter Raju Mudhar. In an article published this week, Mudhar – commenting on *Pandora's* \$US75-million purchase of *Rdio* – described music streaming as a “competitive market where it’s not clear what success looks like”. *Spotify*, the largest, has 75 million users, only 20 million of whom pay. *Apple Music*, after the free three-month trial that drew 100-million subscribers, now has 11 million people still using the service...

Songza is being retired by owner *Google* Jan. 31, a year and a-half after it bought the popular streaming music service. *Songza's* *Concierge* playlist features will be integrated into *Google Play Music*...

There have been layoffs at *Newcap* stations across the country based, said a company executive, on “consistency to overall operations”. The same type of restructuring at *Newcap* happened last year but didn’t get much attention, he said. Gone are upwards of 18-19 people from news, programming and sales positions. *Newcap* explained that the broadcast journalism losses relate to some formats not being conducive to a full-time news department...

A week after *Torres Media* was given the *CRTC* green light to acquire French-language *CKOD-FM Valleyfield*, the new owner rebranded the station to *Max 103*. *Torres* also moved the station from its old basement location in a rundown building to a new studio location and a whack of new equipment. Purchase price for the station was \$250,000...

Jeff Rechner, Former Network Promo Voice of City Television,
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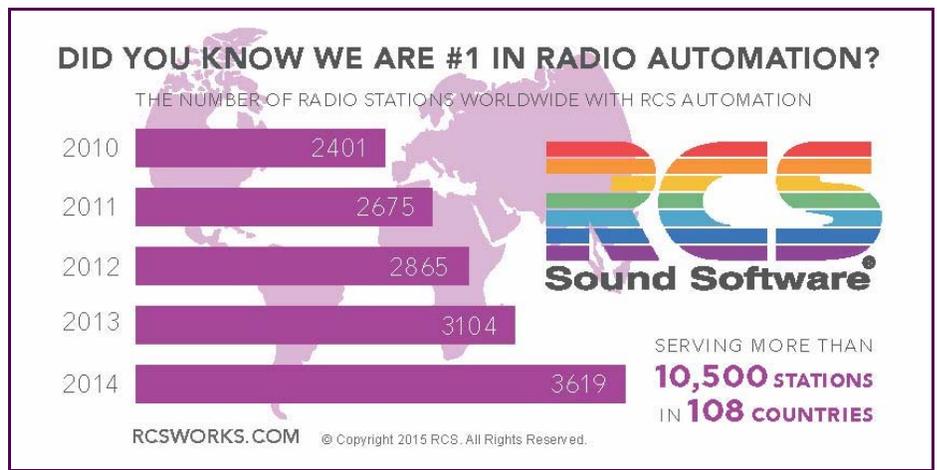
Contact: Nate Zeitz, CESD Talent, 212-477-1666

or nzeitz@cesdtalent.com

The application by Christopher Clarke for a low power FM commercial licence in Ridgeway, ON – at 101.5 with power of 50 watts and offering Top 40, Classic Rock, Alternative Rock and New Country music – has been rescheduled for Feb. 16. It was originally set for Nov. 18 but postponed. The Commission didn’t receive any interventions

after its previous notice but will still consider them, as well as replies, in the context of this hearing...

Elliot Kerr, who won the 960 AM frequency in Mississauga, has had his deadline to get on-air with a News/Talk format extended to Nov. 30 of next year. It's the third such *CRTC* extension. *Industry Canada*, apparently, advised him on June 26 that his transmitter site was rejected. The problem was that IC made that determination a year earlier and failed to tell Kerr...



Submissions open Dec. 7 for *The Crystal Awards*, celebrating outstanding radio creative. The awards ceremony, scheduled for May 4 in Toronto during *Canadian Music Week*, is presented by *Bell Media Radio Sales*, *Canadian Broadcast Sales* and *Target Broadcast Sales*. Details at www.crystalawards.ca...

Red FM radiothons in Surrey and Calgary have raised \$1.1 million for two major hospitals. Red FM Surrey took \$829,000 in donations and Calgary received \$311,000 from listeners. This was the seventh Red FM radiothon in support of *Surrey Memorial Hospital* for expansion of its *Kidney Centre* and the second radiothon by *Red FM Calgary* for the *Calgary Health Trust* to support the women's health triage area at the *Peter Lougheed Hospital*...

Bob Irving of *CJOB Winnipeg*, known as the "voice of the Blue Bombers," has won the *CFL's Hugh Campbell Distinguished Leadership Award*. The award, first presented in 2006 to the CFL legend for whom it's named, is for an individual who has strengthened the League, Canadian football, along with solidifying their place in Canada's sports culture. Irving has made a career of covering the CFL during his 41-years in broadcasting...

On Tuesday morning, *107.9 The Breeze Cobourg* became involved in a police action involving a missing senior. The 76-year-old walked into the Classic Rock station after a night spent outdoors in the cold and was reunited with family...

The *ZED 98.9/KG Country 95.5 Red Deer* annual *Stuff a Bus* promotion this past weekend saw record levels of giving. Over \$55,000 in cash and an equal amount in value of toys, and 7,175 lbs. of food was donated, all bound for the *Red Deer Christmas Bureau* and the *Red Deer Food Bank*...



Front: KG Program Director Jenn Dalen and KG morning co-host Jessica Hoy
Back: KG afternoon drive host Brendan Seeley and ZED morning host Andrew Loughrin & Anthony Sowan

Citing a deteriorating AM transmitter at *CKDR 4 Ear Falls*, *Acadia Broadcasting* has applied for an FM flip.

GENERAL:

The *Supreme Court of Canada* has decided, in *CBC v. SODRAC*, that broadcasters must pay royalties on reproductions of audiovisual works (incidental or ephemeral copies) because they add value to broadcasts. The decision falls in line with international treaty obligations regarding such royalties...

There's just one day left before the Dec. 4 annual awards nominations deadline for women or men who have made a contribution to the advancement of women. *WCT*, formerly *Women in Communications*, seeks nominations for stand out leaders e.g. inspirational trailblazer, outstanding mentor or a technology innovator for a Leadership Excellence Award. See <https://www.wct-fct.com/en/programs/awards-gala> for more...

Among winners of the *Women's Executive Network (WXN) 2015 Canada's Most Powerful Women: Top 100 Award* are: Joanne MacDonald, VP, *CTV News*; Shahrzad Rafati, founder/CEO, *BroadbandTV*; Eleanor Wachtel, host, *CBC Radio's Writers & Company* and *Wachtel in the Arts*; Sandy McIntosh, EVP, people & culture & chief human resources officer, *TELUS*; Louise St-Pierre, president/CEO, *COGECO Cable Canada*; Kathy Kinloch, president, *British Columbia Institute of Technology*; Nathalie Cook, VP, brand partnerships, *Bell Media*; and Monique Mercier, EVP, corporate affairs, chief legal officer & corporate secretary, *TELUS*...

According to *Forbes*, the three most underemployed U.S. college majors now are: 1. General Science - 49%; 2. Radio/Television & Film Production - 48%, and 3. Social Science - 48%...

Rock 101 Vancouver and *Global BC* combined efforts to support the *Pan Pacific Hotel's* annual *Christmas Wish Breakfast* to help make the season brighter for families across the Lower Mainland. Collected were toys weighing over 40,000 lbs., \$20,000 in cash, 216 gift cards and 950 bicycles.

TELEVISION/VIDEO:

Prime Time 2016, the annual conference of the *Canadian Media Production Association (CMPA)*, will take place Feb 3-5, a month earlier than previous years, at the *Westin* in downtown Ottawa. Speakers include: Mary Ann Turcke, president, *Bell Media*; Christine Shipton, senior VP/chief creative officer, *Shaw Media*; Christina Jennings, chairman/CEO, *Shaftesbury/Smokebomb*; Steve DeNure, president/COO, *DHX*; Stuart Garvie, president, media sales, *Bell Media*; Lisa Godfrey, head of original content, *Shaw Media*; Kaan Yigit, president, *Solutions Research Group*; Barbara Williams, president of *Shaw Media* and exec VP of broadcasting; and Heather Conway, exec VP, *CBC*. Check www.primetimeinottawa.ca for details...

Numeris reports that live TV viewing commands approximately 90% for overall 2+ Canadian consumption. But, it says, catch-up viewing is growing rapidly. Services such as VOD are on the rise and On-Demand (OD) is now being measured by Numeris. An initial study was conducted Jan. 1 through May 28 this year of OD viewing by 2+ audiences from a sampling of English programs. Some of the 415 episodes in the study had as many as 300,000 people watching during an average minute. The number of people who watched during an average minute of an OD episode added up to between 5-10% of the audience from the original broadcast. The benefit to broadcasters (and to advertisers) is that OD viewing numbers, along with 0-28 day play back, provides a more complete picture. For more, click [HERE](#)...



Global Winnipeg, in a copyright dispute with Manitoba's opposition *Progressive Conservatives*, has demanded that the provincial Tories pull a 30-second ad that's based almost entirely on Global News footage. Global stopped airing it and wants the ad removed from other channels and online sites. The Global video portion of the spot was used without permission. Further, the network's mic logo was blurred out...

Accessible Media says its coverage of the *103rd Grey Cup* exceeded expectations, garnering more than 24,000 viewers per minute. AMI partnered with *TSN* and the *CFL* to broadcast the Grey Cup with live described video, making the game accessible to Canadians who are blind or partially sighted.

REVOLVING DOOR:
Lesley Conway, most recently senior VP of sales at *Bell Media* in Toronto, has joined Montreal-based *IMPAX Media* as executive VP/GM with the start-up company which specializes in digital out-of-home advertising technology...



Michael Melling has been appointed Lesley Conway Michael Melling Carl Worth Ray Hebert GM/regional news director at *Bell Media Kitchener*, TV and radio. He's also been the regional ND for *CTV Barrie*, *CTV Kitchener*, *CTV London* and *CTV Windsor* the last three and a-half years and retains that responsibility. His previous duties with CTV were as ND, Southwestern Ontario, as a reporter at *CTV News*, and as a line-up editor at *ROB TV*...

CTV Regina News Director Carl Worth has retired after a long career in broadcast journalism. He began while still in high school at *CKDM Dauphin* doing a Sunday morning op shift. After graduating, the station hired him on a full-time basis in news, sports and hockey play-by-play. In 1974, he moved to *CJGX Yorkton*, then to *CKCK Regina*, to *CFQC Saskatoon* before settling down at *CKCK-TV Regina*, now ID'ed as CTV Regina...

Ray Hebert, the assistant PD/MD and afternoon host at *Country 105 (CKQM-FM) Peterborough*, will retire after 42 and a-half years in broadcasting. He began his career at *CHSC St. Catharines* doing evenings and then moved into mornings. He was also the production manager. After two years, he moved to *CKPC Brantford* where he did evenings before moving to *CKQM-FM*...

Dug Joy and Jeff Daniels have been released as the morning show team at *FAB 94.3 Winnipeg*. Alix Michaels, now filling-in on morning drive, will move to middays. Kelly Parker has moved into afternoon drive, returning to the on-air slot he's held in the market for over two decades... Mark Morris, middays at sister station *QX104*, is going across the street to *92 CITI FM Winnipeg* to do afternoon drive beginning next month. Succeeding him at mid-January is Jeff Molnar, the PD/morning show host at *The River (CKRV-FM) Kamloops*...



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Senior Remote Area Transmitter Technologist -
Toronto

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Chief Engineer - Edson

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Pat Cugliari, the director of creative services at *Bell Media*, *Astral*, *Standard Broadcasting* in Toronto the last 15 years, is no longer with Bell Media. He was among those caught in the restructuring...

Joe Pavia, the *570News Kitchener* news director, is no longer with the *Rogers* station. He joined the operation in 1995 as a *CHYM Kitchener* news anchor. In February, 2008, he was promoted to ND at 570News. Before moving to Kitchener, Pavia worked at *CJOY Guelph*, *DC 103.5 Orangeville*, *CJEZ Toronto* and *CFRB Toronto*...

Dave Welch (known on-air as Bryan Davis) was also released due to restructuring by *Rogers Kitchener* after almost 15 years in PM Drive at *CHYM-FM* and *Country106.7*. Before moving to Kitchener he was with *CHQM-FM/CFUN Vancouver* and *96 K-Lite (CKRA-FM) Edmonton*...

The *Forbes & Marshall* morning show on *98.5 The Ocean Victoria* is no longer on the air there. The long-time morning team with the *Rogers* station – Michael Forbes and Lisa Marshall – are also married off-air...

Meteorologist Michael Kuss, restructured from his position at *CTV Vancouver*, has landed a part-time gig with *Global BC*. Kuss is filling in for Kristi Gordon, now on maternity leave...

Mitch Dent, VP client solutions at *Rogers Communications*, leaves the company on Friday. He'd been with Rogers for 15 years as SVP sales for *Rogers Publishing* and EVP sales for *Rogers Media* before he moved to his current position. Dent's official last day with Rogers is Dec. 31...

Diane Kashton is gone from *CTV Winnipeg* where she had been the promotion direction the last 12 and a-half years, another person affected by the *Bell Media* restructuring. Her background includes *CKXL Calgary* where she was music director and, later, promotions director. Kashton then moved to Winnipeg to become sales promotion director at the *Television Marketing Group (CKY-TV/Globa)*...

Sonia Deol will be joining the *Global BC Morning News* as co-host alongside Steve Darling. Her background includes *CBC Vancouver* where she most recently had been doing newscasts. Before that, her broadcast experience was with *BBC Breakfast* and *BBC News* in London where she won *Best Presenter* and *Best Female Presenter* awards...



Sonia Deol

Rob Roberts becomes the new Atlantic bureau chief in Halifax for *The Canadian Press* Jan. 4. He had been with the *National Post* since it launched in 1998. Roberts began his journalism career at *CKCW/CFQM Moncton*...

Jeremy Keefe is moving from his ND position at *Bell Media BC Peace Region* Dec. 11, bound for the *Global News* Fredericton bureau where he'll be a video journalist. Keefe begins there Dec. 28...

Bill Roach becomes the new host of *CBC Maritimes Weekend Mornings* this Saturday, taking over from the late **Stan Carew** who died this past summer. Roach has worked on *Mainstreet Halifax* as the traffic and weather correspondent, and he regularly filled in as host. Roach joined CBC in 2001...

Marcia Douglas has been appointed director, business affairs and digital initiatives at the *Canadian Media Production Association* (CMPA) in Toronto. For the last five years, Douglas has been program manager of the *Bell Fund*...



Marcia Douglas



Jean Malavoy



Charlie Toner

Community Radio Fund of Canada Executive Director **Jean Malavoy** has departed the organization. He led the campus and community radio organization since 2013...

Charlie Toner will become manager of IT services at *Durham Radio* in Oshawa Dec. 14, reporting to Technical Manager **Ron Comden**. Toner spent 10 years at *Pineridge Broadcasting Cobourg* (now *My Broadcasting Corporation*), starting as a jack of all trades: weekends and swing, technical services and in the promotions cruiser. Later, he became technical services manager and PD at *107.9 The Breeze*. In 2011 he was appointed director of engineering...

Matt Mise, the director of digital media at *Larche Communications* in Barrie, has moved to *Indie88 Toronto* as manager, digital sales and partnerships. He starts Monday. Mise had been with Larche since 2009 in Sudbury, Owen Sound, Midland and then Barrie...

Owen Martin, after 11 years on an engineering contract with *Newcap*, is returning to focus on his own broadcast engineering company, *KTC Technology*, located in Sherwood Park, AB...

David Bachner has joined *Corus Vancouver's CKNW/Rock 101/CFOX/AM730* as a broadcast engineer. He moved from the Corus stations in Kitchener and Guelph.

SIGN-OFFS:

Doug Lennox, 77, in Toronto. The prolific Toronto voiceover artist began in radio at *CKAR Huntsville* in 1965. From there, it was to *CKBB Barrie* and *CKVR-TV Barrie*, *CHFI Toronto*, and *CBC Radio & Television Toronto*. Lennox was also known for *Now You Know*, his radio and book trivia series. He was on the big screen in such movies as *Police Academy* and *Police Academy 3*...

Larry Hudson, after a lengthy illness, in St. Alban's, NL. The *CBC* reporter began there in 1971, working in both

television and radio. Hudson's best known story was the 1985 *Arrow Air* disaster at Gander in which 356 American lives were lost. He retired in 1992.

SUPPLYLINES:

S *Shaw Media* has partnered with *Moat* to provide viewability measurement and real-time brand analytics to deliver greater transparency for clients and to help them optimize their media dollars.

Be Sure to Read
Wray Ellis's
Feature Article on
Effective Radio Salesmanship
and Solid Creative Client Propositions,
Beginning on the Next Page.



Ontario
Association
of Broadcasters

Stop **bad radio** before it starts

Wray Ellis focused on information-gathering techniques to use and common radio approaches to abandon to stop bad radio before it starts, doing so during his recent session at the Ontario Association of Broadcasters conference.

In radio sales, the ultimate goal is to sell more radio, either by attracting more clients or by selling more radio to existing clients. But either way, clients need proof that their radio campaigns are working.

How can this be achieved?

Ellis believes that the effectiveness of a radio commercial is determined at the creative meeting. Don't ask the client what he or she wants in the commercials because you're likely to hear such commonalities as phone number, website, street address, hours of operation, years in business, parking details, special offers, easy financing, friendly helpful staff, or with catch lines such as "one call does it all," "for all your (product/service) needs," and "there's never been a better time," to describe only a few.

According to Ellis, this commercial is doomed—because the wrong question was asked. By asking what the client wants to say, you're essentially giving him or her a green light to expect a "brochure ad".

It's paramount to educate clients and prospects on what does—and what doesn't—belong in the script. Doing so now will avoid disappointment. Instead, he stresses, when it comes to creative there's only one question to ask: "WHAT NEEDS TO HAPPEN?"

That question is paramount because it determines the client's definition of success. It's the objective.

Be prepared to probe. If a car dealer says he wants the parking lot full of people this weekend, more work needs to be done. Filling up the parking lot doesn't make them any money.

Why not? If someone goes to a dealership and kicks the tires, there's a one-in-35 chance that they'll buy a car. But, the



Wray Ellis



CONNECTION 2015

CONFERENCE & GALA AWARDS DINNER



chances increase to about one-in-eight if they take a test drive. Car dealers need people to take test drives so say it in the spot: “Take a test drive”...”sit behind the wheel”...”smell the leather”...”feel how it handles on the road”, and so on. Make a compelling case, pushing the test drive and finish by giving the location.

Another example Ellis described was with restaurants. If the owner wants more reservations on Wednesday nights, you create a commercial extolling the virtues of dining there on Wednesday night—and just Wednesday night. The spot needs to generate reservations so give the phone number and nothing but the phone number. The goal is to boost calls. Callers can get the address when they make their reservations.

Every commercial should have one objective, he says. The objective says what the call to action needs to be. If the objective is to make the phone ring, the action is “Call this number now...” The client gets phone calls; your commercial is working.

Ditto with the car dealer. If the objective is to sell cars, the action is “Take a test drive today.” When people arrive for test drives, the spots are working.

Always focus on benefits. A benefit is an emotional asset. The fact that you can unlock your car door when your arms are full of groceries is the benefit of keyless entry. Always sell benefits—not features. Properly leveraged, the benefit does the selling—not repeating the phone number. The action is merely the mechanism to achieve the objective.

Ellis stressed to keep in mind that radio is a one-to-one medium. Speak to the listener, not a crowd. The most compelling word in our vocabulary which is rarely used is YOU.

When I say: “This is a message you need to hear” you are listening. It’s far more engaging

than “Attention food lovers!” They both have the same target audience, but “you” draws you in.

By using guidelines such as these, Ellis said he feels certain that clients will see tangible evidence that their radio advertising is making them money. It follows, then, that when clients see greater results, the goal of radio sales executives for selling more radio is far more achievable.

Wray Ellis has spent 30 years creating jingles and commercials. The former creative director for the Radio Marketing Bureau has published the how-to radio handbook: “Solve the Right Problem ... And Your Radio Ads Will Never Go Wrong.” Ellis can be reached at wrayellis@hotmail.com or via www.wray-ellis.com.

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Thursday, December 10, 2015

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RADIO/AUDIO:

The *Numeris* Fall diary numbers from markets across the country are available beginning on Page 5...

The application to erect radio towers just south of the international border in Point Roberts, Washington, is dead. Nov. 30 was the deadline for *BBC Broadcasting Inc.* — which beams *Sher-E-Punjab AM 1550's* signal into the Lower Mainland -- to file a further appeal in U.S. court. None was...

CAB-K Broadcasting's new station, *CKVG-FM Vegreville* has begun testing. The Country station targeting 25-64s operates at 106.5 with power of 13,000 watts. The launch is scheduled for early next month, according to *Jamieson Brown*, the station manager and morning host. CKVG is the third CAB-K Alberta station, owned by *Brian and Melanie Hepp*. The others are *Rock 104 (CKJX)* and Country station *96.5 CK-fm (CKLJ-FM)*, both in Olds...

Online chatter in Montreal suggests that *Evanov Radio Group's* LGBT station, once ID'ed as *Radio Fierte* and now *AM980 (CHRF)*, is moving away from serving that community after its Christmas music programming comes to an end. Not true, says an ERG senior executive. Instead, the music format — which does not define the LGBT market — is being expanded to allow for broader appeal. LGBT listeners will continue to be served with spoken word, news and information of importance to the community through general and some dedicated programming while adding some easy listening music...

CJAD Montreal celebrated its 70th anniversary this week by inducting three people into its newly-established hall of fame: *George Balcan*, *Gord Sinclair* and *Ted Blackman*. All three are deceased. Balcan was the morning host a generation of Montrealers woke up with, Sinclair was the booming voice of provocative editorials and authoritative newscasts, and Blackman was the sports broadcaster who did more, including filling the role of program director...

The 38th Annual *CKNW Vancouver Orphans' Fund Pledge Day* raised a record-breaking \$2,065,233 for children with special needs. The day-long broadcast included interviews with philanthropists, business leaders, media personalities and the children and families helped by the fund...

Steve Garrison, 61, ex of *Bell Media's AM 1290 (CJBK) London* and who was restructured out of his hour-long

weekday morning slot there last month, has been given the opportunity to say goodbye on-air. But there's a twist to this story. It won't be on AM 1290. Tomorrow (Friday), Garrison will have the hour between Noon and 1 p.m. on **AM 980 (CFPL) London**, a *Corus* station, to do so. The 40-year CJBK veteran – 27 of those years as morning host – describes the air time as a gift, a show to say goodbye to listeners, the show he didn't have the opportunity to do on CJBK...

The *11th Annual Stuff A Bus* campaign at **99.9 Sun FM/101-5 EZ Rock/AM 1150 Kelowna** saw \$24,920 in cash donated (\$74,760 with the *Food Bank's* buying power) and 47,000 lbs. of food, toys and other non-food items collected...

97-5 The River (CKRV) Kamloops's 23rd annual *Toys For Kids Breakfast* saw 1,990 toys and \$7,000 donated to *Christmas Amalgamated* and \$11,600 donated to the *Royal Inland Hospital Foundation's* pediatrics ward. The breakfast attracted 857 guests...

News Talk 770 Calgary's Pledge Day saw \$328,000 raised on behalf of the *Calgary Children's Foundation*. Over 90% of it will go to support local charities and organizations working with kids...

Power 99 (CFMM-FM)/Mix 101 (CHQX-FM)/Country 900 CKBI Prince Albert, the *Jim Pattison* stations recently acquired from *Rawlco*, raised \$393,239 during a 12-hour event for the *Victoria Hospital Foundation*. The 10th Annual *Give a Little Life Day Radio-a-thon* had a goal of just \$320,000 to pay for seven telemetry units. **Gord and Jill Rawlinson** (Rawlco) donated \$50,000. In any hospital's ICU, static machines monitor vital signs but restrict patients to their beds. Telemetry units are portable and let patients move about the hospital while still providing their vital signs...

Bayshore Broadcasting's 76th annual *Christmas Fund Broadcast* for Owen Sound/Grey County charities raised \$18,626. The funds will be divided among 23 local charities, each with emphasis on children, youth or seniors...

The 23rd annual *CHYM Kitchener Tree of Hope Radiothon* in support of *Family and Children's Services* raised \$336,371.00. All donations are geared toward providing parents with the help and opportunities they need to create a better life for their families...

Almost \$53,000 was raised during a four-hour event at *CJHR-FM Renfrew*. Dubbed the *Annual Valley Heritage Radio Holly Jolly Fundraiser*, this year's proceeds will go to *Hospice Renfrew*...

boom 101.9 (CFLG-FM) Cornwall helped collect 14,000+ lbs. of food for *St. Vincent de Paul Family Christmas Baskets* through its *Stuff The Studio* event...

Radio-Canada's morning radio show on P.E.I. took in 1,492 pounds of food for the *Upper Room* food bank by way of a challenge that saw host **Denis Duchesne** shave his head live on air. Duchesne says his challenge to listeners was to break last year's record of 1,300 lbs. "It was fun," he said, "to see people from the community bring heavy things just to ensure we reached the goal."



Little guy donating to Stuff A Bus in Kelowna

GENERAL:

The new *Canadian Association of Broadcasters'* CEO Radio Council has been elected at the association's annual general meeting. They are: Julie Adam, senior VP, *Rogers Media*; Mario Cecchini, executive VP, president, *Corus Radio* and *Corus Média*; Sylvain Chamberland, président, *Attraction Radio*; Elmer Hildebrand, CEO, *Golden West Broadcasting*; Richard Lachance, président et chef de la direction, *Cogeco Diffusion*; Randy Lennox, president, entertainment production and broadcasting, *Bell Media*; Ian Lurie, COO and head of radio, *Newcap Radio*; Geoff Poulton, president, *Vista Radio*; and Rod Schween, president, *Jim Pattison Broadcast Group*. The Chair and Vice-Chair of the Council are yet to be elected. The new officers on the CAB Board are: Chair: Susan Wheeler, *Rogers Media*; Vice-Chair: Glenda Spenrath, *Newcap*; Treasurer: Sylvie Courtemanche, *Corus Entertainment*; Secretary: Kevin Goldstein, *Bell Media*; Directors: Rick Arnish, *Jim Pattison Broadcast Group*; Paul Cowling, *Shaw Media*; and Nathalie Dorval, *Cogeco*...

The *Liberal* government reaffirmed support for *CBC/Radio-Canada* in its Speech from the Throne last week. It said it would reverse the funding cuts to CBC's budget, re-invest in CBC and review the appointment procedure for board directors and its CEO...

CBC Vancouver's Open House and Food Bank Day raised \$630,314. The theme all day was the idea of grace, something says writer and former CBC host Bill Richardson, people understand better as they age.

TELEVISION/VIDEO:

The *Television Bureau of Canada* (TVB) has been rebranded *thinktv*. The marketing arm of Canadian television broadcasters says the new brand reflects "its ongoing evolution, as well as its vision for the future". *thinktv* President Catherine MacLeod says the brand "reflects the re-positioning of the organization in the context of a complicated and complex media landscape"... *Corus Entertainment* has become a new member. And new to the *thinktv* board of directors are Stuart Garvie, president, media sales, *Bell Media*, and Gerry Mackrell, EVP, head of sales, *Corus Entertainment*...



American media and entertainment senior executives are showing record confidence in the global economy even as industry challenges persist. In the *13th Global Capital Confidence Barometer* (a survey by *EY*), 81% said the economy is improving compared with 52% who felt that way a year ago; 73% say the media and entertainment market is improving, up from 49% last year; and foreign exchange volatility is an increasing concern with U.S.-dominated costs and the strengthening dollar. Among other findings, digital continues as the greatest threat to M&E companies' core business and acquisition strategies. And, 58% of executives said their focus during the next 12 months will be cost reduction and operational efficiency...

CFJC-TV Kamloops has added a new platform that includes real estate and auto listings, classified ads and obituaries - each of which is provided free. The president of the *Jim Pattison Group*, Glen Clark, describes the service as the next step in the evolution of local broadcasting. Clark says *CFJC Today* will be the dominant hub for online local information...

BCE is hiking, by \$2 a month effective Feb. 1, the price of its *CraveTV* video streaming service. Now, it's \$4. A listing on the *Bell Canada* and *Bell Alliant* website details price increases to services such as television, Internet and home telephone. *CraveTV*, after Feb. 1, will still be less expensive than *shomi* (\$8.99) and *Netflix* (\$7.99 for standard def to \$11.99, for ultra high-def)...

Groupe Média TFO has offered cable operators an approach to extending educational French language service to Canadians. They can add TFO at no charge to their entry-level basic service for six months, beginning March 1...

CTV Atlantic's Christmas Daddies Telethon raised \$423,911.48, all dedicated to children and families in need through the *Salvation Army*. It's estimated that roughly 17,000 children in the Maritimes will receive toys and other gifts on Christmas Day. Donations were accepted at CTV locations in Sydney, Moncton, Charlottetown and Halifax.

SIGN-OFF:

S Ralph A. "Sandy" Green, 74, of prostate cancer in London. The chairperson of the *Blackburn Radio* board of directors, joined the Blackburn Group in 1975 as a VP of marketing and special projects. Green's involvement with Blackburn Radio began in 1995. In 1997 he was appointed as president.



Sandy Green

REVOLVING DOOR:

R Devon Tschritter will begin as director of sales at *Newcap Vancouver* Jan. 4. He moves from *Corus Vancouver* where he began in 2004 as a sales rep, became AM sales manager and then, his most recent responsibility, general sales manager...



Devon Tschritter

Louis Douville, a senior management executive at *Bell Media Montreal* caught amongst those in the company's October restructuring, is back. Douville is now Bell Media's director, local sales, Québec and based in Montreal. He began Dec. 7...

Sean Eckford, the nine-year news director of *Vista* stations *Coast FM Nanaimo/Sechelt*, resigned. He'd been with Vista for 11 years and, says the *Canadian Association of Journalists*, quit over a dispute involving news staff being asked to work for a day in a sales capacity...

New executive producer at *Global Edmonton* is Deb Zinck, promoted from senior news producer. Zinck began at *Global Maritimes*, spending 13 years there as a reporter/anchor/producer before joining Global Edmonton.

OPS:

O In last week's edition, we erroneously reported that Diane Kashton of *Bell Media Winnipeg* was gone, a victim of restructuring. The fact is she remains at her job as *CTV Winnipeg's* creative and promotion director, a post she has held for the last 12 and a-half years. Kashton was not part of the lay-off discussion... We also made some factual errors regarding staff changes at *FAB 94.3 Winnipeg* last week. The *Jim Pattison Broadcast Group* station saw Dug Joy of PM drive and Jeff Daniels of middays depart. In the weeks to come, and after a new morning show to succeed *Kelly and Alix* has been determined, Alix Michaels, who's handling mornings for the moment, will move to middays. Kelly Parker has already settled-in to PM drive.

NUMERIS Top-line Radio Statistics
Fall 2015 September 7–November 1, 2015

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Daypart: Monday-Sunday 5am-1am

Top-rated stations in each market are as follows:

Station	Station ID	Owner	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
St. John's CTRL (Universe: 185,890)					
VOCM	VOCM	Newcap	24.7	24.1	21.7
CBN	CBC Radio One	CBC	16.8	13.3	14.1
VOCM-FM	K-Rock 07.5	Newcap	14.6	15.0	14.1
CKSJ-FM	Coast 101.1 fm	Coast Broadcasting	12.3	15.3	11.5
CKIX-FM	99.1 HITS-FM	Newcap	11.8	13.9	12.7
Halifax CTRL (Universe: 359,520)					
CBHA-FM	CBC Radio One	CBC	19.6	18.4	18.4
CFRQ-FM	Q104	Newcap	9.8	11.1	8.1
CHFX-FM	FX 1019	MBS	9.8	11.4	14.6
CIOO-FM	C100	Bell Media	8.8	9.0	9.4
CJCH-FM	101.3 The BOUNCE	Bell Media	7.7	6.5	5.3
Sydney CTRL (Universe: 89,240)					
CBI	CBC Radio One	CBC	22.1	N/A	17.0
CHRK-FM	The GIANT 101.9	Newcap	22.0	N/A	18.2
CKCH-FM	103.5 The Eagle	Newcap	16.9	N/A	20.3
Saint John CTRL (Universe: 111,720)					
CHSJ-FM	Country 94	Acadia	21.2	28.7	22.1
CHWV-FM	97.3 The Wave	Acadia	18.5	16.5	19.0
CBD-FM	CBC Radio One	CBC	17.8	18.0	21.1
CHNI-FM	Rock 88.9	Newcap	11.7	13.0	11.3
Fredericton CTRL (Universe: 102,740)					
CBZF-FM	CBC Radio One	CBC	20.7	N/A	18.0
CIBX-FM	106.9 Capital	Bell Media	16.5	N/A	19.4
CFXY-FM	The Fox 105.3	Bell Media	12.9	N/A	11.1
CFRK-FM	New Country 92.3	Newcap	12.2	N/A	7.2
CIHI-FM	UP! 93.1	Newcap	11.1	N/A	10.6
Moncton CTRL (Universe: 132,630)					
CJXL-FM	XL 96.9	Newcap	19.0	17.9	17.7
CKCW-FM	K94.5	MBS	13.8	15.2	12.8
CJMO-FM	C103	Newcap	13.3	11.2	11.0
CBAM-FM	CBC Radio One	CBC	11.6	11.2	16.1
CKNI-FM	91.9 The Bend	Acadia	11.1	11.5	10.1

Station	Station ID	Owner	Share%	Share%	Share%
Drummondville CTRL (Universe: 90,990)			Fall 2015	Spring 2015	Fall 2014
CJDM-FM	ENERGIE 92,1	Bell Media	27.8	N/A	25.7
CHRD-FM	Rouge fm 105,3	Bell Media	27.7	N/A	21.9
Quebec City CTRL (Universe: 712,570)			Fall 2015	Spring 2015	Fall 2014
CJMF-FM	FM93	Cogeco Diffusion	17.7	15.5	14.4
CBV-FM	ICI Radio-Canada Premiere	CBC	12.3	14.5	11.2
CITF-FM	Rouge 107,5 fm	Bell Media	12.3	14.1	12.4
CHOI-FM	CHOI 98,1 Radio X	RNC Media	11.1	9.5	17.7
CHIK-FM	ENERGIE 98,9 Quebec	Bell Media	9.4	7.8	6.0
Sherbrooke CTRL (Universe: 213,790)			Fall 2015	Spring 2015	Fall 2014
CITE-F4	Rouge fm	Bell Media	22.1	21.9	20.7
CIMO-FM	ENERGIE 106,1	Bell Media	21.0	19.9	21.6
CBF-F10	ICI Radio-Canada Premiere	CBC	14.8	14.0	14.6
CKOY-FM	107,7 FM	Cogeco Diffusion	10.6	9.8	8.7
Trois-Rivieres CTRL (Universe: 140,280)			Fall 2015	Spring 2015	Fall 2014
CIGB-FM	ENERGIE 102,3	Bell Media	16.8	15.6	15.7
CJEB-FM	Rythme Mauricie	Cogeco Diffusion	16.5	20.8	18.1
CHEY-FM	Rouge fm	Bell Media	15.5	14.7	12.8
CKBN-FM	FM 90,5 CKBN	Radio Comm. Nicolet	9.0	5.2	7.5
Saguenay CTRL (Universe: 151,970)			Fall 2015	Spring 2015	Fall 2014
CFIX-FM	Rouge fm 96,9	Bell Media	31.9	25.3	26.7
CJAB-FM	ENERGIE 94.5	Bell Media	17.5	20.6	19.7
CKYK-FM	KYK 95,7 RadioX	RNC Media	15.7	13.2	15.2
CBJ-FM	ICI Radio-Canada Premiere	CBC	10.4	9.8	10.0
Ottawa-Gatineau Anglo CTRL (Universe: 814,910)			Fall 2015	Spring 2015	Fall 2014
CBO-FM	CBC Radio One	CBC	22.9	23.4	18.8
CFRA	580 CFRA	Bell Media	10.9	9.2	10.0
CIHT-FM	Hot 89.9	Newcap	8.7	8.5	10.1
CHEZ-FM	CHEZ 106	Rogers	7.5	7.2	6.4
CJMJ-FM	Majic 100.3	Bell Media	6.8	5.9	5.9
Ottawa-Gatineau Franco CTRL (Universe: 342,110)			Fall 2015	Spring 2015	Fall 2014
CIMF-FM	Rouge 94,9 fm	Bell Media	17.7	24.4	22.2
CBOF-FM	ICI Radio-Canada Premiere	CBC	14.4	15.5	13.1
CKTF-FM	ENERGIE 104,1	Bell Media	11.8	9.4	11.0
CKOF-FM	FM 104,7 Outaouais	Cogeco Diffusion	6.9	8.2	7.1
CIHT-FM	Hot 89.9	Newcap	5.2	4.5	5.8
Kingston CTRL (Universe: 150,460)			Fall 2015	Spring 2015	Fall 2014
CKXC-FM	93.5 Country	Rogers	18.7	17.3	24.2
CFLY-FM	98.3 FLY FM	Bell Media	11.4	13.1	13.5
CIKR-FM	K-Rock 105.7	Rogers	10.4	9.0	7.8
Belleville-Trenton CTRL (Universe:116,240)			Fall 2015	Spring 2015	Fall 2014
CJBQ	CJBQ 800	Quinte	20.3	17.4	20.0
CJOJ-FM	95.5 Hitsfm	Starboard	14.3	11.4	14.6
CIGL-FM	Mix 97	Quinte	13.5	14.3	14.3
CHCQ-FM	Cool 100.1	Starboard	13.3	13.6	12.1

Station	Station ID	Owner	Share%	Share%	Share%
Peterborough CTRL (Universe: 110,720)			Fall 2015	Spring 2015	Fall 2014
CKQM-FM	Country 105	Bell Media	17.7	N/A	24.8
CKWF-FM	The Wolf 101.5	Corus	12.4	N/A	15.2
CJWV-FM	Oldies 96.7	MBC	8.0	N/A	7.3
Oshawa-Whitby CTRL (Universe: 366,510)			Fall 2015	Spring 2015	Fall 2014
CJKX-FM	KX 96	Durham Radio	9.3	13.3	14.4
CKDO	CKDO	Durham Radio	5.9	5.7	5.1
CKGE-FM	94.9 The Rock	Durham Radio	5.5	5.5	5.1
Barrie CTRL (Universe: 175,170)			Fall 2015	Spring 2015	Fall 2014
CFJB-FM	Rock 95	Rock 95 Bdcstg	16.2	N/A	12.6
CKMB-FM	107.5 KOOL FM	Central Ontario Bdcstg	14.6	N/A	13.3
CICX-F*	KICX 106	Larche Comm.	10.5	N/A	9.7
Brantford CTRL (Universe: 125,510)			Fall 2015	Spring 2015	Fall 2014
CKPC-FM	Jewel 92	Evanov RG	15.7	N/A	17.1
CBLA-F2	CBC Radio One	CBC	4.6	N/A	4.5
Guelph CTRL (Universe: 131,390)			Fall 2015	Spring 2015	Fall 2014
CJOY	1460 CJOY	Corus	6.4	N/A	4.9
CIMJ-FM	Magic 106.1	Corus	6.2	N/A	13.0
Kitchener-Waterloo CTRL (Universe: 442,790)			Fall 2015	Spring 2015	Fall 2014
CHYM-FM	96.7 CHYM FM	Rogers	15.1	14.5	12.9
CBLA-F*	CBC Radio One	CBC	9.1	6.6	6.8
CJDV-FM	107.5 DAVE ROCKS	Corus	6.4	6.8	8.9
CKGL	570 News	Rogers	5.9	5.7	4.2
CIKZ-FM	Country 106.7	Rogers	5.6	7.2	7.3
London CTRL (Universe: 441,670)			Fall 2015	Spring 2015	Fall 2014
CJBX-FM	BX93	Bell Media	10.9	8.8	14.1
CHST-FM	102.3 JACKfm	Rogers	10.1	8.6	7.8
CBCL-FM	CBC Radio One	CBC	10.0	6.9	8.1
CFPL-FM	FM96	Corus	9.3	9.5	9.3
CIQM-FM	97-5 Virgin Radio	Bell Media	8.3	8.9	8.5
CKLO-FM	FREE 98.1 FM	Blackburn	8.0	6.4	7.0
Chatham-Wallaceburg CTRL (Universe: 91,850)			Fall 2015	Spring 2015	Fall 2014
CKSY-FM	94.3 CKSY	Blackburn	31.6	N/A	21.0
CFCO	Country 92.9	Blackburn	13.8	N/A	19.3
Sarnia CTRL (Universe: 115,930)			Fall 2015	Spring 2015	Fall 2014
CFGX-FM	99.9 Fox FM	Blackburn	23.2	N/A	21.9
CHOK-FM	CHOK	Blackburn	18.1	N/A	13.0
Hamilton CTRL (Universe: 671,100)			Fall 2015	Spring 2015	Fall 2014
CHKX-FM	KX 94.7	Durham Radio	9.6	8.0	6.9
CKLH-FM	102.9K-Lite	Bell Media	7.9	10.6	9.6
CHML	AM 900	Corus	4.6	5.7	5.4
CJXY-FM	Y108	Corus	4.2	5.0	4.5

Station	Station ID	Owner	Share%	Share%	Share%
St. Catharines-Niagara CTRL (Universe: 365,940)			Fall 2015	Spring 2015	Fall 2014
CHRE-FM	EZ Rock 105.7	Bell Media	12.4	13.5	16.1
CIXL-FM	Giant FM	R. B. Comm.	9.1	12	6.7
CHTZ-FM	97.7 HTZ-FM	Bell Media	8.8	7.8	7.4
CKTB	Newstalk 610 CKTB	Bell Media	5.3	3.6	5.7
Windsor CTRL (Universe: 291,390)			Fall 2015	Spring 2015	Fall 2014
CKLW	AM800	Bell Media	16.8	16.4	17.2
CBEW-FM	CBC Radio One		7.4	5.1	4.8
CIDR-FM	939 The River	Bell Media	5.8	4.9	5.8
CJWF-FM	Country 95.9	Blackburn	4.1	4.1	3.6
Sudbury CTRL (Universe: 149,210)			Fall 2015	Spring 2015	Fall 2014
CJMX-FM	105.3 KiSS	Rogers	15.3	N/A	12.7
CICS-FM	KICX 91.7 FM	Larche Comm.	15.1	N/A	18.6
CBCS-FM	CBC Radio One	CBC	14.4	N/A	15.5
CJRQ-FM	Q92	Rogers	13.9	N/A	13.6
CIGM-FM	HOT 93.5	Newcap	13.0	N/A	12.6
Thunder Bay CTRL (Universe: 113,220)			Fall 2015	Spring 2015	Fall 2014
CKPR-FM	91.5 CKPR	H. F. Dougall Co.	22.2	N/A	22.9
CBQT-FM	CBC Radio One	CBC	19.0	N/A	18.1
CKTG-FM	Country 105	Acadia	18.4	N/A	14.4
CJSD-FM	Rock 94	H. F. Dougall Co.	15.5	N/A	16.4
Winnipeg CTRL (Universe: 694,920)			Fall 2015	Spring 2015	Fall 2014
CBW	CBC Radio One	CBC	15.3	11.9	12.8
CJOB	680 CJOB	Corus	10.9	11.5	13.6
CITI-FM	92 CITI FM	Rogers	9.4	7.9	6.6
CKMM-FM	103.1 Virgin Radio	Bell Media	9.0	9.0	8.3
CFQX-FM	QX104	JPBG	7.4	9.9	9.8
Regina CTRL (Universe: 204,660)			Fall 2015	Spring 2015	Fall 2014
CIZL-FM	Z99	Rawlco	16.0	17.6	15.6
CHBD-FM	Big Dog 92.7	Bell Media	12.5	11.8	12.3
CFWF-FM	The Wolf 104.9	Harvard	10.2	8.6	12.8
Saskatoon CTRL (Universe: 256,690)			Fall 2015	Spring 2015	Fall 2014
CFMC-FM	C95 FM	Rawlco	18.2	17.1	16.4
CJWW	600 CJWW	Saskatoon Media Gr.	10.7	9.4	9.5
CKOM	News Talk 650 CKOM	Rawlco	10.1	8.2	8.6
CJMK-FM	98 Cool FM	Saskatoon Media Gr.	9.5	9.7	10.3
CJDJ-FM	Rock 102 FM	Rawlco	9.4	11.7	10.1
Lethbridge CTRL (Universe: 102,720)			Fall 2015	Spring 2015	Fall 2014
CFRV-FM	107.7 The River	Rogers	18.3	12.8	18.3
CHLB-FM	Country 95.5	JPBG	18.3	20.6	17.4
CJOC-FM	94.1 CJOC	Clear Sky Radio	12.6	19.5	17.4

Station	Station ID	Owner	Share%	Share%	Share%
Red Deer CTRL (Universe: 90,390)			Fall 2015	Spring 2015	Fall 2014
CKGY-FM	KG Country 95.5 FM	Newcap	16.7	11.7	16.7
CIZZ-FM	Z 98.9	Newcap	11.7	7.8	9.8
CJUV-F*	Sunny 94	L.A. Radio Gr.	11.0	11.0	9.4
CHUB-FM	BIG 105.5	JPBG	10.4	12.6	11.9
Abbotsford CTRL (Universe: 157,570)			Fall 2015	Spring 2015	Fall 2014
KWPZ-FM	Praise 106.5	Crista Ministries	9.9	N/A	9.4
CKQC-FM	Country 107.1 FM	Rogers	2.1	N/A	9.9
Chilliwack CTRL (Universe: 100,360)			Fall 2015	Spring 2015	Fall 2014
CKSR-F+	STAR 98.3	Rogers	24.0	N/A	23.0
CKKS-FM	KISS RADiO	Rogers	7.1	N/A	9.1
Prince George CTRL (Universe: 76,860)			Fall 2015	Spring 2015	Fall 2014
CBYG-FM	CBC Radio One	CBC	20.1	23.8	19.1
CJCI-F+	Country 97	Vista	19.7	16.8	18.2
CIRX-FM	94.3 The Goat	Vista	15.9	13.5	14.2
CKKN-FM	101.3 The River	JPBG	14.0	16.4	16.5
CKDV-F+	99.3 The Drive	JPBG	13.9	14.9	18.0
Kamloops CTRL (Universe: 90,670)			Fall 2015	Spring 2015	Fall 2014
CBYK-FM	CBC Radio One	CBC	18.2	15.8	16.9
CHNL+	Radio NL	NL Broadcasting	17.0	15.1	16.6
CKBZ-FM	B100	JPBG	14.7	15.0	11.0
CJKC-FM	Country 103	NL Broadcasting	14.6	14.5	14.4
Kelowna CTRL (Universe: 173,830)			Fall 2015	Spring 2015	Fall 2014
CBTK-FM	CBC Radio One	CBC	15.8	18.8	16.3
CIGV-F*	Country 100.7	Newcap	15.7	12.3	16.7
CJUI-FM	103.9 Juice FM	Vista	10.5	4.4	4.5
CHSU-FM	99.9 Sun FM	Bell Media	10.2	8.9	13.6
Nanaimo CTRL (Universe: 94,850)			Fall 2015	Spring 2015	Fall 2014
CKWV-FM	102.3 The Wave	JPBG	11.4	N/A	11.0
CHWF-FM	106.9 The Wolf	JPBG	6.2	N/A	5.1
Victoria CTRL (Universe: 341,780)			Fall 2015	Spring 2015	Fall 2014
CBCV-FM	CBC Radio One	CBC	18.2	18.5	17.0
CKKQ-FM	100.3 The Q	JPBG	11.8	12.0	14.8
CFAX	C-FAX 1070	Bell Media	10.2	9.2	10.3
CJZN-FM	The Zone @ 91-3	JPBG	8.7	6.7	7.2

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ASSOCIATIONS / PROFESSIONAL ORGANIZATIONS

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533, rue Ontario est, bureau 300
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www.aqtis.qc.ca

ARC du Canada

1, rue Nicholas, bureau 1206
Ottawa ON K1N 7B7
P: 613-562-0000
www.radorfa.com

Association of Canadian Advertisers

95 St. Clair Ave. W., Suite 1103
Toronto ON M4V 1N6
P: 416-964-3805
www.acaweb.ca

Audio Engineering Society –Toronto Section

Toronto ON
torontoaes@torontoaes.org
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Bell Fund

2 Carlton St., Suite 1709
Toronto ON M5B 1J3
P: 416-977-8154
info@bellfund.ca
<http://bellfund.ca>



British Columbia Association of Broadcasters

British Columbia Association of Broadcasters (BCAB)

bcab@icsevents.com
www.bcab.ca

Broadcast Educators Association of Canada (BEAC)

www.beac.ca

Broadcast Executives Society (BES)

Box 75150, 20 Bloor St. E.
Toronto ON M4W 3T3
P: 416-899-0370
www.bes.ca

Broadcasters Association of Manitoba (BAM)

bam@bambroadcasters.ca
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Canada Media Fund (CMF)

50 Wellington St. E., 4th Floor
Toronto ON M5E 1C8
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Canadian Association of Broadcasters (CAB)

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Canadian Broadcast Standards Council

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Canadian Cable Systems Alliance

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Canadian Communications Foundation

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Canadian Country Music Association (CCMA)

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P: 416-947-1331
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Canadian Ethnic Media Association (CEMA)

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Canadian Independent Music Association—CIMA

30 St. Patrick St., 2nd Floor
Toronto ON M5T 3A3
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Canadian Media Production Association (CMPA)

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Canadian Music Week (CMW)

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Canadian Wireless Telecommunications Association (CWTA)

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CRC (Canadian Retransmission Collective)

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www.dgc.ca

Documentary Organization of Canada

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East Coast Music Association (ECMA)

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Halifax NS B3K 5Y1
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www.ecma.com

FACTOR

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general.info@factor.ca
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Friends of Canadian Broadcasting

131 Bloor St. W., Box 200/238
Toronto ON M5S 1R8
P: 1-866-833-1282
www.friends.ca

Independent Production Fund

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Institute of Communication Agencies (ICA)

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Liaison of Independent Filmmakers of Toronto (LIFT)

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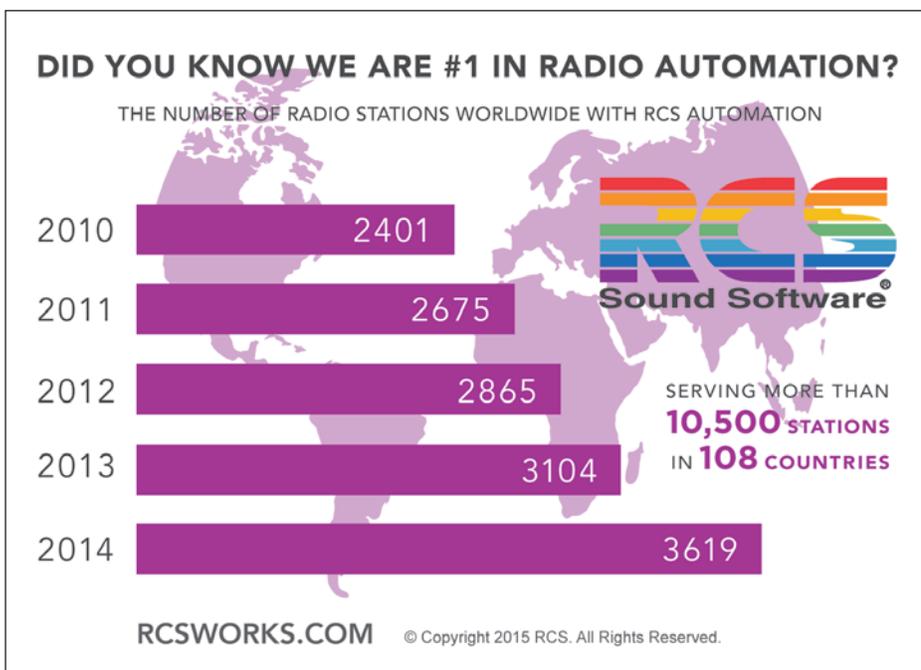
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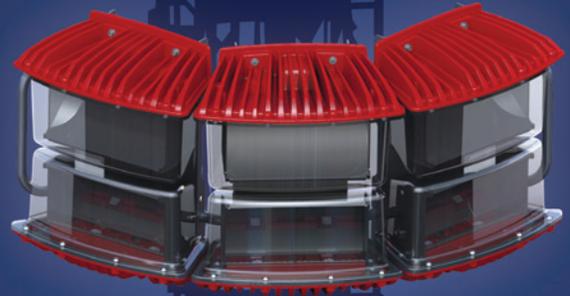
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BROADCAST Dialogue

Essential Reading

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Thursday, December 17, 2015

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REVOLVING DOOR:

One hundred and twenty-nine full-time and 38 part-time employees at *CHCH-TV Hamilton* saw their jobs terminated last Friday. Any regular pay, accrued vacation and expense reimbursements were paid out that day but there were no severance packages. *Channel 11 L.P.*, the entity that has created local news for CHCH since 2009 and which did the dismissals, has in turn filed for bankruptcy. Immediately after the terminations, 58 of the full-timers and 23 part-time employees were given offers of employment for comparable positions and wages. The offers did not come from Channel Zero nor CHCH-TV but rather from a privately held numbered company. The moves will allow CHCH to remain on-air and to deliver local news. Channel Zero points the finger of blame directly at the phased-out *Local Programming Improvement Fund* along with lower national advertising revenue. Among those who were dismissed and not offered a deal under the new employment agreement are: 33-year veteran **Matt Hayes**; anchor **Mark Hebscher**, sports director/anchor **Ken Welch**; anchor **Natalie Marconi**; 35-year veteran **Scott Urquhart**; 26-year reporter/anchor/producer **Donna Skelly**; health & lifestyle reporter **Elise Copps**; 30-year veteran reporter **Lauran Sabourin**; anchor/videographer/live reporter **Melissa Raftis**; reporter **Cindy Csordas**; and **Michael Miles**, digital news producer for CHCH.com...

Bryn James, the GSM of the *Jim Pattison Broadcast Group's* Central Alberta division for the last 11 and a-half years, has taken on added responsibilities as GM. He will oversee the JPBG stations in Red Deer, Rocky Mountain House and Drayton Valley. James succeeds **Paul Mason** who retires at month's end. Mason's broadcast career began in 1975 at *CKRD AM/FM & CHCA-TV Red Deer* which was purchased a year later by **Bill Yuill's Monarch Broadcasting**. Not long afterward,



Bryn James



Paul Mason



Ross Winters

Mason became director of administration for the company. In early 1986, he was appointed GM of *CJXX FM Grande Prairie*. After two years, Monarch offered a return to Red Deer to manage what is now *BIG 105 & 106.7 The Drive, B-94 Rocky Mountain House* and *BIG WEST Country Drayton Valley*. He continued in that role when the stations were acquired by JPBG...

Ross Winters starts Jan. 2 as director of programming at *The Jim Pattison Broadcast Group*. He formally joins JPBG senior management after almost a year working as a consultant with their stations. The PDs of all JPBG

radio stations will report to him. Most recently, Winters was brand director at *The Edge Toronto*. Before that, he was national PD for *Corus Radio*...

Jan Innes, a 20-year veteran of *Rogers Communications*, has left the organization. Most recently, she was VP, government relations. Prior to that she was VP, public affairs and VP, communications. Before going to Rogers, Innes held various positions within the federal and provincial governments including executive assistant to Premier **David Peterson**, EA to the Minister of Transportation and Communications and special assistant to the Federal Minister of Communications...

Don Grose, GM/GSM at *Harvard Broadcasting's Mix 103.7/100.5 CRUZ fm Fort McMurray*, has resigned after close to five years with the stations. Grose had moved from then-*CHUM Halifax* where he had been for 15 years. While his resignation is effective at the end of this month, Grose will stay on beyond that date until a successor has been appointed...



Don Grose

David Purdy, a 15-year *Rogers Communications* veteran, joins *VICE* as its new chief international growth officer. Purdy, who was most recently senior VP of content, will steer Vice's partnership with Rogers which he helped to negotiate, including the upcoming launch of specialty channel *Viceland* in early 2016... Taking over as Rogers's new senior VP of content is **Melanie Griffith**, an executive VP at *Penthera Partners, Inc.* who also has experience at *Stingray Digital*, *Discovery*, *Fox* and *AMC Networks*...

Kristie Painting begins as VP, digital sales, *Bell Media*, on Jan. 4. She will be responsible for the company's digital portfolio including web, mobile, tablet, and apps. Her background is in digital sales and marketing...

Jeremy McCarthy, senior director of business development at *Hollywood Suite* has resigned to pursue new opportunities under his company, *CadiffGIANT Consulting*... **Julie Kumaria** has been promoted to VP, marketing and content distribution at *Hollywood Suite*. Previously senior director of marketing, Kumaria takes on the additional role of content distribution. Prior to joining Hollywood Suite in February 2013, she worked as an affiliate marketing manager at *Astral Television Networks*...



Julie Kumaria

Mansell Nelson, former senior VP, products and solutions, enterprise business unit at *Rogers Communications*, has joined *ProntoForms*, a mobile data collection and analytics platform, as senior VP of business development.

TELEVISION:

Bell Media has become the first Canadian pay TV provider to offer *Netflix* on its set-top boxes. Subscribers of *Bell Fibe TV* and *Bell Aliant FibreOP TV* can now access their Netflix accounts directly from existing TV receivers. All such receivers have been automatically upgraded so there's no need to buy new equipment...

Greg StremLaw, who joined *CBC Sports* this past September as head of sports, has also been named general manager and chef de mission for *CBC/Radio-Canada's* coverage of the *Rio 2016 Olympic Games*...



Greg StremLaw



Broadcast Technician - Oakville

For Details or To Apply,
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Blue Ant Media and *Smithsonian Networks* have partnered on a joint venture (*Blue Skye Entertainment*) to develop and distribute a library of Ultra HD (4K) natural history and wildlife content. The content will be distributed globally via SVOD and linear television services under Blue Ant Media's *Love Nature* brand and Smithsonian Network's stand-alone streaming service, *Smithsonian Earth*.

GENERAL:

G *Shaw Communications* says it will acquire a 100% interest in *Mid-Bowline Group Corp.* and its wholly-owned subsidiary, *WIND Mobile Corp.* Among reasons for doing so is Shaw's taking control of a rapidly growing wireless business and 50 MHz of spectrum in each of Ontario, Alberta and B.C. The transaction value is said to be \$1.6-billion...

Six Alberta charities, including three food banks, have received a private donation totaling more than \$10 million from **Brad Shaw**, CEO of *Shaw Communications*. The funds will be distributed to the *Calgary Food Bank* (\$6-million), the *Edmonton Food Bank* (\$3 million), the *Calgary Veteran's Food Bank* (\$100,000) and \$1 million to Alberta animal and wildlife preservation organizations, including the *Calgary Humane Society*, the *Calgary Wildlife Rehabilitation Society* and *Alberta Birds of Prey Foundation*...

CBC is finalizing the sale of its real estate in Iqaluit, part of its real estate strategy that will see a 50% reduction of *CBC's* real estate footprint by 2020, either by selling property or by moving to a smaller space...

Calgary's Mount Royal University will offer a new four-year Bachelor of Communications broadcast media studies major starting next fall. The expanded program will replace the current two-year diploma program, taught since 1961.



Program Director/Morning Co-Host - Kamloops

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RADIO:

R *Rogers Radio Ottawa* raised \$162,125.10 during its *22nd Annual Snowsuit Fund Radiothon*. That sum will buy 4,053 snowsuits that will be distributed to children 15 years and under...

The first of what's hoped to be an annual event, the *CKNX Wingham Relief Truck for Huron County Food Banks*, began after morning host **Buzz Reynolds** committed to broadcast, sleep and live in the back of a 53-foot trailer for as long as it'd take to fill it with non-perishable food items. Ten days later, thousands of pounds of food filled the trailer and was hauled away for distribution to the county's 10 local food banks...

Howard Stern has signed-up for five more years producing and hosting his morning show on *SiriusXM*. Included is a 12-year deal for the use of Stern's audio and video library with 30 years of content. Should Stern decide to hang up the headphones at the end of 2020, SiriusXM will continue to have content available for another seven years...

Christopher Elwick, 32, a former Winnipeg radio personality and *Scouts Canada* leader, has been sentenced to seven years for sexual assault, possession of child pornography and sexual interference. He had pleaded guilty to eight charges...

CBC Sudbury has begun broadcasting from its new location at 43 Elm St. in the city's downtown. The new address features upgraded broadcasting technology and an open concept office. CBC had been at 15 Mackenzie St. since signing-on in 1978...

The three *Bell Media St. Catharines* stations — *105.7 EZ Rock*, *97.7 HTZ-FM* and *Newstalk 610 CKTB* — encouraged donations valued at \$275,000 during 12 hours of broadcasting for *Community Care of St. Catharines and Thorold*. The goal of stuffing a St. Catharines transit bus with non-perishable food items was overwhelmingly surpassed when the bus and a Community Care Truck, plus independent large truckloads were filled. This is the 11th year that the stations have staged their *Annual Great Holiday Food Drive*...

Vista Radio — with 41 radio stations in B.C., Alberta, the Northwest Territories and Ontario — raised \$1,222,000 in its annual *Million Dollars for Charity Week*. Each station chose its own local charity to support. Vista ended the campaign with the total donation made in cash, food and toys...

boom 973 Toronto was asking listeners for donations to grant the wish of a child living with a life-threatening medical condition. A goal is usually limited to a cost of \$10,000. Then, with that goal met, another was set for \$20,000, the cost of two wishes. With that goal surpassed in less than 48 hours, boom raised the bar to \$40,000 which was also quickly met: \$40,000, four kids, four wishes. Now, boom is set on raising \$60,000. *Make-A-Wish Toronto & Central Ontario* will see take of the kids' fun and the administration...

Country 100.7 and *K96.3 Kelowna's Classic Rock* annual *Families Feeding Families* food drive in support of the *Salvation Army* raised over 1,200 pounds of food and \$2,500 in cash. The two *Newcap* stations broadcast live for a day on location to support their efforts...

Big Dog 103.5 Lac La Biche, AB, serving a town of 3,500, raised over \$41,000 through its radiothon, a Santa Claus parade and the *Tree Lighting for Santa's Helpers*. Big Dog 103.5 worked hand-in-hand with the *Lac La Biche Firefighters Association* to help over 120 local families through the singing of Christmas carols in their boxers to waxing their chests. On top of the cash donations, numerous toys were also collected...

CKOL Campbellford, a community station in Ontario, has raised \$36,183.50 in its first *Annual Angels of Care on the Air Radiothon* in support of *Campbellford Memorial Hospital*. Funds raised will support the purchase of high priority medical equipment for the hospital's laboratory...

Steele Communications and the *Canadian Cancer Society* teamed-up to raise money for those in Newfoundland & Labrador who must travel to St. John's for cancer treatment. Their annual four-hour radiothon supported *Daffodil Place*, a home away from home for those who need it during their treatment. The \$102,000 raised will cover the cost of 1,020 nights...

The *Country 105/Energy 99.7 Peterborough Toy Drive* netted four tractor-trailer loads of toys and over \$72,000 cash. All of the donations have been turned over to the *Salvation Army* for distribution...

The *CJMR Oakville Seva Food Bank* radiothon resulted in \$114,649 and approximately 30,000 pounds of food. CJMR also gave all net national advertising revenue that day along with its own cash donation to Seva Food Bank.

SUPPLYLINES:

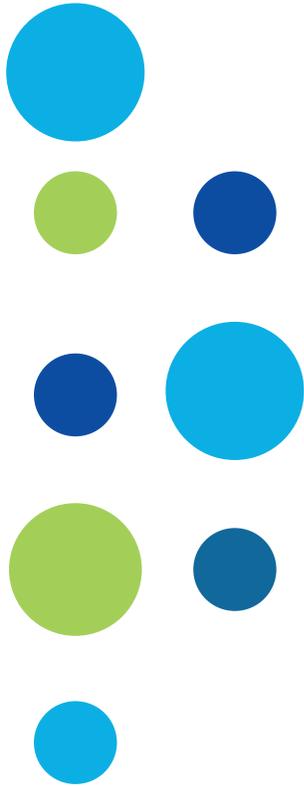
Bell Media has signed an agreement with *Ipsos Canada* for use of its *TouchPoints* media consumption research service, an analysis of cross-platform consumer usage of media channels...

PUBLISHER'S NOTE:

This is the last *Broadcast Dialogue* of 2015. We will be back again in January after taking a deep breath, eating some fattening foods, imbibing a bit too much and doing it with the people we love most. Because the last few months have been particularly unkind to those affected by the upheavals of structural organizing, a Merry Christmas greeting could seem thoughtless and mean-spirited. On the contrary. Our religion(s) and/or our celebrations, our families, our very own selves demand a continuation of good spirit and good cheer. Ingrid and I send along our best wishes for a meaningful Christmas and a bucketful of dreams coming true in 2016.

Numeris President **Jim MacLeod** says goodbye beginning on the next page where he reflects on the plethora of initiatives, technological advancements and changes — including the big one from BBM to Numeris — which have occurred over his years at the helm. MacLeod leaves Numeris next month after a record number years in the leadership role.

And the *PPM* numbers for Canada's major RADIO markets can be found immediately following Jim MacLeod's article.



Jim MacLeod on the importance of Numeris data

Books. Stacks of books coming off an Air Canada jet in the cargo building at Calgary airport. Every broadcaster from Southern Alberta was there despite it being after midnight but all united in a common goal: get the BBM ratings hours ahead of the release deadline.

One broadcaster was supposed to be the pick-up point, with a strict embargo not to release one minute before the time set by the BBM Board. We all knew the drill. By some magic we found out which flight the shipment was on and we were all there! You might call it a conspiracy but what it really underlines is the importance of Numeris data to the industry.

That was my introduction to the real world of BBM. I had been a PD and used the numbers for many years before that in other markets but this was my first foray into management in an intensely competitive market (and Calgary was that in 1982!).

I came away with a good understanding that people's careers rise and fall on those numbers and that has underpinned every decision I have been involved with at Numeris since 2001. Simply put, we need to be the highest quality, the most reliable, and use the best technology because it matters, it really matters.



Fifteen years is a long time, especially when you consider I was thinking three years would be more than enough when I walked in the door at 1500 Don Mills Road in Toronto for the first time as a BBM staffer.

In 2001 the television Picture Matching service was, at best, a work in progress. We had rolled out in Vancouver in 1998, and that first market is always a massive undertaking. Owen Charlebois (my predecessor) had done the heavy lifting and had agreements in place for a full electronic meter service but we were still rolling it out.

Books. Members were probably still haunting the airline cargo counters the night before release. We were the largest publisher in the Commonwealth in terms of titles. Great titles like Toronto EM Fall 1997, and there was always a sequel. I saw my mission as getting us out of the publishing business.

BBM had made some steps in that direction. As far back as the days when Peter Jones was president, BBM was moving away from books with the invention of microBBM. But books were still the backbone. What to do?

There is always a solution, Mr Spock.

By 2002 we were ready to start installing Picture Matching to make the final market reportable—Montreal Franco. BBM was a partner with Arbitron in the development of PPM and on one of our update meetings in Columbia, Maryland Ron Bremner, a BBM VP at the time, and I had the same thought: this might be ready for prime time.

We did a joint Arbitron/BBM presentation to our Montreal television members asking them if they would be the launch market for wireless PPM measurement rather than Picture Matching.

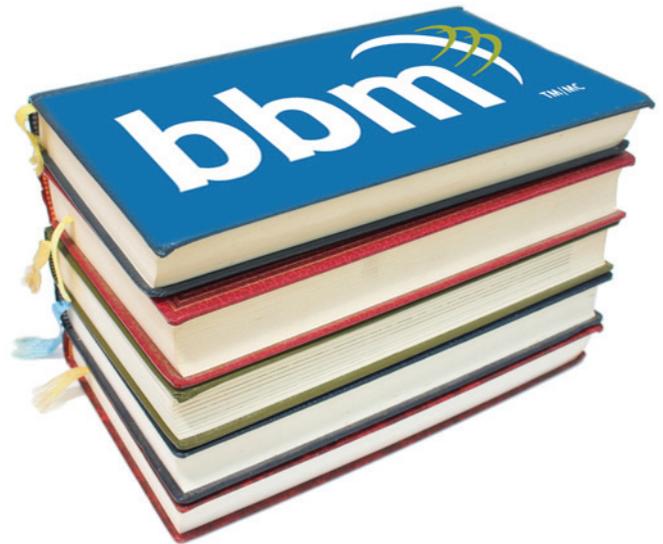
They said yes, with one condition: we remove the Picture Matching we had installed in Quebec in 2001 so their full market would use the cutting edge technology.

Done.

In September 2004, thanks to our very forward looking Quebec members, BBM launched the first commercial PPM service in Quebec Regional and Montreal television.

While we were at it we encoded all the Montreal radio stations. Just seemed like the next big thing for radio, and this would give us a good dataset when that day came.

There was an interesting side project moving along as we were rolling out PPM. Nielsen and BBM had started talking about getting Canada to a single television measurement service. Canada was the only country in the world with directly competitive television measurement services. The truth is that did not serve anyone well. Lorraine Hadfield, the Nielsen executive in charge of the Canadian operation, made that point to BBM in an initial meeting, and a long process started.





The JV is an incredibly complex deal yet brought Canada a single television service and paved the way for the industry to select a new technology.

Owen Charlebois had done a deal with Nielsen in 1995 to encourage the introduction of electronic measurement to Canada but that deal blew up, literally, in 1997 when the BBM Board tore it up.

That sent BBM looking for its own electronic measurement solution and, after scouring the world, the TNS Picture Matching system was deemed to be superior to the Nielsen frequency system and was selected. Neither company could know that both technologies would be rendered obsolete in a handful of years.

Yes! That includes the same Picture Matching system launched in 1998 and being replaced by PPM in 2003. Underlines how fast the technology cycles are.

Indeed, the PPM system we started with in 2004 would be seen as a relic today. It had no Out of Home measurement, 27 hour battery life, and needed to be anchored to a phone line each night for data collection.

Today PPM has a screen for panellist info, 88 hour battery life, reports data by cellular each night, measures Out of Home, measures live streaming, measures Non Linear such as VOD, reports radio and television from the same panels. It is world leading technology, as it was in 2004, but it has taken the addition of at least one new significant feature each year to keep it there.

Fast forward to the 2006 Canadian Association of Broadcasters meeting in Vancouver. John Hayes of Corus was Chair of the Radio Executive Committee and he shared our view that PPM was the future for radio. He got us an hour on the stage with instructions to “hit one out of the park”.

Few presentations got the work this one did by both BBM and Arbitron. We had the best from Arbitron with us, and it was just one of those days when the stars align. The presentations could not have clicked better.

Bottom line: radio shared the vision, and a six-market PPM service rolled out less than two years later. For the record, that was radio leading the way. Television at the time was still Picture Matching (except Quebec PPM) and Nielsen-wired meters.

Meantime, back at the lawyers and the Competition Bureau and Nielsen headquarters at 770 Broadway we were working on what ultimately became the Joint Venture (JV). It was taking a long time.

The JV is an incredibly complex deal yet brought Canada a single television service and paved the way for the industry to select a new technology.

A side benefit to the JV was the creation of a separate entity to market the software that had been inside the BBM measurement service. BBM had developed and marketed good software on our “end the books mission”, but even

better software was possible. What is now NLogic was born with a mandate take over the BBM software, operate commercially and encourage innovative new software and analysis solutions. After the JV, Nielsen was still offering software and services as were other companies. Creating a standalone commercial company ensures all companies compete for this business on the same basis. I believe NLogic has been successful in its own right and is a benefit to the industry flowing from the JV.

In 2007 the television industry agreed with BBM that the day of the wired meter was over. BBM had adopted the Nielsen meter for the JV, and it had become almost impossible for any wired technology to keep up with the flood of digital televisions and set top boxes.

BBM engaged the Mergers & Acquisition practice of its auditors, Taylor Liebow, to ensure a selection process was free of any bias. It was a great committee, chaired by Kathy Gardner, and met for months with 100% attendance. Jim Peacock, a well-respected U.S. researcher, was engaged and available to each committee member for advice. Every measurement organization in the world was invited to bid. Taylor Leibow whittled the list from six to three that met bid qualifications, and each had half a day to strut their stuff for the committee. A weighted score card, created by the committee prior to any bids, set out the ideal system for the future. Each was scored on that card with no knowledge of cost. Then, costs were disclosed and added to the score card. PPM was selected in both rounds.

Television and radio elected to combine their PPM services for an annual saving of \$3 million. The first year of PPM was \$8 million cheaper for television than the wired service. The JV had saved the industry several million dollars a couple of years earlier. All in all, welcome savings.

That gets the technology to 2015. Since the 2009 PPM rollout the television industry has added two new PPM markets: Edmonton and Montreal Anglo.

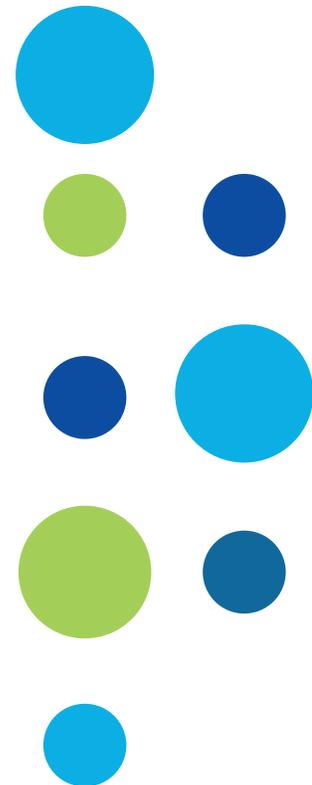
Numeris has also added VOD measurement using the PPM panels, a world first. A cross media data base is unique in the world—the same homes usage of radio and television in one database.

Radio is about to make full use of PPM data with its decision to adopt overnight data release early in 2016.

Numeris looks forward and our two year old Innovation Lab headed by Eric Blais is full of ideas. Most will not see the light of day but it only takes one to make all the effort worthwhile. Watch this space because I think he has found that one!

We have not forgotten about diaries. Lisa Eaton heads what we are calling BTO—Boil the Ocean—looking at every possible idea no matter how impossible it may sound. Measurement in smaller markets remains a cornerstone of Numeris. We need to ensure the best technology for the available dollars.

Perhaps the biggest change was walking away from 70 years





NUMERIS

of history leaving “BBM” to be the name of a cellular messaging service and adopting a brand that just seems to say everything we aspire to: Numeris.

We were able to keep the branding process to a very tight circle and all but a handful of key staff saw the Numeris name and logo for the first time on June 19, 2014. When the curtain was pulled and the new logo unveiled to the board there was clapping—whew!

The Numeris brand sets up high expectations and the simple but bold logo projects a true image of who we are. Yes, Numeris is a very different company than BBM Canada was.

Canada should be proud of our measurement system. We attend a few international conferences and at every one of them our peers marvel and what we have done. Most of the world is still wired to the TV, filling in diaries (even in huge markets such as Britain), or doing day after recall. Numeris looks like the Starship Enterprise in comparison.

So, how do we do this? Industry ownership. Industry guidance. Dedicated board and committee members. That is the magic. It is the unwavering support of the radio and television broadcasters, the agencies and advertisers who sit on our board. They have never said no to a good idea.

We have had a lot of good ideas because we have a great blend of thinkers on our staff and those who can turn those visions into reality.

When the tri-partite system was started in 1944 it was good work. Successive boards have built on that. Canada is well positioned for the next move into digital. We owe a vote of thanks to scores of volunteers who have put in more time and effort at BBM and Numeris than you can ever imagine.

Oh, those books. We published the last one in 2009. But, they live on. As one of the last projects on my watch we are digitizing every book we have ever published. They will be in a searchable database, readily available, so Canada’s broadcast history is preserved. Launch will be in about a year.

I hope our new president, Neil McEneaney, remembers to invite me if there is a bonfire when the digitization is done.

We have 6,200 books. Could be a good one!

Jim MacLeod is the soon-to-retire president of Numeris. He can be reached at jim.macleod@numeris.ca.

NUMERIS PPM Top-line Radio Statistics

Survey period: Radio Meter 2015/16 – August 31, 2015 - November 29, 2015

Demographic: A12+
 Daypart: Monday to Sunday 2am-2am
 Data type: Respondent

Station	Station ID	Owner	Share% Fall 2015	Share% Summer 2015	Share% Spring 2015	Share% Winter 2014/15	Share% Fall 2014
Calgary (Average Daily Universe: 1,235,000)							
CKRY-FM	Country 105	Corus	10.3	10.9	10.6	11.3	11.4
CFXL-FM	XL 103	Newcap	9.4	10.5	9.9	8.2	7.3
CHQR	AM 770 CHQR	Corus	9.4	8.5	7.6	6.8	7.2
CBR	CBC Radio One	CBC	8.3	7.9	7.2	7.8	7.6
CFGQ-FM	Q107	Corus	6.4	5.8	6.4	5.6	5.7
CIBK-FM	Virgin Radio 98-5	Bell Media	6.1	5.8	7.2	5.8	6.4
CFEX-FM	X92.9 FM	Harvard	4.9	4.0	4.9	4.3	3.8
CJAY-FM	CJAY 92	Bell Media	4.7	4.5	4.2	4.8	5.3
CHFM-FM	KiSS 95.9	Rogers	4.6	4.4	4.8	8.4	7.2
CFFR	660NEWS	Rogers	4.4	5.0	4.7	5.7	5.4
CHUP-FM	Soft Rock 97.7	Rawlco	4.2	5.0	4.1	3.4	2.8
CKMP-FM	90.3 AMP	Newcap	4.0	5.3	4.9	4.2	4.5
CFAC	Sportsnet 960 The FAN	Rogers	3.5	2.7	3.6	3.6	3.3
CJAQ-FM	96.9 JACKfm	Rogers	3.5	3.8	3.8	4.6	5.5
CKCE-FM	KooL 101.5 FM	JPBG	3.1	3.2	4.9	3.9	3.9
CBR-FM	CBC Radio 2	CBC	2.1	2.0	1.6	1.8	1.9
CKMX	FUNNY 1060 AM	Bell Media	1.8	2.4	1.1	1.2	1.4
CHPK-FM	95.3 The Peak	JPBG	1.5	1.7	1.4	1.3	1.1

Station	Station ID	Owner	Share% Fall 2015	Share% Summer 2015	Share% Spring 2015	Share% Winter 2014/15	Share% Fall 2014
Edmonton CTRL (Average Daily Universe: 1,174,000)							
CKNO-FM	102.3 FM NOW! radio	Rawlco	10.4	11.9	12.0	11.8	13.7
CHED	AM 630 CHED	Corus	9.5	8.4	8.2	8.4	9.4
CBX+	CBC Radio One	CBC	7.9	8.6	10.2	11.5	10.0
CKRA-FM	96.3 CAPITAL FM	Newcap	7.8	8.4	8.2	9.7	8.1
CIUP-FM	up! 99.3 FM	JPBG	6.7	5.6	4.8	5.2	5.2
CISN-FM	CISN Country 103.9	Corus	6.6	7.8	6.9	6.0	6.1
CFCW *	840 CFCW	Newcap	5.7	4.6	5.4	5.8	5.8
CIRK-FM	K-97	Newcap	5.7	5.9	5.3	5.2	5.3
CHDI-FM	Sonic 102.9	Rogers	5.5	4.9	4.4	4.4	4.3
CFBR-FM	The Bear	Bell Media	4.8	4.7	5.3	4.7	3.9
CHBN-FM	91.7 The Bounce	Rogers	4.8	4.3	4.8	3.5	4.1
CKNG-FM	Fresh Radio 92.5	Corus	3.8	5.0	4.6	4.6	4.5
CFRN	TSN 1260	Bell Media	3.3	2.9	2.8	2.3	2.7
CJNW-FM	HOT 107 FM	Harvard	3.2	2.8	2.9	2.9	3.0
CKEA-FM	95.7 CRUZ fm	Harvard	3.2	2.9	2.8	1.9	2.0
CFMG-FM	Virgin Radio 104.9	Bell Media	3.1	3.6	3.3	3.4	4.1
CKUA-FM	CKUA Radio Network	CKUA	1.8	1.4	2.0	1.8	N/A
CBX-FM	CBC Radio 2	CBC	1.5	1.2	1.1	0.8	0.7
CHQT	iNews880	Corus	1.0	0.9	0.8	0.7	1.0

* = spill station

Station	Station ID	Owner	Share% Fall 2015	Share% Summer 2015	Share% Spring 2015	Share% Winter 2014/15	Share% Fall 2014
Montreal CTRL Anglo (Average Daily Universe: 797,000)							
CJAD	CJAD 800 AM	Bell Media	28.0	28.1	25.3	26.1	24.3
CKBE-FM	92.5 The Beat	Cogeco	17.5	17.7	18.0	19.9	17.6
CJFM-FM	Virgin Radio 96	Bell Media	16.2	17.0	15.9	14.2	15.7
CHOM-FM	CHOM 97.7	Bell Media	11.7	12.2	12.5	12.2	12.7
CBME-FM	CBC Radio One	CBC	6.5	6.3	7.4	7.9	9.9
CKGM	TSN 690	Bell Media	4.2	3.5	5.2	3.8	3.5
CFGL-FM	Rythme FM 105,7	Cogeco	2.1	2.4	2.4	2.5	2.8
CHMP-FM	98,5 fm	Cogeco	1.8	1.4	1.5	1.3	1.4
CJPX-FM	Radio Classique Montréal	Média ClassiQ	1.6	1.2	1.2	1.7	1.8
CBM-FM	CBC Radio 2	CBC	1.5	1.3	1.5	2.1	2.4
CKOI-FM	CKOI 96,9 Montreal	Cogeco	1.4	1.0	0.8	0.9	1.0
CITE-FM	Rouge fm 107,3	Bell Media	1.1	1.2	1.4	1.4	1.7
CKMF-FM	ENERGIE Montreal 94.3	Bell Media	0.9	0.9	1.2	0.6	0.8
CBF-FM	ICI Radio-Canada Première	CBC	0.6	0.4	0.7	0.8	1.0
CBFX-FM	ICI Musique	CBC	0.2	0.2	0.1	0.2	0.2
CKAC	Radio Circulation 730	Cogeco	0.2	0.4	0.3	0.3	0.3
CKLX-FM	91.9 Sport	RNC Media	0.1	0.1	0.1	0.0	0.1

Station	Station ID	Owner	Share% Fall 2015	Share% Summer 2015	Share% Spring 2015	Share% Winter 2014/15	Share% Fall 2014
Montreal CTRL Franco (Average Daily Universe: 2,738,000)							
CHMP-FM	98,5 fm	Cogeco	22.7	19.6	23.3	21.8	23.1
CFGL-FM	Rythme FM 105,7	Cogeco	17.1	18.7	17.9	16.6	17.0
CITE-FM	Rouge fm 107,3	Bell Media	11.8	14.0	12.0	11.8	13.1
CBF-FM	ICI Radio-Canada Première	CBC	9.9	8.4	10.5	11.6	12.9
CKOI-FM	CKOI 96,9 Montreal	Cogeco	8.5	8.7	7.0	7.3	5.6
CKBE-FM	92.5 The Beat	Cogeco	5.8	5.7	4.8	5.1	4.6
CKMF-FM	ENERGIE Montreal 94.3	Bell Media	5.8	6.3	6.9	6.6	5.9
CJFM-FM	Virgin Radio 96	Bell Media	4.6	5.7	4.7	5.0	5.1
CHOM-FM	CHOM 97.7 FM	Bell Media	3.9	3.4	3.0	3.5	3.5
CJPX-FM	Radio-classique Montréal	Média ClassiQ	3.0	3.2	3.2	3.7	3.0
CBFX-FM	ICI Musique	CBC	2.6	2.5	2.3	2.7	2.4
CKLX-FM	91.9 Sport	RNC Media	1.2	0.4	0.9	0.9	1.1
CJAD	CJAD 800 AM	Bell Media	0.5	0.4	0.5	0.4	0.1
CBM-FM	CBC Radio 2	CBC	0.4	0.6	0.5	0.4	0.3
CKAC	Radio Circulation 730	Cogeco	0.3	0.3	0.3	0.3	0.3
CBME-FM	CBC Radio One	CBC	0.2	0.1	0.2	0.1	0.0
CKGM	TSN 690	Bell Media	0.1	0.1	0.1	0.1	0.0

Station	Station ID	Owner	Share% Fall 2015	Share% Summer 2015	Share% Spring 2015	Share% Winter 2014/15	Share% Fall 2014
Toronto CTRL (Average Daily Universe: 5,321,000)							
CHFI-FM	98.1 CHFI	Rogers	9.9	9.6	9.4	13.6	13.0
CBLA-FM	CBC Radio One	CBC	9.7	8.7	9.3	9.0	8.7
CHBM-FM	boom 97.3	Newcap	9.0	8.7	8.4	6.5	6.4
CHUM-FM	104.5 CHUM-FM	Bell Media	8.9	9.5	9.5	10.1	10.0
CFRB	NEWSTALK 1010	Bell Media	7.0	6.8	7.8	7.2	7.5
CFTR	680News	Rogers	5.7	5.5	5.4	6.1	6.0
CKFM-FM	Virgin Radio 999	Bell Media	5.5	6.3	5.5	5.2	5.6
CILQ-FM	Q107	Corus	4.9	5.8	5.3	3.9	5.5
CJCL	Sportsnet 590 The FAN	Rogers	4.9	4.0	3.1	2.5	2.4
CFZM	Zoomer Radio	ZoomerMedia	4.6	4.3	3.5	3.7	3.7
CFMZ-F+	Classical FM	ZoomerMedia	4.2	4.2	6.1	7.7	6.5
CKIS-FM	KiSS 92.5	Rogers	3.6	4.0	4.2	3.5	3.8
CFNY-FM	102.1 The Edge	Corus	3.4	4.2	3.0	2.7	2.7
CBL-FM	CBC Radio 2	CBC	2.6	2.1	2.2	2.2	1.8
CFMJ	AM640	Corus	2.6	2.1	2.3	2.7	2.0
CFXJ-FM	FLOW 93.5	Newcap	2.5	3.0	3.1	2.0	2.1
CIDC-FM	Z103.5	ERG	2.3	2.7	2.3	2.5	2.3
CKFG-FM	G98.7	IBN	1.5	1.4	1.6	1.7	2.8
CIND-FM	Indie88	Cent.Ont.B'casting	1.4	1.5	1.4	1.3	1.2
CKDX-FM	Jewel 88.5	ERG	1.2	1.1	1.8	1.6	1.2
CHKX-FM*	KX 94.7	Durham Radio	1.1	1.0	1.0	0.8	0.9
CJRT-FM	JAZZ.FM91	CJRT-FM Inc.	1.0	1.3	1.3	1.2	1.5
CHUM	TSN 1050	Bell Media	0.6	0.5	0.7	0.9	0.7
CINA	Radio CINA	Neetie Ray	0.5	0.4	0.6	0.7	0.7
CING-FM*	Fresh Radio 95.3	Corus	0.5	0.7	0.8	0.5	0.5

* = spill station

Station	Station ID	Owner	Share% Fall 2015	Share% Summer 2015	Share% Spring 2015	Share% Winter 2014/15	Share% Fall 2014
Vancouver (Average Daily Universe: 2,229,000)							
CHQM-FM	103.5 QMFM	Bell Media	13.7	11.4	11.4	12.4	11.2
CBU+	CBC Radio One	CBC	12.7	10.3	12.2	14.1	12.5
CKNW	CKNW	Corus	9.3	9.8	8.1	6.9	8.7
CFMI-FM	Rock 101	Corus	6.7	7.2	7.4	7.3	6.7
CFBT-FM	94.5 Virgin Radio	Bell Media	6.5	6.8	6.8	6.3	7.2
CKWX	News1130	Rogers	6.0	6.4	5.7	6.2	6.8
CFOX-FM	CFOX	Corus	5.5	5.4	5.7	5.5	4.2
CJAX-FM	96.9 JACKfm	Rogers	5.2	6.8	5.7	4.2	5.9
CJJR-FM	JRfm 93.7	JPBG	4.9	5.5	5.7	5.2	7.1
CKZZ-FM	Z95.3	Newcap	4.7	5.9	7.5	5.8	5.1
CISL	CISL 650	Newcap	4.5	3.6	3.4	3.2	1.8
CKKS-FM*	KiSS RADiO	Rogers	3.4	3.4	3.7	3.7	3.7
CKPK-FM	102.7 The Peak	JPBG	3.4	3.4	2.9	3.4	3.8
CHLG-FM	LG104.3	Newcap	2.8	2.5	2.4	2.8	2.7
CBU-FM	CBC Radio 2	CBC	2.7	2.8	3.0	3.4	3.5
CKST	TSN 1040	Bell Media	2.5	1.9	2.8	2.6	2.3
KWPZ-FM*	Praise 106.5		1.3	2.0	1.4	1.6	2.0
CHMJ	AM730	Corus	0.8	0.7	0.6	0.8	0.9
CFTE	TSN 1410	Bell Media	0.6	0.3	0.2	0.4	0.2