

BROADCAST Dialogue

Essential Reading

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Volume 24, Number 5

RADIO/AUDIO:

The *Numeris* Spring 2016 Top-line Radio Statistics diary ratings for selected markets from coast to coast can be found beginning on Page 5...

The *Rogers Radio Fort McMurray* stations (*ROCK 97.9* and *Country 93.3*) are now back in the city, having been invited to return early by the Regional Municipality as an essential service. A small contingent of engineering and on-air staff, plus PD John Knox, arrived on Saturday. Since their evacuation May 4, the two stations had been airing signals from other Rogers stations. The first simulcasts came from *660 News Calgary* which amped coverage to include Fort Mac. Later, signals were switched so that *CFGP Grande Prairie* was heard on ROCK 97.9's transmitter and *Country 104.3 Sault Ste. Marie* was aired on the Fort Mac Country 93.3 transmitter. Broadcasting began from Rogers Fort McMurray May 30, with six hours of Country 93.3 simulcast on ROCK and then six hours of ROCK 97.9 simulcast on Country. Beginning today (Thursday), there will be 12 hours each of Country 93.3 and ROCK 97.9 broadcast from their studios...



The two *Harvard Broadcasting* stations in Fort McMurray, *Mix 103.7* and *100.5 CRUZ fm*, were back on air May 24. Being named an essential service, Harvard also received early access to the city. The rest of the staff will be able to return June 15...

Elizabeth Laird, the GM of *NL Broadcasting*-owned *Q-101 Merritt*, has filed an application to purchase the controlling interest in the station. She has been a minority shareholder since 1993. If the *CRTC* approves, it will give Laird sole ownership...

Connecting with radio changes as millennials move through life stages, according to *Nielsen*. Millennials should not be considered a uniform, homogeneous group, since their lives undergo rapid changes by entering the workforce, moving into their own homes and starting families. For insight on how these life stages influence how and when they listen to the radio, click [HERE](#)...

Eric Friesen received an honorary Doctor of Laws degree at *Brandon University's* Spring Convocation Friday. Friesen began his career at *CFAM Altona* before hosting a number of *CBC* programs and being the PD for the

launch of classical and jazz station *Classic 107 Winnipeg*. He's now a consultant for *Radio New Zealand*...

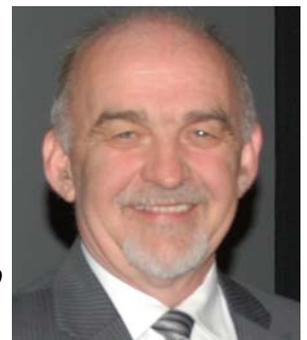
The *Life-Changing Care Radiothon* on *CFRA Ottawa* for the *Bruyère Foundation* had hoped to raise \$100,000 for the *Elisabeth Bruyère Hospital*. The target was met and exceeded: \$162,362. The radiothon supports Bruyere's three focus areas of brain health care and research, seniors' health, and chronic conditions and rehab...

The Crown is seeking a six-to-eight year prison sentence for **Maninder Gill**, the former managing director of *Radio India* in Surrey, who was convicted of aggravated assault after a shooting. Gill's lawyer argued that his client should get the minimum sentence of four years...

CFWE Edmonton, at 98.5, has increased power to 100,000 watts from 9,300.

REVOLVING DOOR:

Hilary Montbourquette, after a 26-year career with the same broadcast owner that took him to stations from St. John's to Kelowna with stops in-between, parted company with *Newcap* May 31. His most recent responsibilities were as director, western regional operations and as GM of *KG Country (CKGY-FM)/Z98.9 (CIZZ) Red Deer*. Montbourquette was GM at *Q93/KIXX Country St. John's, C103/XL96 Moncton* and then added GM at *FRED-FM Fredericton*. In Dec, 2009, he moved to become GM/GSM at Newcap's *Alberta Radio South Group* stations (*CKGY-FM* and *CIZZ-FM Red Deer, CIBQ* and *CIXF-FM Brooks, CJPR-FM Blairmore, CKDQ Drumheller* and *CKSQ Stettler*)...



Hilary Montbourquette

Richard Madan, the six-year Parliamentary correspondent for *CTV National News*, is moving. He'll join CTV's Washington bureau...

Nick Dixon, an 11-year anchor at *CHCH-TV Hamilton*, has resigned in favour of a new position. He's moving to *CP24 Toronto* as an anchor/reporter...

CHCH-TV assignment editor **Carly Conway** has also resigned. She's moving to *CTV Toronto*...

Frankie Hollywood, ex mornings at *Energy 106 Winnipeg* where he'd been for four years, has returned to Eastern Canada. He began in mornings at *Newcap's Mix 96.5 Halifax* May 31. Before moving to Winnipeg, Hollywood did mornings at *101.3 The Bounce Halifax*...

Lori Gilfix is the new GSM at *Jewel 100.5 (CFJL)/CKJS AM810 Multicultural Winnipeg*. The former 13-year *Bell Media* employee's last position with them was as a retail sales manager. **Mike Fabian** remains GSM at *CHWE Energy 106 Winnipeg* while he remains on a leave of absence for health reasons. An interim replacement for him is being arranged...



Lori Gilfix

Mike Uhrich is the new MD/APD/swing announcer at *94.3 The Drive Winnipeg*. He was a digital content producer with *Bell Media Winnipeg* and, before that, was part of the *QX104* and *Virgin Radio* cluster as digital content producer and AMD at QX104...

Kimberley Sullivan, former co-host of the *Vinny & Sulli Super Show* on *The Beat 92.5 Montreal*, is now host of *The Checklist* on *Videotron's Matv...*

Ron Funnell, who joined *The Grand @ 101 Fergus* in February as general sales manager, has added GM duties to his role...

Luca James is the new morning host/MD at *97.7 The Spur St. Paul*. He moves from *FOX FM Yorkton*. Before that, he was on air/production and creative at *93.1 The One Leduc* and *88.1 The One Stony Plain...*

Tracy Seeley has been appointed executive producer of *CBCNews.ca*. She moves from the London bureau where she'd been a producer the last three years...

Marcy Mailloux, after a five-year absence from radio, has returned to her previous job as promotions director at *Rogers Media Vancouver*. Her background includes *CKIQ Kelowna*, *Mountain FM Squamish* and *99.3 The FOX Vancouver...*



Chris Chacon, ex of *Newcap's CKSA-TV/CITL-TV Lloydminster*, is *CKPG-TV Prince George's* new news anchor. He began May 27.

Celebrate the arrival of new staff by sending a note to ingrid@broadcastdialogue.com. Tell us where they worked before and what they're going to be doing at your place.

TELEVISION/VIDEO:

Allarco Entertainment 2008 Inc., the Edmonton company that owns the *Super Channel* pay TV network, owes creditors \$115 million and has been granted bankruptcy protection by an Edmonton judge. Super Channel provides four channels in high definition and standard definition, as well as video on demand. The judge agreed to give Allarco protection from creditors for at least 30 days while it goes through a court-supervised restructuring. About \$72 million of Allarco's debt is secured by company assets. Over the last 18 months, the company has been hit by subscriber drop-outs...

Trina McQueen has been appointed to the *TVO* Board as the new Vice-Chair for a three year-term that began in May...

U.S. television networks, in trying to deal with Donald Trump's overwhelming daily presence and Hillary Clinton's aversion to TV appearances, are working to present balance, credibility, fairness and ratings. The candidates' respective approaches has strained networks, leading to strategies such as adding more fact-checks to aired segments, hosting voter town halls and bringing in campaign surrogates and on-air contributors...

Bell Media will commission all-new original scripted series in 4K. By doing so, it says, it will make it the first broadcaster in North America to commit to the new standard. The upcoming IHEARTRADIO MUCH MUSIC Video Awards this month will also be produced in 4K.

GENERAL:

Todd Spencer, the former executive director of human resources and industrial relations at *CBC*, has sued the public broadcaster for more than \$700,000. Spencer was fired for his role in the internal investigation into Jian Ghomeshi's conduct and says he was politically scapegoated. In the lawsuit, he accuses CBC of publicly shaming and sacrificing him so as to send a message to the Canadian public that the CBC takes matters of workplace harassment seriously. He claims CBC concocted false excuses to fire him, including claims of dishonesty and negligence...

At the *Canadian Association of Journalists* (CAJ) conference banquet in Edmonton on the weekend, broadcast winners were:

Open Broadcast Feature

Karin Wells, *CBC Radio One - The Sunday Edition*

Open Broadcast News

Anton Koschany, Victor Malarek, Sarah Stevens, Brett Mitchell, *CTV-W5*

Community Broadcast

Natalie Clancy, Paisley Woodward, *CBC News Vancouver*

CAI/Marketwired Data Journalism

Diana Swain, Timothy Sawa, Lori Ward, *CBC News Investigative Unit/CBC/The National*

Online Media

Cate Friesen, Cecil Rosner, Connie Walker, Duncan McCue, Tiar Wilson, Kimberly Ivany, Martha Troian, Chantelle Bellrichard, Joanne Levasseur, Teghan Beaudette, Kristy Hoffman, Donna Lee, Tara Lindemann, William Wolfe-Wylie, Richard Grasley, Michael Leschart, Michael Pereira *CBC News*

Daily Excellence

Margaret Evans, *CBC Radio One - The World This Weekend*

Human Rights Reporting

Dennis Ward, Murray Oliver, *APTN Investigates*

Labour Reporting

Melissa Ridgen, *APTN Investigates* and Nick Purdon, Leonardo Palleja, *CBC News-The National*

The *CAJ* and *APTN* have a new fellowship aimed at improving the skills of Indigenous journalists. The *Aboriginal Investigative Journalism Fellowship* will provide a 12-week paid placement with the *APTN Investigates* team in Winnipeg.



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SIGN-OFFS:

Stanley Burke, 93, in Kingston. The former anchor of *CBC's The National* from 1966 to 1969 was also a foreign correspondent. He reported from Berlin just after the barricades went up separating East and West Germany in 1961. Burke also launched a campaign to raise awareness of the Biafran civil war, a battle in Nigeria to fight the secession of Biafra as an independent state...

Doug O'Brien, 80, of a massive heart attack, in Flin Flon. O'Brien moved from *CJME Regina* to CFAR Flin Flon in 1972 to become GM. Later, he purchased the station. Over time, the O'Brien family would buy *CJAR The Pas* and *CHTM Thompson* and form the *Arctic Radio Network*. His son, Tom, who lives in Thompson, became the owner of the three stations in 2000.

NUMERIS
Top-line Radio Statistics
Spring 2016
February 29–April 24, 2016

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
St. John's CTRL (Universe: 185,890)						
VOCM	VOCM	Newcap	24.7	24.7	24.1	21.7
VOCM-FM	K-Rock 97.5	Newcap	13.6	14.6	15.0	14.1
CKSJ-FM	Coast 101.1 fm	Coast Broadcasting	13.4	12.3	15.3	11.5
CBN	CBC Radio One	CBC	13.1	16.8	13.3	14.1
CKIX-FM	99.1 HITS-FM	Newcap	11.6	11.8	13.9	12.7
CHOZ-F+	OZ FM	Nfld Broadcasting Co.	7.9	5.2	4.0	7.4
CBN-FM	CBC Radio 2	CBC	3.0	3.3	2.3	4.6
CJYQ	KIXX Country 930	Newcap	0.6	0.8	0.4	0.8

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Halifax CTRL (Universe: 359,520)						
CBHA-FM	CBC Radio One	CBC	17.3	19.6	18.4	18.4
CFRQ-FM	Q104	Newcap	11.3	9.8	11.1	8.1
CHFX-FM	FX 1019	MBS	9.3	9.8	11.4	14.6
CIOO-FM	C100	Bell Media	9.3	8.8	9.0	9.4
CFLT-FM	92.9 JACKfm	Rogers	6.8	5.4	6.7	7.0
CJCH-FM	101.3 The BOUNCE	Bell Media	6.7	7.7	6.5	5.3
CHNS-FM	89.9 the Wave	MBS	5.6	6.2	5.4	7.7
CJNI-FM	News 95.7	Rogers	5.6	6.1	5.5	5.0
CBH-FM	CBC Radio 2	CBC	4.4	3.8	4.6	3.4
CKHZ-FM	Hot Country 103.5 FM	Evanov RG	3.8	3.0	1.9	2.6
CKHY-FM	LIVE 105	Evanov RG	3.0	3.6	2.8	3.4
CKUL-FM	Mix 96.5	Newcap	2.8	3.4	4.1	3.3
CBAX-FM	ICI Musique	CBC	0.5	0.6	0.5	0.6

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Saint John CTRL (Universe: 111,720)						
CHSJ-FM	Country 94.1	Acadia	23.7	21.2	28.7	22.1
CBD-FM	CBC Radio One	CBC	20.0	17.8	18.0	21.1
CHWV-FM	97.3 The Wave	Acadia	17.3	18.5	16.5	19.0
CHNI-FM	Rock 88.9	Newcap	8.9	11.7	13.0	11.3
CJYC-FM	Kool 98	MBS	7.4	9.2	4.4	8.2
CIOK-FM	K100	MBS	7.1	8.4	4.5	4.0
CFBC	93 CFBC	MBS	2.0	1.5	1.6	2.5

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Moncton CTRL (Universe: 132,630)						
CKNI-FM	91.9 The Bend	Acadia	15.3	11.1	11.5	10.1
CJMO-FM	C103	Newcap	14.6	13.3	11.2	11.0
CBAM-FM	CBC Radio One	CBC	13.5	11.6	11.2	16.1
CJXL-FM	XL 96.9	Newcap	12.5	19.0	17.9	17.7
CKCW-FM	K94.5	MBS	9.3	13.8	15.2	12.8
CFQM-FM	MAX FM 103.9	MBS	8.2	7.2	8.7	7.8
CFBO-FM	BO FM	Radio Beauséjour	1.9	0.6	0.8	0.8
CBAL-FM	ICI Musique	CBC	1.0	1.3	2.0	1.6
CHOY-FM	Choix fm 99,9	MBS	0.8	0.4	0.8	0.6

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Quebec City CTRL (Universe: 712,570)						
CJMF-FM	FM93	Cogeco Diffusion	15.5	17.7	15.5	14.4
CHOI-FM	CHOI 98,1 Radio X	RNC Media	14.5	11.1	9.5	17.7
CBV-FM	ICI Radio-Canada Premiere	CBC	12.9	12.3	14.5	11.2
CITF-FM	Rouge 107,5 fm	Bell Media	11.3	12.3	14.1	12.4
CJEC-FM	WKND 91.9	Leclerc Comm.	7.9	7.9	5.9	5.3
CHIK-FM	ENERGIE 98,9 Quebec	Bell Media	7.8	9.4	7.8	6.0
CFOM-FM	M FM 102,9	Cogeco Diffusion	6.6	7.2	7.3	7.4
CJSQ-FM	Radio-classique	Média ClassiQ	5.3	2.5	4.7	4.6
CHXX-FM	Rock 100,9	RNC Media	4.5	4.4	3.8	4.2
CFEL-FM	blvd 102,1	Leclerc Comm.	4.3	5.4	5.1	5.3
CBVX-FM	ICI Musique	CBC	2.6	3.2	3.4	2.9
CBVE-FM	CBC Radio One	CBC	0.6	0.6	0.7	0.2

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Sherbrooke CTRL (Universe: 213,790)						
CITE-F4	Rouge fm 107,3	Bell Media	20.5	22.1	21.9	20.7
CIMO-FM	ENERGIE 106,1	Bell Media	19.6	21.0	19.9	21.6
CBF-F10	ICI Radio-Canada Premiere	CBC	13.8	14.8	14.0	14.6
CKOY-FM	107,7 FM	Cogeco Diffusion	10.0	10.6	9.8	8.7
CFGE-FM	Rythme 93,7	Cogeco Diffusion	9.1	7.3	6.8	8.8
CBFX-F2		CBC	4.6	3.4	5.6	4.0

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Trois-Rivieres CTRL (Universe: 140,280)						
CIGB-FM	ENERGIE 102,3	Bell Media	15.4	16.8	15.6	15.7
CHEY-FM	Rouge fm	Bell Media	14.0	15.5	14.7	12.8
CJEB-FM	Rythme Mauricie	Cogeco Diffusion	13.8	16.5	20.8	18.1
CBF-FM8	ICI Radio-Canada Premiere	CBC	8.5	8.7	9.6	10.3
CKBN-FM	FM 90,5 CKBN	Radio Comm. Nicolet	8.3	9.0	5.2	7.5
CKOB-FM	FM 106,9 Mauricie	Cogeco Diffusion	7.0	7.2	6.2	7.1
CBFX-F1		CBC	6.2	5.6	2.9	3.2

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Saguenay CTRL (Universe: 151,970)						
CFIX-FM	Rouge fm 96,9	Bell Media	25.0	31.9	25.3	26.7
CJAB-FM	ENERGIE 94.5	Bell Media	19.1	17.5	20.6	19.7
CKYK-FM	KYK 95,7 RadioX	RNC Media	16.2	15.7	13.2	15.2
CBJ-FM	ICI Radio-Canada Premiere	CBC	12.6	10.4	9.8	10.0
CILM-F+	Rythme FM	Attraction Radio	9.3	7.1	8.9	6.8
CBJX-FM	ICI Musique	CBC	3.6	4.8	3.7	3.1

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Ottawa-Gatineau Anglo CTRL (Universe: 814,910)						
CBO-FM	CBC Radio One	CBC	23.6	22.9	23.4	18.8
CIHT-FM	Hot 89.9	Newcap	9.2	8.7	8.5	10.1
CFRA	580 CFRA	Bell Media	8.1	10.9	9.2	10.0
CJMJ-FM	Majic 100.3	Bell Media	7.9	6.8	5.9	5.9
CHEZ-FM	CHEZ 106	Rogers	7.8	7.5	7.2	6.4
CBOQ-FM	CBC Radio 2	CBC	5.3	5.3	5.9	5.8
CILV-FM	LIVE 88.5	Newcap	4.8	5.4	5.7	5.1
CJOT-FM	boom 99.7	Corus	4.7	3.5	3.0	2.1
CKBY-FM*	Country 101.1	Rogers	3.4	3.3	4.2	6.7
CFGO	TSN 1200	Bell Media	3.3	3.0	3.7	2.7
CISS-FM	105.3 KiSS FM	Rogers	3.2	3.2	3.3	4.6
CKQB-FM	JUMP! 106.9	Corus	3.1	3.3	3.4	3.6
CKKL-FM	New Country 94	Bell Media	2.9	2.9	2.7	3.3
CJWL-FM	98.5 The Jewel	ERG	2.1	2.6	3.3	3.2
CIWW	1310News	Rogers	1.3	1.1	0.6	0.7
CIDG-FM	101.9 DAWG FM	Torres Media	0.7	0.5	1.0	1.3
CBOX-FM	ICI Musique	CBC	0.6	0.8	0.8	0.6
CIMF-FM	Rouge 94,9 fm	Bell Media	0.6	0.5	0.4	0.4
CBOF-FM	ICI Radio-Canada Premiere	CBC	0.5	0.8	0.6	0.5
CHLX-FM	Rythme	RNC Media	0.1	0.3	0.1	0.2
CKOF-FM	FM 104,7 Outaouais	Cogeco Diffusion	0.1	0.2	0.2	0.0
CKTF-FM	ENERGIE 104,1	Bell Media	0.1	0.2	0.2	0.1
CFTX-FM	Capitale Rock	RNC Media	0.0	0.0	0.0	0.0

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Ottawa-Gatineau Franco CTRL (Universe: 342,110)						
CIMF-FM	Rouge 94,9 fm	Bell Media	16.5	17.7	24.4	22.2
CBOF-FM	ICI Radio-Canada Premiere	CBC	14.7	14.4	15.5	13.1
CKTF-FM	ENERGIE 104,1	Bell Media	11.7	11.8	9.4	11.0
CKOF-FM	FM 104,7 Outaouais	Cogeco Diffusion	9.4	6.9	8.2	7.1
CHLX-FM	Rythme	RNC Media	5.9	4.2	4.4	4.8
CHEZ-FM	CHEZ 106	Rogers	5.4	4.3	4.3	4.2
CIHT-FM	Hot 89.9	Newcap	5.0	5.2	4.5	5.8
CBOX-FM	ICI Musique	CBC	4.7	4.2	4.4	4.5
CKQB-FM	JUMP! 106.9	Corus	3.9	4.2	3.2	1.8
CJMJ-FM	Majic 100.3	Bell Media	2.1	2.6	1.5	2.5
CKKL-FM	New Country 94	Bell Media	2.1	2.1	1.3	1.2
CISS-FM	105.3 KiSS FM	Rogers	2.0	3.4	2.1	2.0
CJOT-FM	boom 99.7	Corus	1.6	1.6	1.6	0.9
CILV-FM	LIVE 88.5	Newcap	1.5	1.5	0.7	2.5
CKBY-F*	Country 101.1	Rogers	1.5	0.4	1.0	2.3
CBO-FM	CBC Radio One	CBC	1.4	1.4	1.4	2.2

CBOQ-FM	CBC Radio 2	CBC	1.2	1.8	1.7	2.2
CJWL-FM	98.5 The Jewel	ERG	0.8	2.0	1.4	0.7
CFTX-FM	Capitale Rock	RNC Media	0.5	0.5	0.3	0.8
CFGO	TSN 1200	Bell Media	0.4	0.5	0.6	0.3
CIDG-FM	101.9 DAWG FM	Torres Media	0.4	0.2	0.7	0.2
CFRA	580 CFRA	Bell Media	0.3	1.1	1.0	0.7
CIWW	1310News	Rogers	0.0	0.0	0.0	0.1

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Kingston CTRL (Universe: 150,460)						
CKXC-FM	93.5 Country	Rogers	19.9	18.7	17.3	24.2
CFLY-FM	98.3 FLY FM	Bell Media	14.8	11.4	13.1	13.5
CFMK-FM	Big 96.3	Corus	10.4	6.7	2.3	3.8
CIKR-FM	K-Rock 105.7	Rogers	8.8	10.4	9.0	7.8
CKWS-FM	fresh RADIO 104.3	Corus	4.0	6.3	8.3	4.4
WLYK-FM		Border Intern.B'dcasting	3.6	4.7	3.6	2.2
CKLC-FM	98.9 The Drive	Bell Media	2.9	6.3	6.6	3.7

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Belleville-Trenton CTRL (Universe:116,240)						
CJBQ	CJBQ 800	Quinte	18.0	20.3	17.4	20.0
CIGL-FM	Mix 97	Quinte	13.4	13.5	14.3	14.3
CJOJ-FM	95.5 Hitsfm	Starboard	13.2	14.3	11.4	14.6
CHCQ-FM	Cool 100.1	Starboard	13.0	13.3	13.6	12.1
CJTN-FM	Rock 107	Quinte	8.3	8.6	10.0	7.9

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Oshawa-Whitby CTRL (Universe: 366,510)						
CJKX-FM	KX 96	Durham Radio	12.6	9.3	13.3	14.4
CKGE-FM	94.9 The Rock	Durham Radio	5.9	5.5	5.5	5.1
CKDO	CKDO	Durham Radio	4.8	5.9	5.7	5.1

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Guelph CTRL (Universe: 131,390)						
CIMJ-FM	Magic 106.1	Corus	14.0	6.2	N/A	13.0
CJOY	1460 CJOY	Corus	12.8	6.4	N/A	4.9

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Kitchener-Waterloo CTRL (Universe: 442,790)						
CHYM-FM	96.7 CHYM	Rogers	14.9	15.1	14.5	12.9
CBLA-F*	CBC Radio One	CBC	9.6	9.1	6.6	6.8
CKBT-FM	91.5 The BEAT	Corus	8.3	5.3	6.6	6.2
CFCA-FM	Kool FM	Bell Media	7.6	4.8	7.1	6.4
CJDV-FM	107.5 DAVE ROCKS	Corus	7.0	6.4	6.8	8.9
CIKZ-FM	Country 106.7	Rogers	5.3	5.6	7.2	7.3
CKGL	570 News	Rogers	4.6	5.9	5.7	4.2
CKKW-FM	KFUN-FM	Bell Media	4.2	4.1	5.2	3.7
CJTW-FM	Faith FM 94.3	Sound of Faith Broadcasting	1.5	2.3	1.4	2.0
CJIQ-FM	CJIQ 88.3 FM	Conestoga College	1.1	1.6	1.4	1.4

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
London CTRL (Universe: 441,670)						
CBCL-FM	CBC Radio One	CBC	11.1	10.0	6.9	8.1
CIQM-FM	97-5 Virgin Radio	Bell Media	9.8	8.3	8.9	8.5
CJBX-FM	BX93	Bell Media	9.4	10.9	8.8	14.1
CFPL-FM	FM96	Corus	8.6	9.3	9.5	9.3
CHST-FM	102.3 JACKfm	Rogers	8.3	10.1	8.6	7.8
CFHK-FM	FRESH Radio 103.1	Corus	7.5	6.8	8.1	5.1
CKLO-FM	FREE 98.1 FM	Blackburn	7.5	8.0	6.4	7.0
CFPL	AM 980	Corus	3.8	3.9	4.9	3.9
CJBK	NewsTalk 1290	Bell Media	3.5	4.6	6.2	4.6
CKDK-F*	Country 104	Corus	2.0	2.0	1.8	2.1
CKSL	FUNNY 1410	Bell Media	0.7	1.3	1.2	1.0

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Hamilton CTRL (Universe: 671,100)						
CKLH-FM	102.9K-Lite	Bell Media	9.7	7.9	10.6	9.6
CHKX-FM	KX 94.7	Durham Radio	6.2	9.6	8.0	6.9
CHML	AM 900	Corus	5.8	4.6	5.7	5.4
CJXY-FM	Y108	Corus	4.0	4.2	5.0	4.5
CING-FM	Fresh Radio 95.3	Corus	2.7	3.2	2.9	3.2
CHTZ-F*	97.7 HTZ-FM	Bell Media	1.5	1.3	1.7	1.2
CHAM	FUNNY820	Bell Media	0.7	0.9	0.9	1.0
CKOC	TSN Radio 1150	Bell Media	0.3	0.9	2.9	4.8

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
St. Catharines-Niagara CTRL (Universe: 365,940)						
CHRE-FM	EZ Rock 105.7	Bell Media	11.8	12.4	13.5	16.1
CIXL-FM	Giant FM	R. B. Comm.	10.9	9.1	12.0	6.7
CHTZ-FM	97.7 HTZ-FM	Bell Media	7.4	8.8	7.8	7.4
CKTB	Newstalk 610 CKTB	Bell Media	5.2	5.3	3.6	5.7
CKYY-FM	Country 89	R. B. Comm.	3.5	3.1	2.0	N/A
CFLZ-FM	2dayFM	Vista	1.7	0.9	1.3	N/A
CJED-F+	2dayFM	Vista	0.5	0.9	0.8	1.8

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Windsor CTRL (Universe: 291,390)						
CKLW	AM800	Bell Media	16.0	16.8	16.4	17.2
CBEW-FM	CBC Radio One	CBC	6.5	7.4	5.1	4.8
CIDR-FM	939 The River	Bell Media	4.5	5.8	4.9	5.8
CKUE-F*	COOL 95.1/100.7	Blackburn	4.3	1.7	3.7	2.5
CHYR-F*	Mix 96.7	Blackburn	3.7	3.7	4.2	4.1
CJWF-FM	Country 95.9	Blackburn	3.1	4.1	4.1	3.6
CKWW	AM 580	Bell Media	2.8	2.8	1.8	2.3
CIMX-FM	89 X	Bell Media	2.7	3.8	2.7	3.3
CBE-FM	CBC Radio 2	CBC	2.1	1.8	1.7	2.2

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Winnipeg CTRL (Universe: 694,920)						
CBW	CBC Radio One	CBC	13.8	15.3	11.9	12.8
CJOB	680 CJOB	Corus	11.0	10.9	11.5	13.6
CFQX-FM	QX104	JPBG	9.0	7.4	9.9	9.8
CITI-FM	92 CITI FM	Rogers	8.7	9.4	7.9	6.6
CFWM-FM	99.9 BOB FM	Bell Media	6.8	6.0	6.8	5.8
CKY-FM	102.3 KiSS	Rogers	6.8	4.9	4.6	5.0
CKMM-FM	103.1 Virgin Radio	Bell Media	6.7	9.0	9.0	8.3
CHWE-FM	Energy 106	Evanov RG	4.9	4.5	4.1	5.3
CHIQ-FM	FAB 94.3	JPBG	4.1	3.9	5.7	5.0
CFRW	TSN 1290	Bell Media	3.8	3.5	4.6	3.2
CJKR-FM	Big 97.5	Corus	3.2	3.1	2.2	2.6
CBW-FM	CBC Radio 2	CBC	2.7	4.0	2.9	3.4
CJGV-FM	Fresh Radio 99.1	Corus	1.9	2.5	1.7	2.2
CFJL-FM	Jewel 100.5	Evanov RG	1.6	2.2	2.1	1.8
CIUR-FM	Rhythm 104.7	Native Comm.	1.3	0.7	N/A	N/A
CKSB-FM	ICI Radio-Canada Premiere	CBC	0.3	0.2	0.1	0.2

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Regina CTRL (Universe: 204,660)						
CIZL-FM	Z99	Rawlco	20.2	16.0	17.6	15.6
CFWF-FM	The Wolf 104.9	Harvard	11.4	10.2	8.6	12.8
CKCK-FM	94.5 JACKfm	Rawlco	10.0	8.5	11.9	11.9
CHBD-FM	Big Dog 92.7	Bell Media	9.8	12.5	11.8	12.3
CJME	News Talk 980 CJME	Rawlco	8.3	7.7	7.4	6.5
CKRM	620 CKRM	Harvard	8.3	8.6	10.5	11.6
CBKR-FM	CBC Radio One	CBC	8.2	9.0		
CHMX-FM	my92.1	Harvard	7.9	7.5	6.5	6.0
CBK-FM	CBC Radio 2	CBC	3.3	5.2	3.7	2.5
CBK	CBC Radio One	CBC	3.2	3.3	12.3	10.2

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Saskatoon CTRL (Universe: 256,690)						
CFMC-FM	C95 FM	Rawlco	19.4	18.2	17.1	16.4
CJWW	600 CJWW	Saskatoon Media Gr.	11.1	10.7	9.4	9.5
CKOM	News Talk 650 CKOM	Rawlco	9.9	10.1	8.2	8.6
CJMK-FM	98 Cool FM	Saskatoon Media Gr.	9.1	9.5	9.7	10.3
CFWD-FM	96.3 Cruz FM	Harvard	9.0	7.6	9.5	9.4
CJDJ-FM	Rock 102 FM	Rawlco	7.5	9.4	11.7	10.1
CKBL-FM	92.9 The Bull	Saskatoon Media Gr.	7.4	8.6	8.7	9.6
CBK1FM	CBC Radio One	CBC	6.9	7.6	7.4	5.9
CBKS-FM	CBC Radio 2	CBC	4.2	4.0	4.8	5.0

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Lethbridge CTRL (Universe: 102,720)						
CHLB-FM	Country 95.5	JPBG	20.8	18.3	20.6	17.4
CJOC-FM	94.1 CJOC	Clear Sky Radio	16.5	12.6	19.5	17.4
CFRV-FM	107.7 The River	Rogers	13.4	18.3	12.8	18.3
CJRX-FM	Rock 106	Rogers	9.3	9.4	5.3	10.3
CJBZ-F*	B93	JPBG	6.5	5.8	4.6	7.3
CKBD-FM	98.1 The Bridge	Clear Sky Radio	5.0	6.8	7.9	3.0

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Red Deer CTRL (Universe: 90,390)						
CKGY-FM	KG Country 95.5 FM	Newcap	18.9	16.7	11.7	16.7
CJUV-F*	Sunny 94	Golden West	12.3	11.0	11.0	9.4
CKIK-FM	KRAZE 101.3	Harvard	12.3	9.1	13.8	8.3
CHUB-FM	BIG 105.5	JPBG	11.9	10.4	12.6	11.9
CFDV-FM	106.7 The Drive	JPBG	6.8	7.2	6.9	6.1
CIZZ-FM	Z 98.9	Newcap	6.7	11.7	7.8	9.8
CKRI-FM	100.7 CRUZ fm	Harvard	6.3	7.0	7.9	7.6

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Prince George CTRL (Universe: 76,860)						
CJCI-F+	Country 97	Vista	20.3	19.7	16.8	18.2
CBYG-FM	CBC Radio One	CBC	18.2	20.1	23.8	19.1
CIRX-FM	94.3 The Goat	Vista	17.0	15.9	13.5	14.2
CKKN-FM	101.3 The River	JPBG	14.1	14.0	16.4	16.5
CKDV-F+	99.3 The Drive	JPBG	13.3	13.9	14.9	18.0

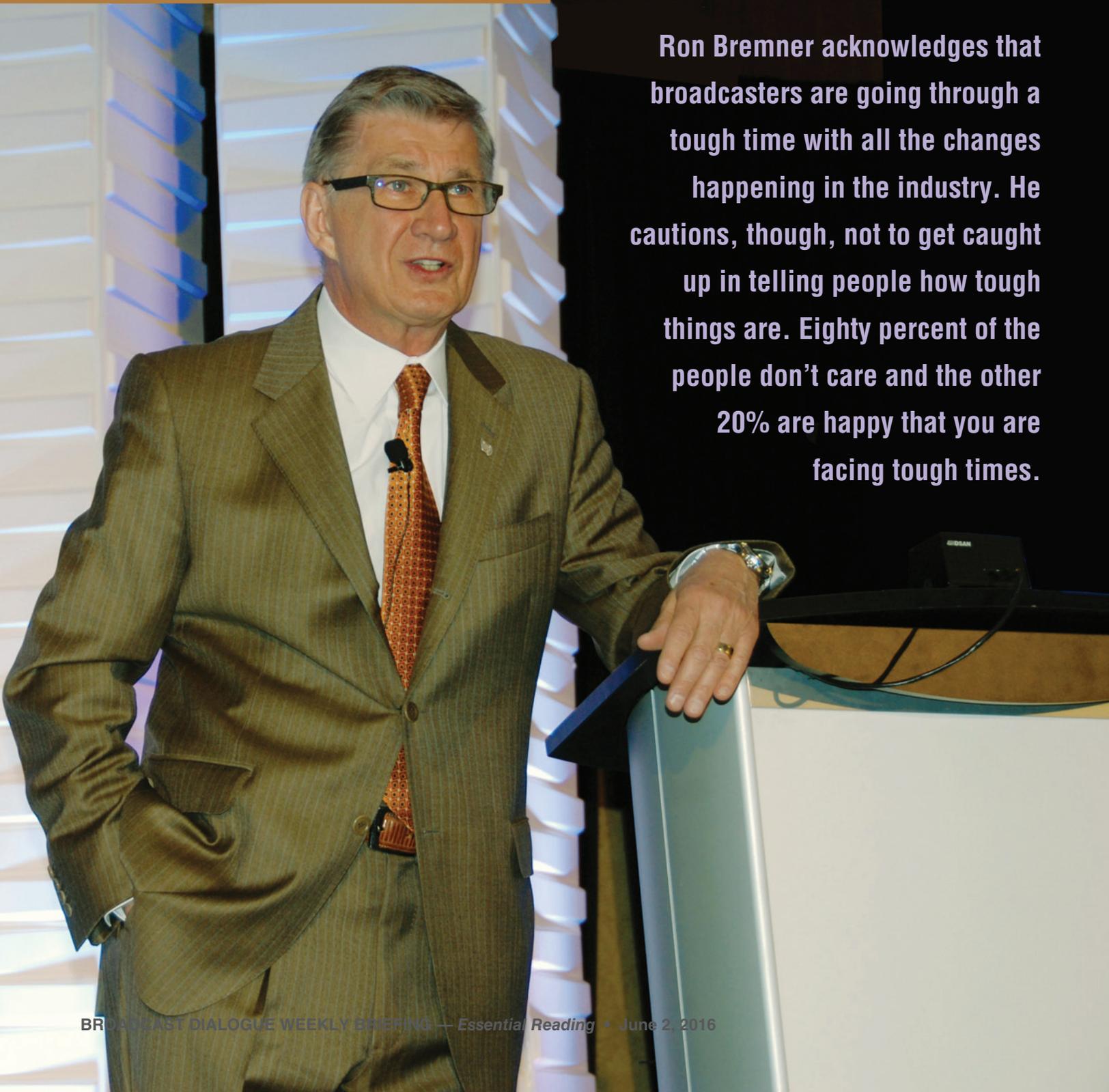
Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Kamloops CTRL (Universe: 90,670)						
CBYK-FM	CBC Radio One	CBC	17.1	18.2	15.8	16.9
CIFM-FM	98.3 CIFM	JPBG	16.9	12.0	11.5	15.0
CJKC-FM	Country 103	NL Broadcasting	16.6	14.6	14.5	14.4
CHNL+	Radio NL	NL Broadcasting	16.1	17.0	15.1	16.6
CKBZ-FM	B100	JPBG	12.0	14.7	15.0	11.0
CKRV-FM	97.5 The River	NL Broadcasting	10.9	9.1	12.0	8.2

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Kelowna CTRL (Universe: 173,830)						
CBTK-FM	CBC Radio One	CBC	16.2	15.8	18.8	16.3
CILK-F+	EZ Rock 101.5	Bell Media	12.3	9.7	9.6	11.3
CIGV-F*	Country 100.7	Newcap	11.8	15.7	12.3	16.7
CHSU-FM	99.9 Sun FM	Bell Media	10.3	10.2	8.9	13.6
CKLZ-FM	Power 104	JPBG	9.6	9.7	9.3	4.8
CKFR	AM 1150	Bell Media	8.8	7.3	12.2	8.4
CKKO-FM	K96.3	Newcap	8.3	7.0	8.1	6.1
CJUI-FM	103.9 Juice FM	Vista	6.0	10.5	4.4	4.5
CKQQ-FM	Q 103	JPBG	4.5	4.8	3.7	3.2

Station	Station ID	Owner	Share% Spring 2016	Share% Fall 2015	Share% Spring 2015	Share% Fall 2014
Victoria CTRL (Universe: 341,780)						
CBCV-FM	CBC Radio One	CBC	17.2	18.2	18.5	17.0
CKKQ-FM	100.3 The Q	JPBG	16.6	11.8	12.0	14.8
CFAX	C-FAX 1070	Bell Media	11.0	10.2	9.2	10.3
CJZN-FM	The Zone @ 91-3	JPBG	7.4	8.7	6.7	7.2
CIOC-FM	OCEAN 98.5	Rogers	7.2	6.5	8.3	6.0
CHBE-FM	KOOL 107.3	Bell Media	7.1	7.8	8.0	7.4
CHTT-FM	KISS 103.1	Rogers	2.5	1.6	2.3	3.7

Leaders **not** managers

Ron Bremner acknowledges that broadcasters are going through a tough time with all the changes happening in the industry. He cautions, though, not to get caught up in telling people how tough things are. Eighty percent of the people don't care and the other 20% are happy that you are facing tough times.



Bremner, the keynote speaker at this year's British Columbia Association of Broadcasters conference in Penticton, is president of Gold Medal Consulting Group. Well known in the broadcasting industry, Bremner brought credibility as someone who's been in the trenches.

He started his broadcast career in 1972 with Standard Broadcast Sales in Toronto; worked for 16 years at CKNW/CFMI Vancouver as sales manager, VP and president/GM before moving to BCTV as president/CEO, a position he held for six years. Bremner then left broadcasting to become president of the Calgary Flames. In 2002 he started Gold Medal Consulting Group, specializing in leadership training and executive mentoring and coaching.

Despite challenges, he said, people adapt. Good people get things done. Good people are excited about challenge. "We need leaders today on every level."

What's the difference between managing and leading?

According to Bremner, leadership is a verb, not a noun. Leadership is about action, making things happen, getting results. It's about creating something. It's not about pulling back, not hiding in an office. It's about taking people places they've never been. It's about making a difference.

Key Differences Between Managers and Leaders:

- § The manager administrates, the leader innovates.
- § The manager is a copy, the leader is an original.
- § The manager maintains, the leader develops.
- § The manager accepts reality, but the leader investigates reality.
- § The manager focuses on systems and structure and the leader focuses on people.
- § The manager relies on control but the leader relies on trust to get the job done.
- § The manager has a short-term view and the leader takes the long-term perspective and asks how to build something that's sustainable.
- § The manager has an eye on the bottom line and the leader has an eye on the horizon.
- § Managers do things right but leaders do the right things consistently.
- § Managers look for stability and leaders are comfortable with change in uncertainty.
- § Managers focus on optimization of resources and leaders are looking for continuous improvement.

Leaders emphasize diagnosis, conceptualization, persuasion, dealing with ambiguity.

The bottom line is that managers usually are working on an outcome where their focus is on employee compliance. Leaders are working on an outcome where their focus is on employee commitment.



The word 'leader' itself provides direction:

- L** **Listen:** listen to people; listen to understand, not to reply
- E** **Education:** keeping the mindset to improve; striving to get better in your job
- A** **Attitude:** we are in charge of our attitude; think about being a chief environmental officer trying to help people around you; trying to keep people up; stay connected to people
- D** **Determination:** to do the things you want to achieve, you need to be focused; knowing is not enough; willing is not enough you have to do. You can't get anywhere without effort and discipline; you have to be all in
- E** **Everyone:** everybody needs to be onside; to think like an owner; everybody makes a difference at every level
- R** **Relationships:** forge and maintain relationships. It's what life is all about and it's hard to say no to people you know

Bremner's parting words to the delegates... "Do your best. Work hard. Get your people engaged. Listen to people. Make them feel excited. At the end of the day when your career is finished you won't remember budgets. You'll remember people and relationships. Don't miss out on that. Don't be so focused on the station that you forget the train ride. Don't be so focused on the objective that you miss what it's all about. You're in a great business. It's all about people. It's all about helping people be the best they can be and when you help them to be the best they can be, they're going to help you be the best you can be. And there is nothing better than that."

—BD

Make yourself heard

If there had been a single message during Stephen Simpson's presentation at the BCAB conference it would have been "Make Yourself Heard".

The regional commissioner for British Columbia and the Yukon stressed the importance of radio and television broadcasters having strong and effective national and regional associations that can engage with the Commission and its staff. "The CAB needs to get back to its former glory," he said. Lobbying on behalf of the broadcaster community isn't limited to the CRTC. It also includes the auto industry, device manufacturers and wireless service providers.

Simpson also called on associations and individuals to participate in the review of Canadian content and the legislation governing broadcasting.



The Effects on Broadcasting in Recent History

Significant changes since the launch of the iPod in 2001 continue. Since then we've seen the arrival of satellite radio, Internet radio with streaming services such as Pandora and Spotify, and smartphones providing information and entertainment.

As if the technological revolution wasn't enough, the perfect storm hit in late 2008 with the recession. The country, he said, is still recovering.

Simpson made the point that the face of Canada—and its music—is changing, opening doors to new audiences and new markets worldwide. Broadcasters, he said, need to be adaptable and versatile to stay ahead of the game. Regulators can't stop the tsunami, for example, of 60.1% of new vehicles around the world expected to be equipped with Internet-connected systems by 2017, up from 11.4% four years ago. Penetration in the U.S. and Western Europe is projected to exceed 80% by next year.

It's impossible, and not advisable, to try to protect the cultural sector from such trends even if the Commission tried.

Radio stations play a pivotal role in defining Canadian culture and identity by developing and promoting new talent. And Canadian content offers a prime opportunity to carve out a distinctive brand in a world that's always on the hunt for new talent. Recently, half of the top 10 artists on Billboard's chart were Canadian, "an incredible accomplishment for our music industry".

Ethnic Radio Services

The Lower Mainland of B.C. is one of the most multilingual and multicultural areas in the country, welcoming more than 20,000 new immigrants each year. As part of the CRTC's review on the policy framework for ethnic radio services, the Commission will attempt to ensure that the new policy is responsive to changes in the demographic make-up of multicultural communities.

To demonstrate the appetite for radio programming diversity is the fact that the CRTC has received 12 applications for radio stations serving urban Indigenous Canadians in major markets—including two applications for Vancouver.

Simpson also noted the CRTC's pleasure at seeing that some stations have taken advantage of its flexible approach and have begun to experiment with HD Radio. This technology enables a radio station to broadcast up to three additional stations of new local content on the same channel as its main signal thus having the potential to increase the diversity of radio services.

Television

What's true for radio applies to TV. Television ad revenues have fallen sharply in recent years due in part to competition from on-line businesses. "These shifting circumstances notwithstanding, the Commission believes profoundly that the Canadian television system should encourage the creation of compelling and diverse Canadian programming."

More and more, Canadians are utilizing digital platforms to consume information and entertainment content—and even to



broadcast their own. Canadians now have access to hundreds of television channels and countless online options, using almost any device, anywhere and at any time.

But two reviews—in September 2015 and January 2016—indicated that Canadians care deeply about the news and information provided by conventional stations and community channels.

Adapting to Change

The Discoverability Summit, held in Vancouver and Toronto, brought together experts from a variety of fields, including content creators, academics, policy makers and innovators. It presented thought-provoking discussions related to the discoverability of audiovisual content.

Canadians create world-class content that can compete with the best. Audiences are hungry for new and compelling shows. Discoverability is all about making connections between content and audiences, and between audiences and content, in this age of abundance.

—BD

BROADCAST Dialogue

Essential Reading

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GENERAL:
GMaxime Bernier, who has repeatedly spoken out about the need to deregulate the telecom industry, says the *CRTC* has discouraged competition in the telecommunications sector and should have a far diminished authority. The Conservative leadership candidate, a former industry minister who once oversaw the Commission, was addressing the *Canadian Telecom Summit* in Toronto...

Radio Television Digital News Association (RTDNA) awards were handed out at its national conference in Toronto on weekend. Winners are:

	Network	National	Total Awards
<i>Bell Media</i>	5	10	15
<i>CBC</i>	12	17	29
<i>Corus Entertainment</i>	6	8	14
<i>Rogers</i>		3	3
<i>CHEK</i>		1	1
<i>Jim Pattison Broadcast Group</i>		1	1
<i>Rawlco</i>		1	1
TOTALS	23	41	64

Winners of RTDNA 2015 Network Awards:

Dave Rogers Award - Long Feature - Radio:	<i>CBC Radio One</i>
Dave Rogers Award - Long Feature - TV:	<i>Global News 16x9</i>
Dave Rogers Award - Short Feature - Radio:	<i>CBC News</i>
Dave Rogers Award - Short Feature - TV:	<i>Global News</i>
Adrienne Clarkson Award - Diversity - Radio:	<i>CBC News</i>
Adrienne Clarkson Award - Diversity - TV:	<i>CBC News The National</i>
Dan McArthur Award - Multiplatform:	<i>Global News 16x9</i>
Ron Laidlaw Award - Continuing Coverage - Radio:	<i>CBC News The World At Six</i>
Ron Laidlaw Award - Continuing Coverage - TV:	<i>Global News Global National</i>
Ron Laidlaw Award - Continuing Coverage - Digital:	<i>CTV News</i>
Charlie Edwards Award - Spot News - Radio:	<i>CBC Radio One The Current</i>
Charlie Edwards Award - Spot News - TV:	<i>CTV News</i>
Charlie Edwards Award - Spot News - Digital:	<i>Global News Globalnews.ca</i>
Dick Smyth Award - Creative Use of Sound:	<i>CBC Radio One The Current</i>
Hugh Haugland Award - Creative Use of Video:	<i>CTV W5</i>
Data Storytelling Award:	<i>CBC News Investigative Unit</i>

Digital Media Award:	<i>CBC News</i>
Gord Sinclair Award - Live Special Events - Radio:	<i>CBC Radio</i>
Gord Sinclair Award - Live Special Events TV:	<i>Global News Global National</i>
Peter Gzowski Award - News Information Prgrm - Radio:	<i>CBC Radio One The Current</i>
Trina McQueen Award - News Information Program - TV:	<i>CTV W5</i>
Byron MacGregor Award - Best Newscast - Radio:	<i>CBC News The World at Six</i>
Bert Cannings Award - Best Newscast - TV:	<i>CTV National News with Lisa LaFlamme</i>

Winners of RTDNA 2015 National Awards:

Dave Rogers Award - Long Feature - Large Market - Radio:	<i>CKNW Radio</i>
Dave Rogers Award - Long Feature - Small/Medium - Radio:	<i>CBC Sudbury</i>
Dave Rogers Award - Long Feature - Large Market - TV:	<i>Global BC</i>
Dave Rogers Award - Long Feature - Small/Medium Market - TV:	<i>CTV Vancouver Island</i>
Dave Rogers Award - Short Feature - Large Market - Radio:	<i>1310NEWS</i>
Dave Rogers Award - Short Feature - Small/Med Market - Radio:	<i>CBC Prince George</i>
Dave Rogers Award - Short Feature - Large Market - TV:	<i>CTV Montreal</i>
Dave Rogers Award - Short Feature - Small/Medium Market - TV:	<i>CBC North</i>
Adrienne Clarkson Award - Diversity - Radio:	<i>CBC Edmonton</i>
Adrienne Clarkson Award - Diversity - TV:	<i>Global Calgary</i>
Adrienne Clarkson Award - Diversity - Digital:	<i>CBC Edmonton</i>
Dan McArthur Award - Multiplatform:	<i>CBC Edmonton</i>
Ron Laidlaw Award - Continuing Coverage - Radio:	<i>News Talk 650 CKOM</i>
Ron Laidlaw Award - Continuing Coverage - TV:	<i>Global Calgary</i>
Ron Laidlaw Award - Continuing Coverage - Digital:	<i>CBC Toronto</i>
Charlie Edwards Award - Spot News - Radio:	<i>NEWS1130</i>
Charlie Edwards Award - Spot News - TV:	<i>CTV Vancouver</i>
Charlie Edwards Award - Spot News - Digital:	<i>CBC Saskatchewan</i>
Dick Smyth Award - Creative Use of Sound:	<i>CBC Newfoundland and Labrador</i>
Hugh Haugland Award - Creative Use of Video:	<i>CBC Edmonton</i>
Sports Award - Small/Medium Market - Radio:	<i>CBC Sudbury</i>
Sports Award - Large Market - Radio:	<i>CBC Edmonton</i>
Sports Award - Small/Medium Market - TV:	<i>CTV News Regina</i>
Sports Award - Large Market - TV:	<i>CTV News Ottawa</i>
Sports Award - Large Market - Digital:	<i>Global BC</i>
Sam Ross Award - Editorial/Commentary - Radio:	<i>TSN 1290</i>
Sam Ross Award - Editorial/Commentary - TV:	<i>Global Edmonton</i>
Sam Ross Award - Editorial/Commentary - Digital:	<i>CBC British Columbia</i>
Data Storytelling Award:	<i>Global BC</i>
Digital Media Award - Large Market:	<i>CBC Montreal</i>
Digital Media Award - Small/Medium Market:	<i>CBC North</i>
Gord Sinclair Award - Live Special Events - Radio:	<i>Newstalk1010</i>
Gord Sinclair Award - Live Special Events - TV:	<i>Global Calgary</i>
Peter Gzowski Award - News Information Program - Radio:	<i>CBC Quebec City</i>
Trina McQueen Award - News Information Program - TV:	<i>CTV Atlantic</i>
Byron MacGregor Award - Best Newscast - Small Market - Radio:	<i>CBC Kamloops</i>
Byron MacGregor Award - Best Newscast - Medium Mrkt - Radio:	<i>AM800 CKLW</i>
Byron MacGregor Award - Best Newscast - Large Market - Radio:	<i>CBC Toronto</i>
Bert Cannings Award - Best Newscast - Small Market - TV:	<i>CKPG TV News, Prince George</i>
Bert Cannings Award - Best Newscast - Medium Market - TV:	<i>CHEK News, Victoria</i>
Bert Cannings Award - Best Newscast - Large Market - TV: City:	<i>Citynews At Six, Toronto</i>

TELEVISION/VIDEO:

Thinktv, formerly the *Television Bureau of Canada*, working with associations from around the world, has released information reminding marketers about TV's strength as an advertising medium. TV dominates video consumption, with Canadians watching over 28 hours a week compared to 1.5 hours for *YouTube* (A18+). That viewing pattern is repeated in Europe, Russia and Australia. For greater detail, click [HERE](#)...

Arthur Kent has won his lawsuit against *Postmedia* and columnist Don Martin, now a host with *CTV*, over a 2008 article while he was running for a seat in the Alberta legislature that called him the "Dud Scud". The Alberta judge awarded Kent \$200,000. Kent got the nickname "Scud Stud" while reporting for *NBC* during the Persian Gulf war. Martin's column, which was in *Postmedia's Calgary Herald*, painted Kent as an out-of-control egomaniac who alienated provincial *Progressive Conservative* party staff...



Anne-Marie Mediwake and Ben Mulroney Melissa Greló Lindsey Deluce Kelsey McEwen

The successor to *Canada AM* is to be called *Your Morning* and will star Ben Mulroney, Anne Marie Mediwake as co-hosts, and Melissa Greló of *CTV's* daytime talk show *The Social*, Lindsey Deluce of Toronto's *CP24 Breakfast*, and Kelsey McEwen of *CTV Morning Live Calgary*. *Your Morning* will debut at the end of the summer. Mediwake is a former news anchor at *CBC-TV Toronto* while Mulroney will also remain an *eTalk* host. Greló, too, will continue her role at *The Social*. *Canada AM*, after 43 seasons on *CTV*, ended last Friday as *Bell Media* said it was looking to "evolve its programming". Co-host Beverly Thomson will move to *CTV News Channel* while co-host Marci Ien will develop new projects with *Bell Media In-House Productions*. Jeff Hutchison began his retirement. On Monday, a simulcast of *CTV News Channel* began airing in the time slot...

Scott Garvie, the senior VP, business & legal affairs at *Shaftesbury*, has been named the chair of the *Canadian Media Producers Association*. He succeeds Jamie Brown of *Frantic Films* who steps down after two years...

Children's animation company *Cinar Corp.* founder and former CEO Ronald Weinberg, as well as John Xanthoudakis of *Norshield Financial Group* and Lino Matteo of *Mount Real Corp.*, were found guilty of fraud and other charges, bringing an end to a two-year jury trial, believed to be Canada's longest. They had all pleaded not guilty. Weinberg was accused of fraudulently funneling \$120-million (U.S.) out of Montreal-based *Cinar* into offshore accounts. The transfers were made through a series of transactions via funds and companies linked to *Norshield* and *Mount Real*...

The *Federal Labour Board* has confirmed that *VICE Canada* employees voted in favour of joining the *Canadian Media Guild*. The new bargaining unit includes employees across Canada with the exception of managers and those working in sales...

A record \$20,018,608 for *BC Children's Hospital* was raised during the *29th annual Miracle Weekend* on *Global BC*. The *Chinese-Canadian Telethon and Radiothon*, airing on *Fairchild TV*, *CHMB AM1320* and *Fairchild Radio AM1470* contributed \$718,000 to the total. The money goes toward the purchase of life-saving equipment, and research into treatment, prevention and cure of childhood diseases...

The annual *CHEO (Children's Hospital of Eastern Ontario) Telethon* has raised \$8,013,771. The telethon has been aired on *CTV Ottawa* since it began in 1983 when it was hosted by the late *Max Keeping*, a *CJOH-TV* anchor...

Bell Media has reached a multi-year deal securing *Comedy Central's* library and all new programming with an expanded suite of rights across multiple platforms. *David Bernath*, the GM at *Comedy Central* (a bit of a comedian himself), said: "*In the event there is a mass exodus this fall to north of the border it is reassuring that American ex-pats will still have access to their favourite shows.*"

RADIO/AUDIO:
RCHIN *Toronto's* annual picnic, a multicultural festival marking its 50th anniversary, is putting an end to its bikini pageant. President *Lenny Lombardi*, while saying the pageant distracts from the message of multiculturalism, it helped draw attention to the picnic. However, he said, Toronto's demographic make-up has shifted dramatically in the last 50 years...

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Bell Media Radio has launched HD Radio on *103.5 QM/FM* and *TSN 1040/1410 Vancouver*...

Rogers Radio Kitchener, long a resident atop the TD Canada Trust building in the downtown area, has moved. The new studios for *570 News*, *CHYM 96.7* and *Country 106.7* are now in a location known as The Boardwalk...

Bell Media Radio Montreal's (*CJAD*, *96 Virgin Radio*, *CHOM 97.7* and *TSN Radio 690*) 2016 edition of the *Caring for Kids Radiothon* raised \$1,300,428 for the *Montreal Children's Hospital's* young patients. The money goes to the *Healthy Kids Fund* to meet the most urgent needs of the hospital...

Community station *WhiStle Radio (CIWS-FM) Stouffville-Whitchurch* has completed its move from 102.7 to 102.9. The move was necessitated by the approval of a new station, *CJRK-FM in Scarborough*...

CKRH 98.5 FM Halifax, the twin-cities' only French-language community radio station, is financially successful again and has rebranded as *Oui 98.5*. Earlier this year, it owed *Revenue Canada* \$60,000...

REVOLVING DOOR:

RMaureen Bulley, the “queen of North American broadcast copy creative,” has joined the *Evanov Radio Group* in Toronto as national director of marketing & promotions. Winner of international awards for radio creative, Bulley is also an author and educator. Two years ago, she was caught in lay-offs at *Rogers* where she'd been the creative director of *CHFI*, *KiSS*, *680News* and *Sportsnet 590 The Fan Toronto* for 10 years...



Maureen Bulley



Tom Peddie



Dave Fisher

Corus CFO Tom Peddie, after 17 years with the company, will retire in August. His successor is John Gossling, the former CFO at *Telus*. Before *Telus*, Gossling held senior finance positions at *CTVglobemedia* and *Rogers Communications*...

Retail Sales Manager Regan Gorman has resigned from *Roundhouse Radio Vancouver*. Gorman was one of the original staffers when he began there in July of last year...

Dave Fisher, *CJAD Montreal's* weekend morning host for 32 years, is retiring. His last show is set for Aug. 14...

Grant Nicholls is the new morning show host at *Hunters Bay Radio (CKAR) Huntsville*. His background includes mornings at *Moose FM Huntsville*... Also at *Hunters Bay*, Sarah Coombs will soon take the drive slot. She had been the *Moose FM Huntsville ND*...

Eric Minoli has been promoted to VP/CTO at *Groupe Média TFO*. He joined *TFO* in January 2007 as chief of logistics...

Eric Alper, the director of media relations, licensing and distribution at *eOne*, and an employee there for 18 years, is no longer with the music/entertainment company...

SIGN-OFFS:

SChris Cleaver, 64, peacefully in London. He'd been with *CTV (CFPL) London* for 40-years as an account representative...

Corey Fuchs, 52, in Toronto. He created *Media Job Search Canada*, a job board. His background includes being a writer/producer/in television creative at *CFMT-TV Toronto*. Later, he was promotions coordinator at *Dougall Media's Thunder Bay Television*. In 1998, he returned to Toronto and founded the job search company.



Chris Cleaver

How the formats together

moved closer

Format has always been organized around music but at the core is the concept of usage.

Edison Research VP Music and Programming Sean Ross's presentation at the BCAB Conference was inspired by a Facebook exchange he had with a friend in Toronto. It was about The Weeknd and how hard it was to avoid him. He was on four different formats and eight different stations. Ross's friend said it was making all the stations sound the same, sort of the 'Endless Weeknd'.



“There is always an artist who blurs the lines between formats,” Ross said.

Formats often reflect the experience and temperament of programmers. There’s always somebody on their first programming job who is ready to play the music they grew up with and ready to get rid of the music the previous people grew up with.

Often you see a chain reaction with programmers; what was Top 40 becomes Hot AC, what was Hot AC becomes Mainstream AC, what was Mainstream AC becomes Oldies or Classic Hits. This process, he said, is happening faster now.

It’s not unusual to see a programmer overseeing several stations. When that happens, inevitably some stations are going to be under the watch of somebody who just doesn’t have the same feel and affinity for the format. It’s not their music. This doesn’t mean that they are not giving it their best try. It does mean that they might not bring a fresh perspective. But formats change and flourish and grow when they are programmed by people who have an affinity for them. Sometimes a format change will happen particularly for the purpose of just messing with the other owner in the market. Also, don’t count any formats out. They can come back.

PPM in particular helped create this mentality of programming for large cumes. There is a somewhat incorrect belief in the U.S. that the average listening occasion is a menace, said Ross, but programmers think that if they pack eight minutes they then have to play a current hit to give people what they came for. That’s one reason you hear The Weeknd everywhere.

Programmers used to think that when you turned 25 you moved over to AC radio. When you turned 35 you were ready for Oldies or Classic Rock. That clearly is not true. We regularly see 40- and 50-year-olds listening to Top 40. Mostly it’s a way of staying current with their kids. And there are 18-year-olds listening to Classic Rock who don’t think there is anything wrong with listening to your older brother’s or your dad’s music.

What will tend to separate those stations is not necessarily the songs but how you play them, the timing of when they get there, and how current or recurrent the radio station is.

Ross also talked about things unique to the Canadian landscape. For years, the obvious one was the smaller number of FMs. SUN FM in Penticton and Kelowna, like many Contemporary stations in Canada, were on two formats. It was CHR and it was Hot AC, and they’re still grappling with that legacy.

He thinks a lot of the confusion in Canada is formats and programmers traveling east to west. Sometimes it takes adjustment for what works on the Prairies to work in Toronto or vice versa. It took a while for Jack FM to find its way in Toronto, for example.

This is Ross's take on formats:

Top 40: Top 40 is the format built around new music and new music styles. It has been a great run for Top 40 for a decade. Top 40 is supposed to go into the doldrums at the beginning of every decade but it chose not to participate this time. Things are changing though. Top 40 used to be the best-of-everything format. Now it tends to create its own hits. In the U.S., it has become a format of two or three music styles; Dance, Urban Pop, Mainstream Pop. He says Top 40 is starting to be a little claustrophobic for him. In his opinion, there is less tempo and excitement, and if you look at the ratings in the U.S. there are very few markets where Top 40 is absolutely killing it.

Hot AC Adult Top 40. This format was supposed to be dead a decade ago. And yet it's doing pretty well. In most cases it tends to play similar music to CHR with fewer spins, although with slightly less edgy music and a few years of library product. Adult Top 40 got a boost in the PPM era. It's not unusual to see Hot AC pushing ahead of the long time heritage AC station.

Adult Contemporary. AC is breaking into two camps. There are stations that still play the '80s through today and still will have a variety of textures, and still play some relatively soft music. And there are some surprisingly edgy stations that are almost entirely millennial. Adult Contemporary is not about today, the belief is that adults know what they like and like what they know. They know it's super.

Urban. Canada has no Urban radio and yet this is the best time ever for Canadian Hip Hop and R&B. It's on a rebound in Canada. Ross doesn't know if the rebound is because of measurements or because of music but the format is growing again and people are turning to the radio stations. In Canada it will be interesting to see if somebody finds a vehicle for Urban, especially at this great time for Drake and The Weeknd. Canada would benefit from a viable national platform for an Urban station whether that's iHeart or HD radio. Canada would do better to head up one national Urban station that can serve everybody rather than people trying to make it work in relatively small markets.

Country. It's been a good time for country ever since it became an all ages format. For years Country was 35-54. They didn't want younger listeners. Anything younger was bonus. Now it's not unusual to see Country doing #1 in 18-24. Ross said he wondered when Country radio would splinter and still offer more gold-based format especially now that it's becoming so contemporary. Canada is starting to get second Country stations

in markets for the first time. It will be interesting to see if those stations try to become the hip young insurgents or if they'll flank from the other direction. Very few of big Canadian Country FMs sound stodgy. They don't seem ripe for the insurgent attack.

Mainstream Rock. It is doing well in Canada but is an endangered species in the U.S. Stations there tend to Rock a lot harder than the Mainstream Rock stations here. Ross says there's a shortage of new product for Mainstream Rock. The most played artist in most of those other formats has been somebody with a current hit record. In the States it's Metallica, here it's the Tragically Hip "or as I heard a jock on Rock 101 Vancouver refer to them—Canada's house band". In Canada there are a lot of Mainstream Rock stations hanging in, all happily plugging away. There are also markets such as Vancouver where CFOX had to choose sides, and chose Alternative. Ross says it's a great time for Alternative music. It has been a good couple of months for Indie88 Toronto which once seemed far too eclectic to be getting the shares that it is now.

Classic Rock. Some stations are doing great with it even as other people felt the need to get newer. Classic Rock PDs are always wondering when they are going to go off the demographic cliff, when the audience is going to get too old, but many are hanging in and they are certainly buoyed by the fact that Classic Rock has become an all ages format. Classic Rock stations are trying to figure out what to do about the '90s—many of them are throwing on a Nirvana or Pearl Jam record because those sell. Right now it's only a handful of songs that work.

Classic Hits. The format formerly known as Oldies does well in Canada. It was about to die in the U.S. a decade ago before PPM. If you look at it, Classic Hits all over North America has become the '80s format. Classic Hits is a good format for the era of everybody likes everything. As it turns out you can play Foreigner and KC and the Sunshine Band. Classic Hits has also been helped by the modernization of Mainstream AC.

The formats of the future

What will we be listening to? To some extent PPM has become a format, said Ross. A friend of his says a Country station in Seattle is the same format as a Hot AC station in New York. The next Oldies, whatever it is, has to move into the '90s. But, says Ross, the '90s are hard because there wasn't a lot of mass appeal pop music then. "We have the emergence of Classic Hip Hop. I don't know if it's a fad or if those stations will hang in there but as I said the music never goes away."

Usage. Ross strongly believes that Usage is the future. He thinks Usage is a tremendous opportunity for broadcasters. "It's

hard to do Usage when you have only one or two stations in your market cluster. It's going to be easier when we work out our digital strategy and it's going to be easier when we figure out how we do what we do on additional platforms."

"Whatever we do in digital needs to include export to the rest of the world. Increasingly Canadian radio is geo-blocked. I believe the reason Arcade Fire had a Grammy in America is because CBC Radio 3 is available on Sirius XM. Someone had to bring that music into the world. We need to think about how we can bring Canadian artists to the world especially if we are looking at the Cancon regulations and figuring out how do we help, how do we help best promote Canadian artists."

What's needed, he said, is genre to help organize it. Radio does a good job of mixing music.

Ross thinks the format of the future might be true CHR, the format that plays everything for the everybody who likes everything. CHR is not that now. Every format should be as strong as it can be and he hopes programmers will find out what people want and give it to them.

—BD



Anita Boyle Evans



Neil McEneaney

It's a numbers game



Ross Davies



Lisa Eaton

70%
60%
50%
40%
30%

The chase to get a greater piece of audience attention requires more data, and Neil McEaney, the new Numeris president/CEO, said that while there's a need to understand broadcast audiences better, what most often happens is that people are overwhelmed and left drowning in the volume of data.

With more radio and television platforms, there's more content. And, he told BCAB delegates, with more players chasing the pool of advertising dollars there are more and more complicated business rules.

The challenge is trying to understand audiences on a holistic level; how to track audiences on the various platforms of choice. But there are no accepted measurement systems based on accepted measurement methods. World-class measurement companies, including Numeris, are working on the integration in developing holistic measurement tools to solve these problems.

McEaney said Numeris recently launched a new strategy designed to:

- listen and engage; understand members and industry needs
- strengthen the current measurement system, and increase the efficiency and fix the shortcomings
- enhance and expand the current measurement system through innovation—to understand audiences in an OTT world, streamed audio, podcasting, and
- grow a new hybrid measurement system.

Lisa Eaton, senior VP, member engagement at Numeris voiced her frustration at going to different conferences around the world and having the digital folks in the room take over the conversation and talk about how great their medium is, how fantastic they are and that nobody is watching TV and listening to radio anymore.

Resulting from that frustration, Numeris embarked on an education campaign for the industry.

Eaton said we can't forget that on a weekly basis 34.4 million people watch TV and 27.4 million listen to radio. Millennials are not abandoning the media. Numbers are only slightly down, no dramatic declines.

Said Eaton: "We suffered from PR issues in recent years because of the way TV is measured in the U.S. Until recently they measured TV sets in the household. We measure multi-platform, it's wherever the PPM code is heard or listened-to we pick up. Our numbers were not in decline the way they were showing it in the States."

As obvious as that sounds, it was a key insight for the industry.

At the U.S. upfronts in May, the conversation had changed. Everybody talks about how effective television is. You can't walk away from television. People are watching TV.



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Some Key TV Metrics:

Eight million Millennials a week are watching TV; 19.1 hours, 7.2 of that is in primetime. 81% of millennials viewing TV are watching live and are not PVRing.

For the GenX'ers it's similar, seven million watch TV each week, 22.8 hours, 8.9 in prime time and 82% live.

For Boomers, 33.5 hours a week with 12.5 of that in prime time and 87.4% live during prime time.

People are watching, just slightly differently.

Radio Metrics

Millennials, GenX'ers and young Boomers are all still listening to radio in a significant way; 14.4 hours a week for Millennials listening to radio. 6.7 million Millennials a week are using radio.

In tuning, 85% reach of Millennials for 14.4 hours. Where they are listening is predominantly in their vehicles. Forty-three percent of the tuning comes from vehicles. That's where the connected car is an important thing to keep in mind. Mainstream Top 40 is the top format of choice.

For GenX it's similar: 93% reach in tuning, slightly less in their vehicle followed by work, and the most popular formats are News/Talk and Hot AC.

Young Boomers: Ninety-three percent reach, 20 hours a week. Their location shifts to the home (45%) and News/Talk is the predominant format.

Satellite radio has been consistent over the years. It's about 4.2% of Canadian reach and translating at about 2.3% share. Sixty-two percent of that listening is in the car.

Eaton said that one of the biggest mandates for Numeris is

education. She stressed that they'd be happy to do some agency presentations in Vancouver as well as for individual broadcasters.

The biggest issue that any research company has is sustainable sample. On the radio side, Numeris priorities are PPM, Diary and a sustainable sample to measure. It's also looking at hybrid approaches to get samples (phone-based and address-based).

The online radio diary will be launched in the fall.

New approaches are underway regarding small markets. For example, telephone recall; what were you listening-to in the past 24 hours on your radio station? Creating data trust would be an outcome.

Another priority for PPM markets is enhanced encoding, vital in challenging environments e.g. while driving a car with the windows down. A test was conducted in Toronto for 13 weeks and every radio station has now been fitted with a separate coding system with encoding capability. Validation of test results will be conducted, findings will be communicated and, if agreed, a launch could theoretically happen in the fall.

In the diary market, three wishes were identified. One was the frequency of survey measurement and ratings bounce and the other was what could be done about very small markets where stations cannot afford to do diary. With call centres in Moncton, Toronto, and Montreal one solution may be telephone surveys.

A modified incentive plan has been implemented which saw the incentive reduced from 55+ households and added to the 18-34 group. the hardest demographic to get into a sample. Doing so improved the participation with this younger demo.

Regarding increased survey frequency for diary markets, one suggestion was monthly rolling averages. What if instead of two surveys a year there were four a year and merged were two four week windows at a time and put out one book? The other possibility is to introduce a third survey (spring-fall-winter) which would increase costs.

The online radio diary is coming out this fall. Every radio market (and stations) will have it. Since it's web-based the ability is there to do it on your phone, laptop, tablet, desktop . . . and it's all point and click.

—BD

BROADCAST Dialogue

Essential Reading

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Thursday, June 16, 2016

Volume 24, Number 7

TELEVISION/VIDEO:

The *CRTC* is forcing non-metro English-language TV stations to air at least seven hours a week of local news, and creating a new fund to help them to pay for it as part of a rebalancing of the television landscape. Large broadcasters will be given more flexibility, but not more money, to keep local stations open. The new policy will require English-language stations to air 14 hours a week in metropolitan markets. The new local news fund will give independent stations access to roughly \$23 million for local news programming. That money, also from existing community programming funds, will be divided among 18 communities based on how much local news each station produces. To help stations struggling to generate ad revenue, the Commission says larger stations can redistribute available resources, allowing them to spend up to \$67 million more on local news content. The link to the policy framework for local and community television is:

<http://www.crtc.gc.ca/eng/archive/2016/2016-224.htm...>

OMNI Television is seeking *CRTC* approval to create a new national channel that would restore ethnic newscasts axed a year ago. It also wants the multilingual and multicultural channel — to be called *OMNI Regional* — to be included in basic TV packages. The channel would have four regional feeds across the country. The *OMNI* stations in Toronto, Edmonton, Calgary and Vancouver would continue as OTA channels...



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The Federal Court, at the request of *BCE, Rogers Communications* and *Videotron*, has issued an interim order blocking the sale of digital set-top boxes that have applications which deliver easy access to copyright-protected TV shows and movies. Concerned about the loss of television subscribers due to pirated content, the three companies – all of which have divisions that both produce and distribute content -- teamed in mid-May to take legal action against *iTVBox.net, My Electronics, Android Bros Inc., WatchNSaveNow Inc.* and *MtIFreeTV.com...*

Kirstine Stewart, VP media for *Twitter North America*, has been appointed a Board member of *theScore, Inc...*

Sportsnet has donated \$400,000 to fund scholarships as well as support multimedia and digital media training, development and production at *Northern Alberta Institute of Technology* (NAIT) in Edmonton. The donation will support the development of an enhanced broadcast studio at NAIT's main campus, and fund eight \$2,500 radio and television scholarships yearly for three years...

Shaw Communications is donating \$1 million to support *The Alex* and *Kids Help Phone* as the official charitable partners for the *2016 Shaw Charity Classic*. The Alex will receive \$700,000 to fund its youth-based programs and support the construction and operation of its new Community Food Centre in Calgary. Kids Help Phone will receive \$300,000 to support a dedicated online support zone and referral service for young men 14 to 18...

The *CRTC* has been recognized with a *2016 Public Service Award of Excellence* for its efforts to modernize the television system through its *Let's Talk TV: A Conversation with Canadians*.

RADIO:
The *CAB CEO Radio Council* has formed *Radio Connect*, the successor to the old *Radio Marketing Bureau*, which will be Toronto-based and lead Canadian radio's marketing and advocacy efforts to advertisers, agencies, government and stakeholders. Sarah Garvie has been appointed the executive director, and Paul Ski has been appointed special advisor to her. Garvie began her career in radio sales in London, England. Later, she was head of radio for *ZenithOptimedia...*

The *Numeris PPM Top-line Radio Statistics - Spring 2016* are listed beginning on Page 6...

Seven *Rogers* stations have been rebranded. *Q92 (CJQQ-FM) Timmins* is now *92.1 ROCK*, *Q92 (CJRQ-FM) Sudbury* is now *92.7 ROCK*, *102 FM The Fox (CKFX-FM) North Bay* is now *101.9 ROCK*; *Rock 106 (CJRX-FM) Lethbridge* is now *106.7 ROCK*, *Rock 105.3 (CKMH-FM) Medicine Hat* is now *105.3 ROCK*, *Rock 97.7 (CFGP-FM) Grande Prairie* is now *97.7 ROCK* and *CHEZ 106 (CHEZ-FM) Ottawa* now *106.1 CHEZ*. Station logos, websites and apps have also been refreshed...

Fairchild Radio (CHKT) Toronto's radiothon for *Mount Sinai Hospital* raised \$120,000...

Erin Radio (CHES) will change its frequency to 91.7 from 88.1 June 21 and increase its average effective radiated power from 570 to 850 watts. Erin Radio, in its application, said the changes were necessary because



the station's contours were not optimized towards its primary market. That resulted in about 40% of its market not being served and, thus, difficulty in selling advertising.

GENERAL:

At last Thursday's *Western Association of Broadcasters* gala dinner, Gold Medal Awards for outstanding community service were presented to:

Radio: *Lloyd FM Lloydminster (Newcap Radio; market size under 150,000)*
X92.9 Calgary (Harvard Broadcasting; market size 150,000 & up)

Television: *CHAT TV Medicine Hat (Jim Pattison Broadcast Group; market size under 150,000)*
CTV Calgary (Bell Media; market size 150,000 & up)

Other awards were:

Leader of Tomorrow: Tyler Middleton, morning show host at *X92.9 FM Calgary*

Broadcast Partner of the Year: *Broadcast Dialogue*

WAB Hall of Fame: Rick Arnish, retired chairman at *Jim Pattison Broadcast Group*
Vic Dubois, general manager at *Saskatoon Media Group...*

SOCAN's financial results for the fiscal year ending Dec. 31 showed \$307.8 million in domestic and international royalties from the performance of the music of its more than 135,000 songwriter, composer and music publisher members...

Key findings from *PwC's* global entertainment and media outlook 2016-2020 include:

INTERNET ACCESS - By 2020, mobile will account for over 50% of Internet access revenue in more than three-quarters of the world. Total global Internet access revenue will increase to US\$634.8-billion in 2020, as broadband - both fixed and mobile - becomes an essential utility. Consumers will increasingly choose high-speed mobile Internet services that enable new applications.

RADIO - Digital streaming services will continue to challenge traditional radio broadcasters. Overall, though, radio is growing modestly (2.1%) despite digital competition in both music content and on-air talent. In-car listening is under threat from interactive dashboard technologies. Traditional radio has responded either by strengthening on-air personalities or launching online radio platforms. With more radio listening hours being consumed out of the home on smart devices, traditional radio broadcasters must have a strong mobile Internet presence.

TV AND VIDEO - Consumption patterns have shifted to multiple screens putting more emphasis on live programming. Rising penetration of smartphones and tablets has put a premium on live programming. The biggest linear audiences will be attracted by entertainment shows with live interaction, e.g. voting and sports.

INTERNET ADVERTISING - In 2016, global Internet advertising revenue will surpass TV advertising. While total Internet advertising revenue will surge to reach US\$260.4-billion by 2020, the full potential of the sector will remain unfulfilled as consumers turn to ad-blocking. Programmatic advertising has grown, with more than half of digital ads in mature markets now traded automatically, opening the way to better targeting of premium ads. While mobile advertising will grow to US\$84.8-billion in 2020, mobile's share of total global Internet advertising will still be just 32.6% in 2020. Until the measurement and user experience of mobile ads improve, advertisers will stick with traditional media and other forms of Internet advertising.

TV ADVERTISING - The largest linear TV audiences are increasingly concentrated on live sports and premium

entertainment. As they increasingly become the exclusive domain of pay-TV operators, multichannel TV ad revenue is benefitting. Intensifying competition for sport content saw record fees paid for the English Premier League soccer and NFL football in 2015. In 2016, 30-second spots in the Super Bowl reached a new peak of US\$50-million. The 2016 and 2020 Olympic Games will provide a further boost to ad revenues.

REVOLVING DOOR:

Luc Tremblay is now VP, digital strategy and GM of *The Beat 92.5 Montreal*. He began this past Monday. Tremblay's background includes *Astral Media* (1999-2012) where he was VP of French and English stations in Montreal, and as VP of sales and operations at their Quebec stations...



Luc Tremblay



Tracey Friesen



Allan Boyd

Tracey Friesen, PD at *Roundhouse Radio Vancouver*, is no longer with the station. Friesen had joined the yet to be launched station in October, 2014. Prior to joining Roundhouse, she was executive producer at the *National Film Board's* Vancouver studio...

Allan Boyd is now GSM at *Big Country 93.1 FM (CJXX-FM) Grande Prairie*. He's been in sales at the station for 17 years. Boyd succeeded Anne Graham who announced her retirement in March. She was with the station for 27 years...

Rob Chambers, the former director of engineering at *CTV Vancouver* who was caught in the Nov. 2015 *Bell Media* restructuring, is now in Rio de Janeiro for *NBC Universal's* Olympic set-up. Chambers earned three Emmy Awards for technical achievement for his work with NBC during the 2000, 2002 and 2004 Olympics...

Heidi Baiden, PD at *KFUN-FM/Kool FM Kitchener/Waterloo* the past two years, has moved to sister *Bell Media* stations *97-5 Virgin Radio/BX93 London* to take over PD responsibilities...



Heidi Baiden

Justin Spencer Dove is now national imaging director for *Newcap*. He remains based at *Newcap's 90.3 AMP/XL 103 Calgary*...

NEWS1130 Vancouver's new morning show anchor effective June 20 is Amelia John. It's a promotion for John who's been with the station since late 2015 as a news reporter...

Rich Brown, a sports reporter at *News1130*, has resigned for an opportunity outside broadcasting...

Simon Jennings will become the chief revenue officer, a new position, at *Pelmorex Media* June 27. Since 2012 he was president of *LaPresse Group Sales* in Toronto...

What She Said, formerly on *XMSirius*, has moved to Ontario *Jewel* stations in Toronto, Ottawa and Meaford. It launches July 9 with hosts **Christine Bentley** and **Kate Wheeler**, both of whom worked at *CTV* in Toronto. The third member of the original show, **Sharon Caddy**, also formerly of *CTV*, began a new show on *XMSirius* June 13 called *Canada Now*...



Christine Bentley



Kate Wheeler



Sharon Caddy

Mark Armstrong is the new afternoon host at *Country 105 Thunder Bay*. He arrived from *100.5 CRUZ fm Fort McMurray* where he did mornings. Before that, Armstrong was morning host at *Air 106.1 Airdrie/Cochrane*...

Carrie Paupst Shaughnessy has been appointed to the newly created role as VP of scripted at *marblemedia*. Shaughnessy's last position was at *Bell Media* where she was production executive on the drama team...

Kendra Helm has joined *96.3 Cruz FM Saskatoon* as the evening announcer. She studied drama at the *University Of Saskatchewan* and is a graduate of the *Western Academy Broadcasting College*...

David Mann, a recent *Fanshawe College* graduate, is doing afternoon drive at *Life 100.3 Barrie*.

SIGN-OFFS:

Frank Fanstone, 65, in a St. Catharines hospital. He began his broadcast career at *CHSC/CHRE-FM St. Catharines* in 1970. In 1998, when *CHRE* was acquired by *CKTB/CHTZ St. Catharines*, Fanstone was ND for all three until 2001...

Glen Morrison, 67, of cancer. His first radio job was in 1972 as the overnight DJ at *CHNL Kamloops*. Morrison started at *CJIB Vernon* in 1977 and spent 34 years there as the morning newsman and ND. His 43-year broadcasting career closed upon his retirement in March, 2015.

LOOKAHEAD:

On June 23, BD will cover presentations made at the *Western Association of Broadcasters* earlier this month. On June 30, our last edition, there will be an overview of the *Central Canada Broadcast Engineers Career Development Conference*.

NUMERIS

PPM Top-line Radio Statistics

Spring 2016

February 29–May 29, 2016

Station	Station ID	Owner	Share% Spring 2016	Share% Winter 2015/16	Share% Fall 2015	Share% Summer 2015	Share% Spring 2015
Calgary (Average Daily Universe: 1,235,000)							
CFXL-FM	XL 103 .1	Newcap	9.5	8.8	9.4	10.5	9.9
CHQR	AM 770 CHQR	Corus	9.3	9.4	9.4	8.5	7.6
CKRY-FM	Country 105	Corus	9.2	10.1	10.3	10.9	10.6
CBR	CBC Radio One	CBC	7.6	7.9	8.3	7.9	7.2
CFEX-FM	X92.9 FM	Harvard	6.5	5.1	4.9	4.0	4.9
CJAY-FM	CJAY 92	Bell Media	6.3	4.9	4.7	4.5	4.2
CFGQ-FM	Q107	Corus	5.7	6.1	6.4	5.8	6.4
CHFM-FM	KiSS 95.9	Rogers	5.7	6.6	4.6	4.4	4.8
CJAQ-FM	96.9 JACKfm	Rogers	5.4	4.9	3.5	3.8	3.8
CIBK-FM	Virgin Radio 98-5	Bell Media	4.9	6.1	6.1	5.8	7.2
CFFR	660NEWS	Rogers	4.4	3.8	4.4	5.0	4.7
CHUP-FM	Soft Rock 97.7	Rawlco	4.0	3.6	4.2	5.0	4.1
CKMP-FM	90.3 AMP	Newcap	3.2	3.7	4.0	5.3	4.9
CFAC	Sportsnet 960 The FAN	Rogers	2.5	2.7	3.5	2.7	3.6
CKCE-FM	KooL 101.5 FM	JPBG	2.5	2.7	3.1	3.2	4.9
CBR-FM	CBC Radio 2	CBC	2.2	2.2	2.1	2.0	1.6
CKMX	FUNNY 1060 AM	Bell Media	1.3	1.5	1.8	2.4	1.1
CKWD-FM	Wild 95.3	JPBG	1.2	1.3	1.5	1.7	1.4

Station	Station ID	Owner	Share% Spring 2016	Share% Winter 2015/16	Share% Fall 2015	Share% Summer 2015	Share% Spring 2015
Edmonton CTRL (Average Daily Universe: 1,174,000)							
CKNO-FM	102.3 FM NOW! radio	JPBG	11.4	11.2	10.4	11.9	12.0
CISN-FM	CISN Country 103.9	Corus	8.4	6.9	6.6	7.8	6.9
CHED	AM 630 CHED	Corus	8.0	8.4	9.5	8.4	8.2
CBX+	CBC Radio One	CBC	7.4	7.9	7.9	8.6	10.2
CKRA-FM	96.3 CAPITAL FM	Newcap	7.2	8.3	7.8	8.4	8.2
CIRK-FM	Classic Rock K-97	Newcap	6.8	6.3	5.7	5.9	5.3
CFCW *	840 CFCW	Newcap	6.7	6.1	5.7	4.6	5.4
CFBR-FM	100.3 The Bear	Bell Media	6.6	5.3	4.8	4.7	5.3
CHBN-FM	91.7 The Bounce	Rogers	4.7	4.9	4.8	4.3	4.8
CIUP-FM	up! 99.3 FM	JPBG	4.6	5.1	6.7	5.6	4.8
CKNG-FM	Fresh Radio 92.5	Corus	4.4	5.2	3.8	5.0	4.6
CHDI-FM	Sonic 102.9	Rogers	4.3	4.4	5.5	4.9	4.4
CFRN	TSN 1260	Bell Media	3.4	3.2	3.3	2.9	2.8
CJNW-FM	HOT 107 FM	Harvard	3.2	3.1	3.2	2.8	2.9
CFMG-FM	104.9 Virgin Radio	Bell Media	2.6	2.9	3.1	3.6	3.3
CKEA-FM	95.7 CRUZ fm	Harvard	2.3	3.2	3.2	2.9	2.8
CKUA-FM	CKUA Radio Network	CKUA	2.0	2.0	1.8	1.4	2.0
CHQT	iNews880	Corus	1.1	0.9	1.0	0.9	0.8
CBX-FM	CBC Radio 2	CBC	0.7	1.3	1.5	1.2	1.1

Station	Station ID	Owner	Share% Spring 2016	Share% Winter 2015/16	Share% Fall 2015	Share% Summer 2015	Share% Spring 2015
Montreal CTRL Anglo (Average Daily Universe: 797,000)							
CJAD	CJAD 800 AM	Bell Media	29.0	29.6	28.0	28.1	25.3
CKBE-FM	92.5 The Beat	Cogeco	16.8	16.1	17.5	17.7	18.0
CJFM-FM	Virgin Radio 96	Bell Media	16.0	16.2	16.2	17.0	15.9
CHOM-FM	CHOM 97.7	Bell Media	13.3	11.7	11.7	12.2	12.5
CBME-FM	CBC Radio One	CBC	6.2	6.5	6.5	6.3	7.4
CKGM	TSN 690	Bell Media	3.9	4.4	4.2	3.5	5.2
CFGL-FM	Rythme 105,7	Cogeco	2.2	2.2	2.1	2.4	2.4
CJPX-FM	Radio Classique Montréal	Média ClassiQ	1.6	1.7	1.6	1.2	1.2
CBM-FM	CBC Radio 2	CBC	1.5	1.4	1.5	1.3	1.5
CKOI-FM	96,9 CKOI	Cogeco	1.2	1.4	1.4	1.0	0.8
CITE-FM	Rouge fm 107,3	Bell Media	1.1	1.1	1.1	1.2	1.4
CHMP-FM	98,5 fm	Cogeco	1.0	1.2	1.8	1.4	1.5
CKMF-FM	ENERGIE Montreal 94.3	Bell Media	1.0	1.0	0.9	0.9	1.2
CBF-FM	ICI Radio-Canada Première	CBC	0.7	0.7	0.6	0.4	0.7
CBFX-FM	ICI Musique	CBC	0.2	0.2	0.2	0.2	0.1
CKAC	Radio Circulation 730	Cogeco	0.1	0.2	0.2	0.4	0.3
CKLX-FM	91.9 Sport	RNC Media	0.1	0.1	0.1	0.1	0.1
CHRF	AM980	Evanov RGroup	0.0	0.0			

Station	Station ID	Owner	Share% Spring 2016	Share% Winter 2015/16	Share% Fall 2015	Share% Summer 2015	Share% Spring 2015
Montreal CTRL Franco (Average Daily Universe: 2,738,000)							
CHMP-FM	98,5 fm	Cogeco	21.5	23.2	22.7	19.6	23.3
CFGL-FM	Rythme FM 105,7	Cogeco	20.2	18.1	17.1	18.7	17.9
CITE-FM	Rouge fm 107,3	Bell Media	10.5	10.9	11.8	14.0	12.0
CBF-FM	ICI Radio-Canada Première	CBC	8.5	9.3	9.9	8.4	10.5
CKOI-FM	CKOI 96,9 Montreal	Cogeco	8.3	8.2	8.5	8.7	7.0
CKBE-FM	92.5 The Beat	Cogeco	6.3	5.0	5.8	5.7	4.8
CKMF-FM	ENERGIE Montreal 94.3	Bell Media	5.1	5.2	5.8	6.3	6.9
CJFM-FM	Virgin Radio 96	Bell Media	5.0	4.5	4.6	5.7	4.7
CHOM-FM	CHOM 97.7 FM	Bell Media	4.5	4.4	3.9	3.4	3.0
CJPX-FM	Radio-classique Montréal	Média ClassiQ	2.8	4.0	3.0	3.2	3.2
CBFX-FM	ICI Musique	CBC	2.3	2.3	2.6	2.5	2.3
CKLX-FM	91.9 Sport	RNC Media	1.4	1.2	1.2	0.4	0.9
CJAD	CJAD 800 AM	Bell Media	0.7	0.6	0.5	0.4	0.5
CBM-FM	CBC Radio 2	CBC	0.3	0.3	0.4	0.6	0.5
CBME-FM	CBC Radio One	CBC	0.3	0.3	0.2	0.1	0.2
CKAC	Radio Circulation 730	Cogeco	0.2	0.3	0.3	0.3	0.3
CHRF	AM980	Evanov RGroup	0.0	0.1			
CKGM	TSN 690	Bell Media	0.0	0.1	0.1	0.1	0.1

Station	Station ID	Owner	Share% Spring 2016	Share% Winter 2015/16	Share% Fall 2015	Share% Summer 2015	Share% Spring 2015
Toronto CTRL (Average Daily Universe: 5,321,000)							
CHFI-FM	98.1 CHFI	Rogers	9.5	11.1	9.9	9.6	9.4
CBLA-FM	CBC Radio One	CBC	9.0	10.4	9.7	8.7	9.3
CHBM-FM	boom 97.3	Newcap	8.3	7.6	9.0	8.7	8.4
CHUM-FM	104.5 CHUM-FM	Bell Media	7.8	8.3	8.9	9.5	9.5
CFRB	NEWSTALK 1010	Bell Media	7.0	5.5	7.0	6.8	7.8
CFTR	680News	Rogers	6.5	6.1	5.7	5.5	5.4
CKFM-FM	Virgin Radio 999	Bell Media	5.2	5.1	5.5	6.3	5.5
CILQ-FM	Q107	Corus	4.8	4.8	4.9	5.8	5.3
CFZM+	Zoomer Radio	ZoomerMedia	4.4	5.0	4.6	4.3	3.5
CKIS-FM	KiSS 92.5	Rogers	4.4	4.2	3.6	4.0	4.2
CFMZ-F+	Classical FM	ZoomerMedia	4.0	5.0	4.2	4.2	6.1
CJCL	Sportsnet 590 The FAN	Rogers	3.8	2.4	4.9	4.0	3.1
CFNY-FM	102.1 The Edge	Corus	3.4	3.1	3.4	4.2	3.0
CFMJ	Talk Radio AM640	Corus	2.9	3.1	2.6	2.1	2.3
CFXJ-FM	93-5 The Move	Newcap	2.7	2.7	2.5	3.0	3.1
CIDC-FM	Z103.5	ERG	2.7	2.0	2.3	2.7	2.3
CIND-FM	Indie88	Cent.Ont.B'casting	2.6	2.0	1.4	1.5	1.4
CBL-FM	CBC Radio 2	CBC	2.4	2.8	2.6	2.1	2.2
CHKX-FM*	KX 94.7	Durham Radio	1.3	1.2	1.1	1.0	1.0
CKDX-FM	Jewel 88.5	ERG	1.0	1.0	1.2	1.1	1.8
CKFG-FM	G98.7	IBN	1.0	1.0	1.5	1.4	1.6
CJRT-FM	JAZZ.FM91	CJRT-FM Inc.	0.9	1.2	1.0	1.3	1.3
CINA	Radio CINA	Neetie Ray	0.8	0.7	0.5	0.4	0.6
CHUM	TSN 1050	Bell Media	0.7	0.7	0.6	0.5	0.7
CHUM-FM*	Fresh Radio 95.3	Corus	0.4	0.4	0.5	0.7	0.8

Station	Station ID	Owner	Share% Spring 2016	Share% Winter 2015/16	Share% Fall 2015	Share% Summer 2015	Share% Spring 2015
Vancouver (Average Daily Universe: 2,229,000)							
CBU+	CBC Radio One	CBC	14.4	13.2	12.7	10.3	12.2
CHQM-FM	103.5 QMFM	Bell Media	9.2	13.3	13.7	11.4	11.4
CKNW	CKNW	Corus	8.5	9.3	9.3	9.8	8.1
CFMI-FM	Rock 101	Corus	7.9	6.8	6.7	7.2	7.4
CFBT-FM	94.5 Virgin Radio	Bell Media	6.9	7.0	6.5	6.8	6.8
CJJR-FM	JRfm 93.7	JPBG	6.8	5.3	4.9	5.5	5.7
CKZZ-FM	Z95.3	Newcap	5.5	5.5	4.7	5.9	7.5
CFOX-FM	CFOX	Corus	5.4	5.0	5.5	5.4	5.7
CHLG-FM	LG104.3	Newcap	5.3	4.5	2.8	2.5	2.4
CJAX-FM	96.9 JACKfm	Rogers	5.3	4.9	5.2	6.8	5.7
CKWX	News1130	Rogers	5.1	5.1	6.0	6.4	5.7
CBU-FM	CBC Radio 2	CBC	3.2	2.5	2.7	2.8	3.0
CKPK-FM	102.7 The Peak	JPBG	3.2	3.9	3.4	3.4	2.9
CKKS-FM*	KiSS RADiO	Rogers	3.0	3.3	3.4	3.4	3.7
CKST	TSN 1040	Bell Media	2.9	2.4	2.5	1.9	2.8
CISL	CISL 650	Newcap	2.7	2.6	4.5	3.6	3.4
KWPZ-FM*	Praise 106.5		2.0	2.0	1.3	2.0	1.4
CHMJ	AM730	Corus	0.7	0.7	0.8	0.7	0.6
CFTE	TSN 1410	Bell Media	0.4	0.5	0.6	0.3	0.2

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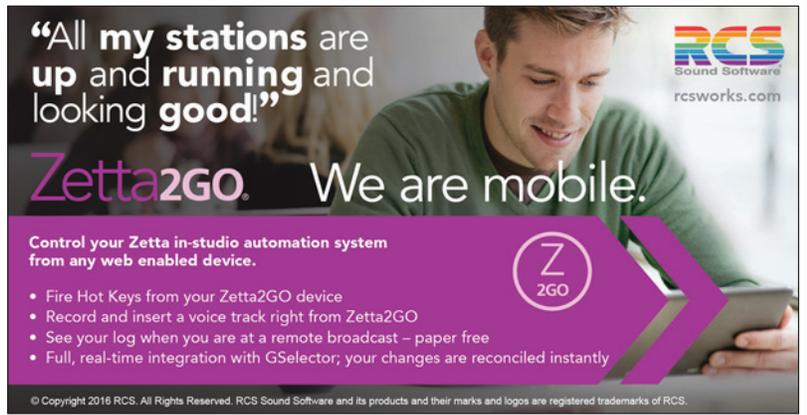
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Boyd Leader, Aboriginal Multi-Media Society, Edmonton; John Vos, Corus Radio Calgary; Brad Phillips, Corus Radio, Vancouver and Heidi Rasmussen, JPBG Winnipeg



Jason Huschi, Harvard Broadcasting, Regina and Cam Clark, Westman Communications Group, Brandon



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Steve Jones, Newcap, Dartmouth and Jason Huschi, Harvard Broadcasting, Regina

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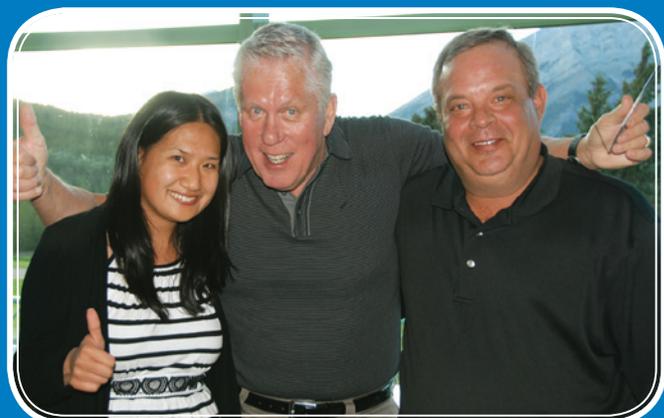
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*Danielle May-Cuconato, CRTC, Ottawa; Candace Molnar, CRTC, Regina;
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Joe Aguiar, CRTC, Ottawa and Carter Friesen*



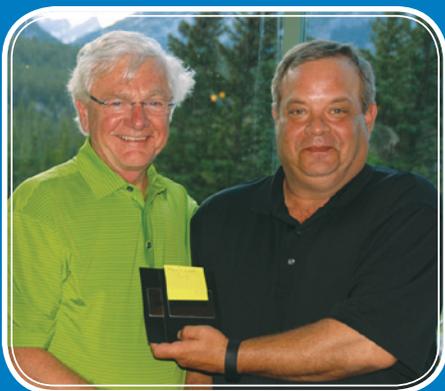
*Brad Hugel, Rogers Broadcasting, Calgary; Kevin Gemmell,
89.5 The Drive, Chilliwack; Robin Hildebrand, Golden West
Broadcasting and Vince Tripathy, Sarala, Calgary*



*Rick Arnish, Kamloops; Vanessa Ong, JPBG, Kamloops
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*Jay Penner, Golden West Broadcasting, High River; Neil Shewchuk, XM 105
Whitecourt; Jim Anderson, SDS, Toronto; Robin Hildebrand, Golden West
Broadcasting and John Vos, Corus Radio, Calgary*



*Ken Singer,
Fabmar Communications, Melfort*



*Robin Hildebrand, Golden West Broadcasting;
Terry McArthur, Mega Music Canada, Calgary;
Jason Huschi, Harvard Broadcasting, Regina*



*Tamara Konrad, Harvard Broadcasting,
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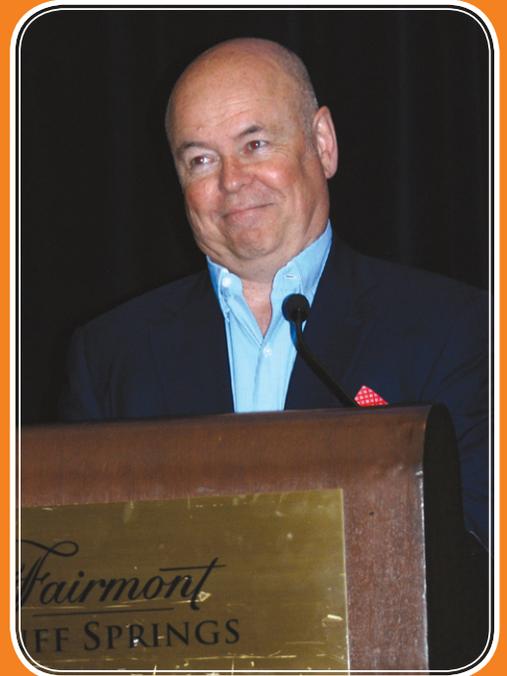
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Keynote speaker Terry O'Reilly



*Stephen Sienko, Target Broadcast Sales, Toronto
and Sanaz Chenari*



*Andy Ross, 96.3
Cruz FM, Saskatoon*



*ChiChi Liu, Burli Software, Vancouver
and Howard Christensen,
Broadcast Dialogue, Lagoon City*



*Glenn Ruskin, Rawlco Radio, Calgary; Tafline Newton,
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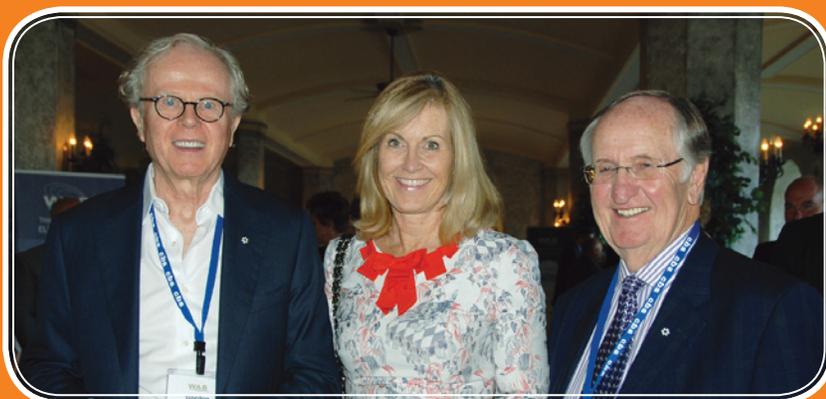
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Gala Screen Shot



*Gordon Rawlinson, Rawlco Capital, Calgary; Lisa Eaton, Numeris, Toronto
and Elmer Hildebrand, Golden West Broadcasting, Winnipeg*



*Rod Schween, Jim Pattison Broadcast Group,
Kamloops and Patti Schween*



*Susan and Cam Clark,
Westman Communications Group, Brandon*



*Tamara Konrad, Harvard Broadcasting,
Edmonton and Tyler Middleton,
X92.9 FM Calgary*



Doug Gunn, Tim Hortens and Len Perry, Bell Media, Calgary



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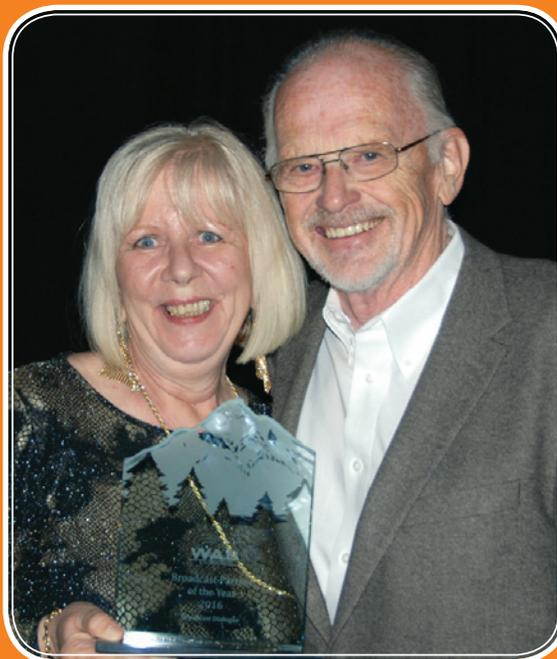
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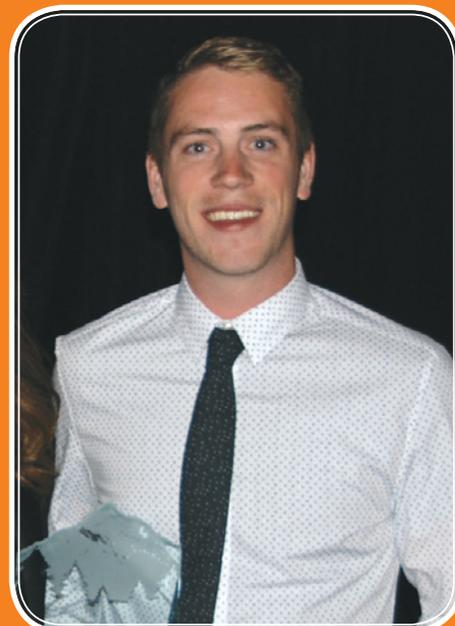
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Steve Jones, Newcap, accepts the Gold Medal Award on behalf of Lloyd FM, Lloydminster from WAB President Vinka Dubroja



Howard and Ingrid Christensen receive the Broadcast Partner of the Year Award



Tyler Middleton, morning show host at X92.9 FM Calgary accepts the Leader of Tomorrow Award



Rod Schween, Jim Pattison Broadcast Group, accepts the Gold Medal Award on behalf of CHAT TV, Medicine Hat



Ginette Ouimet, Harvard Broadcasting accepts the Gold Medal Award on behalf of X92.9, Calgary



Rick Arnish accepts the WAB Hall of Fame Award

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Ingrid and Howard Christensen, Broadcast Dialogue



Len Perry, Bell Media, accepts the Gold Medal Award on behalf of CTV Calgary



MCs Crash (r) and Mars (l), 102.3 NOW! Radio, Edmonton



Vic Dubois accepts the WAB Hall of Fame Award



Heidi Rasmussen, Ingrid and Howard Christensen, Elmer Hildebrand



The Acoustical Sounds of Big Sugar

BROADCAST Dialogue

Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • LOK 1B0 • howard@broadcastdialogue.com

Thursday, June 23, 2016

Volume 24, Number 8

TELEVISION/VIDEO:

The *CRTC*'s new fund to assist independent stations may be too little-too late for *CKPR-TV/CJSD-TV Thunder Bay*. Twenty-three million dollars was to be divided between 18 stations based on the quantity of news each produces, but that won't happen until Sept., 2017. *Dougall Media*, the owner of the stations, has said it may not have the resources to continue beyond this September...

Notwithstanding several stories on the matter, **Ron MacLean** says "*nothing's official*". The scuttlebutt is that he'll succeed **George Stroumboulopoulos** as host of *Hockey Night in Canada* next season...

The lowered TV spend and an over-investment in digital negatively affects advertisers' sales. The *Standard Media Index's* report looks at the change in U.S. media spend over the past five years (2010-2015) and the effects on advertisers' ROI. Highlights include: High-spend categories are returning to TV after experiencing negative sales results, including Auto, Financial, Tech, Telecom and Travel; of 39 advertisers studied, 15 had lowered their TV spend but are now increasing it; 100% of the reported companies that increased TV spend while decreasing digital, or raised TV spend after previously reducing it, experienced increased sales; and, television continues to have the highest share of media dollars at 53%, with Digital growing 14 points since 2010 to hit 33% of media dollars in 2015. For details, click [HERE](#)...

Ronald Weinberg, the co-founder of the Montreal-based *Cinar* animation company, has been given a nine-year prison term for his role in a \$120-million fraud case that occurred between 1998 and 2000. *Cinar* created popular children's shows such as *Arthur* and *Caillou*...

Just over a third of all Canadian Internet users have used or downloaded an ad blocker. That's just one key finding from the latest *MTM*, a research product of *CBC/Radio Canada*. It says ad blockers are here to stay, especially among the heaviest Internet users. For more, click [HERE](#) ...

Stingray Digital Group in Montreal will acquire four *Bell Media* music video channels: *MuchLoud*, *MuchRetro*, *MuchVibe* and *Juicebox*. The transaction is expected to close in the third quarter of this year. Once that's done, the channels will be rebranded. Financial terms weren't disclosed...



Congratulations Howard
on a great run.
We'll miss you!



Broadcast Dialogue subscribers – consider subscribing to FYI Music News to keep receiving timely information about the Canadian media industry. [More info here.](#)

What's described as a "crude comedy" which aired on *MUCH* did not, according to the *Canadian Broadcast Standards Council*, breach any broadcast codes. Details at www.cbsc.ca...

Canadian winners at the *PROMAXBDA Promotion, Marketing and Design Awards* are listed beginning on Page 6...

An appeal by *Bell Mobility* of a *CRTC* ruling on how its company charged customers for its mobile television app has been dismissed by a federal court. The Commission had earlier ruled that Bell was offside in its pricing of five dollars a month for an app that allowed users to stream up to 10 hours of programming with no impact on their monthly wireless data caps. The *CRTC* found, and the federal court agreed, that this gave Bell's own app an unlawful preference over other applications or Internet services, which do count against monthly data usage...

The Shopping Channel (TSC) is now available on *Apple TV*. The *ShopTSC* app for *Apple TV* allows customers to stream live and pre-recorded broadcasts, browse items, and buy directly from their TVs...

Société Radio-Canada's Enquête won the top prize at the *Michener Awards* last Friday. Governor General David Johnston presented it for exposing ongoing physical and sexual abuse of Indigenous women in Val D'Or, Que., at the hands of provincial police.

REVOLVING DOOR:

Manny Paiva, the news manager at *Bayshore Broadcasting Owen Sound*, moves to *CTV Windsor* July 2 as news director. Paiva had been with *CFOS/Mix 106/Country 93* for more than 20 years, beginning in 1995 as a weekend anchor/reporter. He was promoted to ND in 2001 and, most recently, oversaw news and talk shows for seven Bayshore stations...



Manny Paiva

Rick Campenelli, a co-host at *ET Canada*, is about to join the *102.1 the Edge (CFNY-FM) Toronto* morning show. *Fred and Mel with Rick Campanelli* launches June 27...



Mel, Rick Campenelli and Fred

Evan Solomon

Robert Fife

Evan Solomon, *Bell Media Radio's* national affairs specialist, has been appointed host of the *CTV* political affairs program, *Question Period*, effective in September. He will succeed *Globe and Mail* Ottawa Bureau Chief Robert Fife, who will continue to appear on the show next season. Solomon continues as host of *News Talk Radio's (CFRA)* daily *Ottawa Now*...

Christiane Scher, VP/COO at *TFO* in Toronto has retired after 40+ years of media experience. She began at *CBC* in Toronto where she produced public affairs programs and documentaries. Scher moved to the private sector as a producer before joining *TFO* in 1991...



Christiane Scher



Jess Hoy



Kimberly Wynn

Jess Hoy joins Brody Jackson June 27 as the new *QX104 Winnipeg* morning host. She was with the *KG Country 95.5 FM (CKGY) Red Deer* morning show...

Kimberly Wynn, ex of *CTV MORNING LIVE* in Edmonton, has moved to *CTV Vancouver's* morning show as a traffic specialist. Her background also includes *630 CHED Edmonton*, *Global Lethbridge* and *Shaw TV Edmonton*...

Kristen Shilton, a former *USA TODAY* hockey writer, is returning to Canada to join *TSN* as a reporter covering *Toronto Maple Leafs* hockey on *TSN Radio 1050 Toronto* and *TSN.ca*...

Julisa Ly has been promoted to MD at *102.1 the Edge Toronto*. The 10-year *Corus* veteran was promoted from assistant MD and succeeds Tara Di Giuseppe...

Billie Holiday is now with *93-5 The Move (CFXJ) Toronto* doing weekends on the *Newcap* station. She had been partnered with Jay Michaels as *Mad Dog & Billie* at Toronto stations *KISS 92*, *CHFI*, *Mix 99.9 (CKFM)* and *Virgin Radio*. In 2011, contract talks between *Virgin* and Holiday didn't work out and she left. Michaels remained with a new partner...

Marney Blunt is the new *CJDC-TV Dawson Creek* anchor, ex of *CTV Winnipeg*. She succeeds Ashley Wiebe who moved to *CHAT-TV Medicine Hat* as a reporter...

Sean McEwen is the new *Sunfm (CHRX) Fort St. John* morning show host. The *Fanshawe College* graduate moved from London... Also at *Bell Media Fort St. John*, Joseph Graves, a recent *SAIT Calgary* graduate, has become the broadcast engineer...

Karine Moses is now president of Montreal-based *Astral Out of Home*, succeeding Luc Quétef. She had been VP, field operations support at *Bell*.

SIGN-OFFS:

S Peter Fleming, 66, of liver cancer at his home in Prince Edward County (Ontario). Fleming is best remembered for his 25-years at the *CRTC* in Ottawa where he was Director-General of Radio, of TV and Corporate Services, and of Broadcast Planning. He left the Commission in 1997 and became a broadcast consultant. He leaves his wife, former *CRTC* Secretary General **Diane Rhéaume**...

Pierre Lalonde, 75, six years after being diagnosed with Parkinson's Disease. The singer and television host had been a superstar in French Quebec.

RADIO/AUDIO:

R *Riding Mountain Broadcasting*, the owner of *CKLQ Brandon*, has applied for a flip to FM. If granted, CKLQ would be at 91.5 with 100,000 watts and continuing its Country format. Further, the company has also applied to maintain the AM transmitter as a rebroadcaster...

A *CRTC* hearing set for Sept. 27 will consider 10 applications for a new ethnic FM station in Edmonton, as well an application for a new French-language community radio station. Eight are technically mutually exclusive since each propose to use 106.5 MHz. Applicants are: *VMS Media Group*; *Neeti P. Ray*; *Antoine Karam*; *Dufferin Communications*; *Radio India*; *Multicultural Broadcasting Corp.*; *Harmon Bal*; *Akash Broadcasting*; *South Fraser Broadcasting*; and *Société Radio Communautaire du Grand Edmonton Society*...

Winners at the *New York Festivals* are listed beginning after the *PROMAXBDA* award winners. Click on the company names to listen to award winning audio...

Red Robinson has been appointed to the *Order of British Columbia*. The investiture ceremony will take place July 26 at Government House in Victoria. Robinson started working as a disc jockey at the age of 16 at *CJOR Vancouver*. That was in 1954, 62 years ago. He was one of the first DJs to play Elvis Presley and Buddy Holly...



Red Robinson

	<p>Morning Show Co-Host/News & News Director/Afternoon News - Centre Wellington For Details or to Apply, Click HERE</p>
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**ROUNDHOUSE
RADIO 98.3
VANCOUVER**

General Sales Manager - Vancouver

For Details or to Apply,

Click [HERE](#)

Bob Irving, the voice of the *Winnipeg Blue Bombers* since 1973, is part of the *Bombers Hall of Fame* class of 2016. He began his broadcasting career at *CJSL Estevan* and had never done play-by-play of any kind until *CJOB Winnipeg* asked him to give it a shot.

GENERAL:

At the *CBC* Board of Directors meeting in Ottawa, a social media campaign called for it to be replaced. *Friends of Canadian Broadcasting* notes that eight of 10 members of the *CBC* Board were either appointed by Stephen Harper or had been financial supporters of the *Conservative Party of Canada*...

RTDNA Canada will release a new *Code of Journalistic Ethics* July 1. It's available now at [www.rtdnacanada.com/rtdna-code-of-journalistic-ethics-2016/...](http://www.rtdnacanada.com/rtdna-code-of-journalistic-ethics-2016/)

At the annual *Canadian Journalism Foundation Awards* in Toronto, broadcasters winning honours were: *CBC News* receiving the *CJF Jackman Award for Excellence in Journalism* in the large-media category; Trevor Jang, reporter and content creator at *Roundhouse Radio Vancouver*, receiving the *CJF Aboriginal Journalism Fellowship*;

Journalist Josée Dupuis and Producer/Director Emmanuel Marchand of *Radio-Canada's Enquête* were a winner of the Landsberg Award;

Martine Laberge, a reporter with *CBC/Radio-Canada* and James Lebens, a reporter for *CBC/Radio-Canada's Quirks & Quarks* were among winners of the *William Southam Journalism Fellowships*; and Lloyd Robertson of *CTV* was presented with the *Lifetime Achievement Award*...

The latest edition of the *North American Broadcasters Association* (NABA) newsletter is available [HERE](#)...

Nielsen has completed its acquisition of *Repucom*, the sports measurement, evaluation and intelligence company. The acquisition expands Nielsen's sports offerings of analytics and insights within the sports industry. The global spend on sports sponsorships is \$US60 billion.

SUPPLYLINES:

Golden West Broadcasting has selected *SDS Symphony* to replace its internal traffic and sales system.

PROMAXBDA NORTH AMERICA PROMOTION, MARKETING AND DESIGN AWARDS

Live Event Spot

Gold Bell Media Agency for MUCH - MMVA: ABERNATHY'S PURVEYOR OF FINE SCREAMS

Special News Report or Event Program Spot or Campaign

Gold Bell Media Agency for CTV NATIONAL NEWS – 'CITIES' CAMPAIGN

Art Direction & Design: Sales or Internal Marketing Presentation

Gold Bell Media Agency for CTV UPFRONT 2015-DRUM INTRO & IMAGE

Copywriting

Gold Bell Media Agency for SPACE - NIC CAGE-A-THON

Something for Nothing

Gold Bell Media Agency for TMN - FRIGHT FEST

Best Voice Over Performance

Silver Corus Entertainment for Q107 WHAT DOES IT MEAN TO ROCK

Children's Programming Spot or Campaign

Silver Bell Media Agency for KARV 2015

Daytime Program Spot or Campaign

Silver Corus Entertainment for YTV - THANKSGIVING MOVIETHON

Art Direction & Design: Program Informational Graphics

Silver Bell Media Agency for MUCH:MMVAS

Art Direction & Design: General Channel Image Campaign

Bronze Bell Media Agency for CRAVETV - COLLECTIONS CAMPAIGN

Channel Holiday/Special Event Campaign

Bronze Bell Media Agency for MUCH - MMVA: ABERNATHY'S PURVEYOR OF FINE SCREAMS

Art Direction & Design: Sports Program Open/Titles

Bronze CBC/Radio-Canada for CBC PAN AM OPEN

On-Screen Services Promotion Spot or Campaign: Cable, Satellite and Online Content Platforms

Bronze Bell Media Agency for MUCH - MADE TO MAKE

Art Direction & Design: Long Form/Webisode or Viral Video

Bronze Bell Media Agency for TMN - FRIGHT FEST

On-Air Illustration

Bronze Bell Media Agency for TMN - FRIGHT FEST

Copywriting for a Radio Spot

Bronze Bell Media Agency for SPACE - SHARKNADO 3 RADIO

Stunt Promotion Package Using Multiple Media

Bronze TSN | Bell Media for TSN PRESENTS THE COORS LIGHT GAMES

PROMAXBDA GLOBAL EXCELLENCE PROMOTION, MARKETING AND DESIGN AWARDS

Live Event Campaign

Gold Bell Media Agency for MUCH - MMVA: ABERNATHY'S PURVEYOR OF FINE SCREAMS

Art Direction & Design: Holiday/Seasonal/Special Events Spot

Gold Bell Media Agency for SPACE - BITTEN

Holiday/Seasonal/Special Event Program Campaign

Gold Bell Media Agency for MUCH - MMVA: ABERNATHY'S PURVEYOR OF FINE SCREAMS

Stunt Promotion – On-Air Only

Gold Bell Media Agency for SPACE - NIC CAGE-A-THON

News/Information Program Campaign

Gold CBC, Communications, Marketing, Brands & Research for CBC NEWS INVESTIGATES 2015

Art Direction & Design: Press Kit

Gold Bell Media Agency for BITTEN S3 PRESS KIT

Best Voice Over Performance

Silver Bell Media Agency for SPACE - NIC CAGE-A-THON

Program Promotional Campaign – Out-Of-House

Silver Bell Media Agency for SPACE - NIC CAGE-A-THON

Entertainment Program Campaign

Silver Bell Media Agency for MUCH - MMVA: ABERNATHY'S PURVEYOR OF FINE SCREAMS

Holiday/Seasonal/Special Event Program Spot

Silver Bell Media Agency for MUCH - MMVA: THE APPOINTMENT

Art Direction & Design: News Program Bumper

Silver Bell Media Agency for DAILY PLANET: SUPERSIZE THIS

Art Direction & Design: Self Promotion/Show Reel/Company Image Reel

Silver Bell Media Agency for CTV UPFRONT 2015-DRUM INTRO & IMAGE

On-Air Illustration

Silver Bell Media Agency for TMN - FRIGHT FEST

Art Direction & Design: Program Promotion Website

Silver Bell Media Agency for SPACE.CA REDESIGN

Set Design

Silver Bell Media Agency for NEW TSN STUDIO

Channel Holiday/Special Event Campaign

Bronze Bell Media Agency for MUCH - MMVA: ABERNATHY'S PURVEYOR OF FINE SCREAMS

On-Screen Services Promotion Spot or Campaign: Cable, Satellite and Online Content Platforms

Bronze Bell Media Agency for MUCH - MADE TO MAKE

Art Direction & Design: Program Promotion Website

Bronze Bell Media Agency for MUCH.COM REDESIGN

Art Direction & Design: Program Promotion Website

Bronze Bell Media Agency for BITTEN WEBSITE

Overall Integrated Sports Marketing Campaign

Bronze Bell Media Agency for TSN FANTASY FOOTBALL POWERED BY COORS LIGHT

Marketing Presentation – Print or Specialty

Bronze Bell Media Agency for CRAVETV PRE-LAUNCH MURAL

Canadian broadcasters received 32 Gold, Silver, Bronze and Finalist Certificates at the 2016 New York Festivals World's Best Radio Programs Award ceremonies on June 20. They are:

Gold Radio Winners are:

CANADIAN BROADCASTING CORPORATION

Brand: Campus - CBC Radio One

Title: Going in Circles

Competition: Audio Podcasts

Category: Health

CANADIAN BROADCASTING CORPORATION

Brand: The Sunday Edition - CBC Radio One

Title: All The Way Home

Competition: Information/Documentary

Category: Human Relations

CANADIAN BROADCASTING CORPORATION

Brand: Ideas - CBC Radio One

Title: High Culture

Competition: Information/Documentary

Category: Health/Medical

CANADIAN BROADCASTING CORPORATION

Brand: DNT0 - CBC Radio One

Title: Swimming to Freedom: The Incredible Story of Yahya Samatar

Competition: Information/Documentary

Category: Social Issues

CANADIAN BROADCASTING CORPORATION

Brand: The Current - CBC Radio One

Title: Anna Maria Tremonti Montage

Competition: On-Air Talent

Category: Best Talk Show Host

SARAH BOOTHROYD

Brand: The Canada Council for the Arts

Title: Castles in the Air

Competition: Craft

Category: Best Editing

THE VINYL CAFE

Brand: The Vinyl Cafe

Title: The Vinyl Cafe in Chicago

Competition: Craft

Category: Best Writing

Silver Radio Winners are:

BATTERY RADIO

Brand: Interactive audio fiction

Title: The Bannerman Quartet

Competition: Audio Podcasts

Category: Travel & Tourism

BELL MEDIA

Brand: Newstalk1010

Title: Conversations

Competition: Information/Documentary

Category: Biography/Profiles

CANADIAN BROADCASTING CORPORATION

Brand: Back Story - CBC Radio One

Title: Walking Across a Continent: Nahlah Ayed and The Refugee Crisis, 2015

Competition: Audio Podcasts

Category: News

CANADIAN BROADCASTING CORPORATION

Brand: The Current - CBC Radio One

Title: Sue Klebold: A Mother's Reckoning

Competition: Craft

Category: Best Interview

CANADIAN BROADCASTING CORPORATION

Brand: Because News

Title: Episode 10

Competition: Entertainment

Category: Best Regularly Scheduled Comedy Program

CANADIAN BROADCASTING CORPORATION

Brand: The Sunday Edition - CBC Radio One

Title: Safe Is Not Enough

Competition: Information/Documentary

Category: National Or International Affairs

CANADIAN BROADCASTING CORPORATION

Brand: Ideas - CBC Radio One

Title: Science Under Siege

Competition: News Programs

Category: Best Public Affairs Program

ROGERS RADIO, TORONTO

Brand: Sportsnet 590, The FAN

Title: Toronto Blue Jays - One Shot

Competition: Promotion Spots, Opens & IDs

Category: Sports Promotion

SOULPEPPER THEATRE COMPANY

Brand: Soulpepper Theatre Company

Title: Spoon River

Competition: Audio Books

Category: Best Audio Book - Fiction

Bronze Radio Winners are:

405 MADISON AVENUE INC.

Brand: Under The Influence

Title: For Your Consideration: Oscar Campaigns The Public Never Sees

Competition: Information/Documentary

Category: Business Or Consumer Issues

ACCESSIBLE MEDIA INC.

Brand: AMI-audio
Title: An Open Book
Competition: Information/Documentary
Category: Business Or Consumer Issues

ACCESSIBLE MEDIA INC.

Brand: AMI-audio
Title: Mind the Gap: AMI Visits London
Competition: Information/Documentary
Category: Travel & Tourism

CANADIAN BROADCASTING CORPORATION

Brand: The Current - CBC Radio One
Title: Being Jacqueline
Competition: News Reports/Features
Category: Best Human Interest Story

JAZZ.FM91 CJRT

Brand: JAZZ.FM91
Title: JAZZ.FM91, Jazz & The Arts
Competition: Programming Format
Category: Best Jazz Format

Finalist Certificate Winners are:

405 MADISON AVENUE INC.

Brand: Under The Influence
Title: Even In The Dark: How Packaging Persuades You To Buy
Competition: Information/Documentary
Category: Business Or Consumer Issues

ACCESSIBLE MEDIA INC.

Brand: AMI-audio
Title: St. John's: In Through the Narrows
Competition: Information/Documentary
Category: Culture & The Arts

CANADIAN BROADCASTING CORPORATION

Brand: Someone Knows Something - CBC Radio One
Title: Episode 1: The Family
Competition: Audio Podcasts
Category: General

CANADIAN BROADCASTING CORPORATION

Brand: Podcast Playlist - CBC Radio One
Title: Episode 32: "Love and Distance"
Competition: Craft
Category: Best Innovation

CANADIAN BROADCASTING CORPORATION

Brand: Ideas - CBC Radio One
Title: The Coming Zombie Apocalypse
Competition: Craft
Category: Best Narration

CANADIAN BROADCASTING CORPORATION

Brand: Ideas - CBC Radio One

Title: Miss Understanding and Miss Behaviour

Competition: Information/Documentary

Category: Profiles/Community Portraits

CANADIAN BROADCASTING CORPORATION

Brand: Unreserved - CBC Radio One

Title: Reflections of Oka: 25 years after the Mohawk Stand Off

Competition: Information/Documentary

Category: History

CANADIAN BROADCASTING CORPORATION

Brand: The Sunday Edition - CBC Radio One

Title: Thirty-nine

Competition: Information/Documentary

Category: Profiles/Community Portraits

CANADIAN BROADCASTING CORPORATION

Brand: As It Happens - CBC Radio One

Title: Missing & Murdered: As It Happens Series

Competition: News Programs

Category: Best Coverage Of Ongoing News Story

CANADIAN BROADCASTING CORPORATION

Brand: The Current - CBC Radio One

Title: No Way Home: Children and the Refugee Crisis

Competition: News Programs

Category: Best News Documentary Or Special

CANADIAN BROADCASTING CORPORATION

Brand: On The Go

Title: Happy Everyday

Competition: News Reports/Features

Category: Best Human Interest Story

Changing the conversation

Terry O'Reilly, in his keynote presentation to this month's Western Association of Broadcasters conference in Banff, said perceptions can be changed. It's not an insurmountable problem. All that's needed are insight, leverage and intestinal fortitude.

Terry O'Reilly is host of the CBC Radio One show *Under the Influence*, keynote speaker and co-founder of Pirate Radio & Television.

The advertising industry has been studying how to change perceptions for well over 100 years. The perception customers have of your products and services is critically important. A positive perception creates good will that can be banked and used in tough times. It makes price issues less important. They will listen to your messages. That's why you have to be sure your brand is unique, clear and compelling. If it's not, it fogs up your messaging.

If potential clients have a negative perception of you or your industry, they will put their money elsewhere and if that's the case you have to change that perception; you have to change the conversation.

People treat perceptions like possessions. They don't want to give them up. But the advertising industry made a profound discovery about changing minds back in the 1950s when the Leo Burnett agency, hired by Phillip Morris, changed people's minds about Marlboro cigarettes, moving the brand from being a lady's cigarette to a man's smoke.

That went down as one of the riskiest decisions ever made in the advertising world, a seemingly impossible rewiring situation.

Burnett went to research and focus groups, rounding up dedicated smokers, blindfolding them, and giving them a succession of cigarettes to smoke. They were asked to put their hands up when smoking their brand. Nobody found their brand, the cigarette they loved the most.

Ditto with a Molson's focus group. These Molson drinkers were asked what they thought about their brands. Labatt was brought up and they said Labatt was crap, that Molson was the only beer worth drinking. They'd go on and on because they were such big Molson brand drinkers. Then, after bringing in a tray of non-labelled beers, they couldn't find Molson's.

Why the disconnect in the Marlboro and Molson's focus groups? Because in many categories we drink the label and we smoke the advertising. The image of the brand hinges on the perception of the product, and not the actual product qualities.

With the success of the Marlboro brand shift, from a lipstick-coloured filter tip to a macho cowboy's choice, advertisers realized that a brand was an idea that people held in their minds; a perception. And because it was a perception it could be influenced. It all begins, said O'Reilly, with doing some smart research to understand the root of the problem and what available solutions there might be.

In 1980, New York City was broke, there was a garbage strike that summer, there was record-breaking crime. You wouldn't walk down Times Square in the daytime. The city was struggling.



Tourism was at an all-time low. New York was desperate to re-brand itself.

To begin, research. They gathered potential tourists from around the country in various rooms around the country so they could ask questions. The first was “Would you consider taking a vacation in New York this year?” The focus groups unanimously, said “absolutely not”. So then they were asked about other aspects of New York, the restaurants, the fashion, shopping, the hotels, the historical sites, how safe they felt, how expensive it was. All prompted negative responses. And then they were asked about Broadway. The focus groups were completely positive about Broadway, they loved Broadway, they loved Broadway shows.

The take-away was “hate New York, love Broadway”.

With that research, the city realized their greatest area of opportunity, and it was this: It’s pretty hard to visit Broadway without visiting New York. So they built a campaign around that insight. The television commercials had all the casts from the most popular Broadway shows in 1980, all singing “I love New York”.

Research showed the city that it could leverage Broadway is a way to entice people back to New York. I love New York became a theme built around the one thing research kept pointing to all along, the love of Broadway.

New York had asked dozens of questions of those focus groups before they realized that Broadway could be used to save the city. The phrase “I Love New York” was not just an external battle cry. It became an internal rallying cry because the people of New York bought into it. When the external thing started to work and people inside the city started to feel better about themselves, the whole thing came together.

Emotion Always Works On Radio.

Ray-Ban wasn’t convinced that radio was the place to advertise sunglasses. It thought a fashion item had to be seen, but they didn’t have enough of a budget to do television and big-time print. O’Reilly felt that you can sell fashion on radio and that Ray-Ban’s perception was wrong because people never, ever, buy the product. They buy the benefit. In other words, people will get 3/4" drill bits to get what they really want: 3/4" holes. Advertising professionals sell the benefit and the benefit of almost anything in life is a human emotion, and emotion always works on radio.

O’Reilly wrote a campaign based on Ray-Ban’s research. Once he began going through it he found stories involving famous people who wore Ray-Bans over time. Test pilot Chuck Yeager wore Ray-Bans because, as planes got faster and were able to climb higher and higher, he couldn’t see his instrument panel. The glaring sunlight was too much. Ray-Ban created aviator sunglasses for him. And that great classic image of James Dean leaning against a brick wall with his Ray-Bans on. And iconic actress Marilyn Monroe

When you uncover an **insight** or a leverage point it's **magical**.
It's like finding **rocket fuel**. Sometimes finding that insight is like looking for a **needle** in a haystack of needles.

was famous for wearing Ray-Bans when she went out in public. O'Reilly's campaign captured the emotion of those stories and created the benefits.

Ray-Ban loved it. It was successful because the stories connected with people. They made people feel something about Ray-Ban. It wasn't just empty fashion advertising. "The insight there beyond the history of great people wearing them, I think, was the fact that sunglasses just don't shield you from the sun, they transform you when you put them on," said O'Reilly.

Have you ever put on your sunglasses and caught your reflection in the glass as you walk down the street? You like it, and that's what those spots were about . . . how you can transform yourself with just great sunglasses, with Ray-Ban, that classic legendary product.

Radio is the best medium for emotion. The Ray-Ban campaign proved that you don't have to see something with your eyes to desire it in your heart. That was the power of that campaign, that was the power of radio.

When you uncover an insight or a leverage point it's magical. It's like finding rocket fuel. Sometimes finding that insight is like looking for a needle in a haystack of needles. When you are doing research to figure out a problem, you have to be neutral. You have to let the research reveal itself. Do not impress your biases against it; do not stick-handle the results. Let the research reveal itself.

The best marketers are the best listeners. And better questions result in better answers.

Changing the perception, getting someone to change their mind about you, your company, your industry is difficult, delicate. You need absolute consistency once you have determined the direction and you need patience because changing the perception is not an event, it's a process. It takes time. It also takes fortitude because when you decide to turn your bus around you get a lot of pushback, you get pushback from your clients, from the industry, from your own people because no one likes that kind of change. But if you want people to think about you in new ways you have to communicate to them in new ways.

If advertisers think radio is old school or that television isn't as powerful as it used to be and that digital is more powerful, you've got to change that perception. Because that's not the truth. Radio, said O'Reilly, is simply the most creative medium there is. Television is simply the most powerful medium in the business. Digital brings a lot of wonderful things to the world but doesn't diminish radio or television.

—BD

Choices ...

and

consequences:

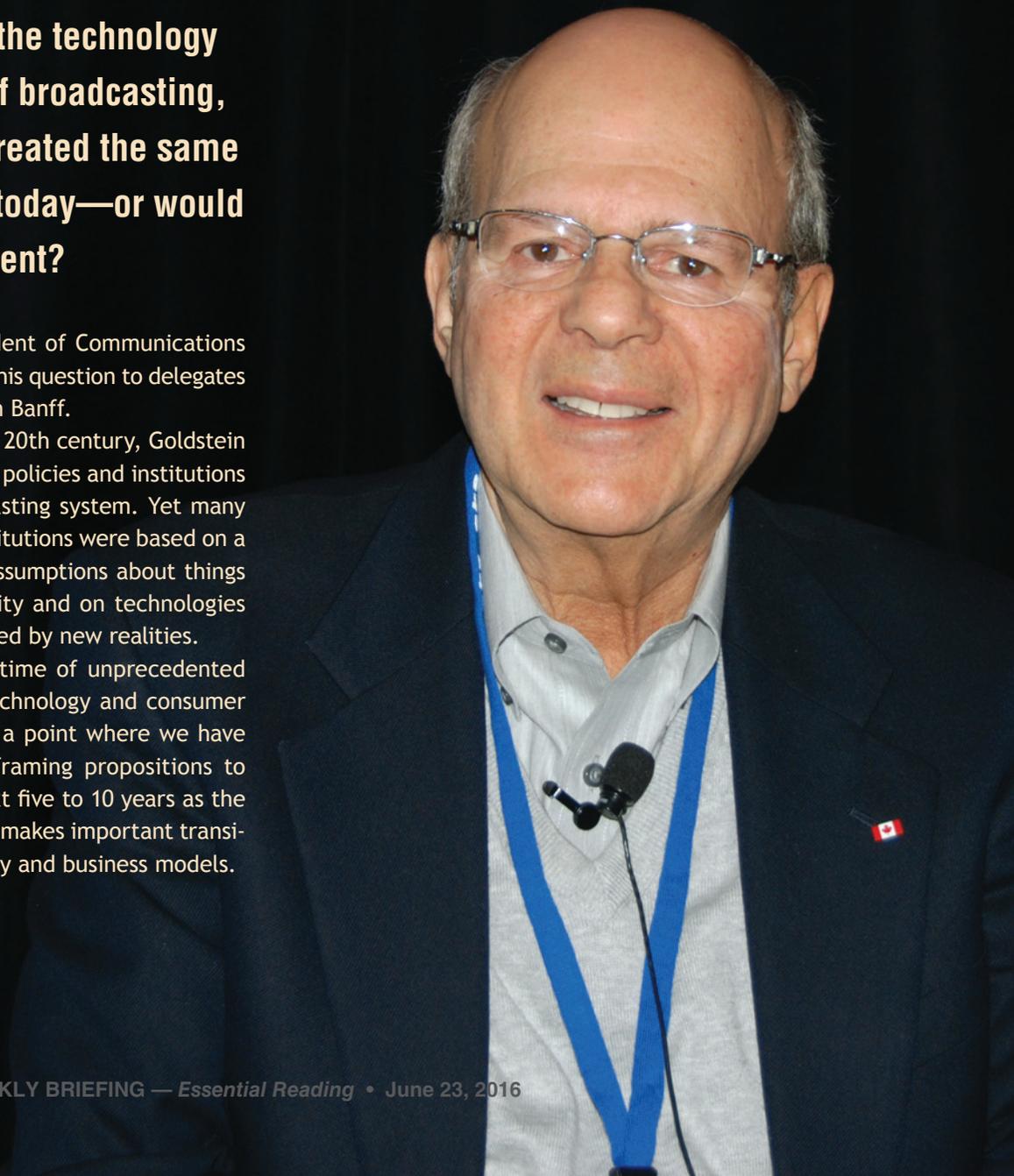
Consumers, media and public policy

If we had known then what we know now about the technology and economics of broadcasting, would we have created the same system we have today—or would it look very different?

Ken Goldstein, president of Communications Management Inc. posed this question to delegates at the WAB conference in Banff.

In the first half of the 20th century, Goldstein said, Canada set in place policies and institutions still shaping our broadcasting system. Yet many of those policies and institutions were based on a mixture of incomplete assumptions about things such as spectrum capacity and on technologies that have been superseded by new realities.

Today, he said, in a time of unprecedented change and driven by technology and consumer expectations, we are at a point where we have to come up with new framing propositions to help guide us for the next five to 10 years as the Canadian media industry makes important transitions in scope, technology and business models.



Last August, Goldstein set out a general outline for how Canadian media might be in 2025. Here is an updated version of that outline:

- In 2025 it is likely that there will be few, if any, printed daily newspapers in Canada. And it is also likely that their transition to online digital formats will not match their current scope in print.
- In 2025 there might be no local broadcast television stations in Canada.
- It should be obvious that both of those potential developments pose serious issues for the future of local journalism.
- In 2025 we will still watch a lot of television but the structure of the TV industry will come to look less and less like broadcasting and more and more like e-commerce for programs.
- In 2025 it will be even more important to be able to give Canadians the tools to produce and to discover Canadian content.
- In 2025 radio will likely still fit within our concept of broadcasting. Indeed, in some communities, hyper-local radio linked to highly-focused local online services might become a new hybrid answer to the future of local media.
- And, in 2025, the Internet—and multiple devices for receiving it—will have become even more ubiquitous than today.

You might see that as a threat or as an opportunity—or even a bit of both. But it is clear that the pace of that technological change will be far more rapid in the next 10 years than it was in the 1920s, '30s, '40s or '50s.

Earlier this year, Canadian Heritage Minister Mélanie Joly announced a major review of Canadian cultural policies and, she added, “everything’s on the table”.

With that major policy review in mind, Goldstein talked about what can be called “framing propositions”—the assumptions we make as we plan for a rapidly-changing media world that is already very different than the world in which, and for which, current policies were put in place. Some of the policies are actually based on assumptions, actions or lack of actions that go back many decades. In other words, they were, and are, based on old framing propositions.

“So, we’d better make every effort to get those framing propositions right going forward,” said Goldstein.

First, it’s necessary to measure what we are and where we are as accurately and completely as possible.

- Because if we don’t measure, we can’t diagnose.
- If we can’t diagnose, we can’t develop effective policies to help us make the transition to the future.
- And if we don’t start out with accurate measurements today, we will have no benchmarks to help assess the outcomes in five to 10 years.

Second, we have to resist the urge to make policy based on myths.

The first myth is that Canada suffers from something called “media concentration”.

And the second myth is that the CBC is a public broadcaster.

Let’s concentrate on the so-called “media concentration”.

For many critics and observers of the media the concentration idea has become a convenient scapegoat to be blamed for the current economic headwinds being faced by traditional media and, in particular, by newspapers and conventional television.

It may be easier to come up with a scapegoat than to deal with more complex questions of technology and economics but there is no evidence that the corporate structure of the media industry is to blame for current downturns for either newspapers or conventional television.

The idea that ownership structure or concentration can be blamed for the daily newspaper downturn makes no sense. The biggest single revenue loss for Canada’s daily newspapers has been the collapse of classified advertising. It fell from \$875 million in 2005 to \$175 million in 2014. Seven-hundred million dollars in revenue disappeared.

Why?

Imagine a couple discussing how to sell a used sofa. Would the conversation sound like this: “Should we buy a classified ad in the daily paper?”

“No, the daily paper is owned by a chain controlled by a hedge fund.”

Or would it sound like this: “Should we buy a classified ad in the daily paper, or run it for free on Kijiji?”

“Let’s go with Kijiji.”

Despite the ease with which some critics raise the concentration alarm, it is simply incorrect to blame current trends on the ownership structure of the media. What is happening to daily newspapers today was predicted by Marshall McLuhan in 1964:

The classified ads (and stock-market quotations) are the bedrock of the press. Should an alternative source of easy access to such diverse daily information be found, the press will fold.

[Marshall McLuhan, *Understanding Media: The Extensions of Man* (McGraw-Hill), 1965, p. 207 (originally published in 1964)]

But what about the issue of concentration itself—is the Canadian media market really concentrated?

Let’s start by looking at how one measures a market, and how one measures the market shares within that market. There are a number of tools in the economics associated with competition law, and they all start in the same place—the definition of what is called the relevant market.

Once the relevant market has been defined market shares can be defined using audiences or revenues. And then one can apply



a number of different tests to get a sense of the degree of competition in the relevant market.

But it all starts with the proper definition of the relevant market. Here’s a definition put out by the European Union: A relevant product market comprises all those products and/or services which are regarded as interchangeable or substitutable by the consumer by reason of the products’ characteristics, their prices and their intended use.

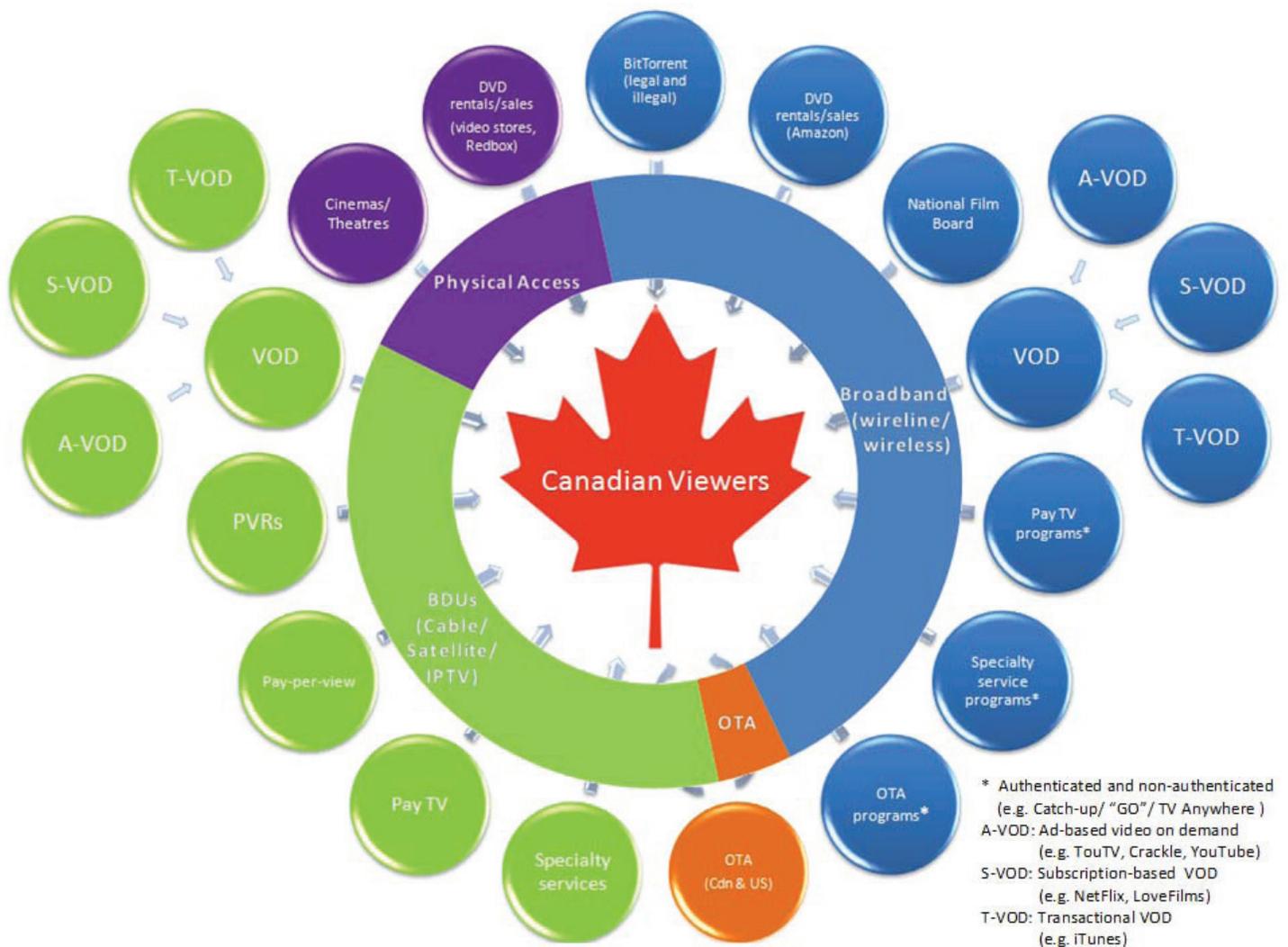
[Official Journal of the European Communities, “Commission Notice on the definition of relevant market for the purposes of Community competition law” (97/C 372/03), 9 December 1997]

Note, that the consumer is at the centre of this definition. And the European Union also notes that not all markets are, in fact, relevant markets: ... *the concept of ‘relevant market’ is different from other definitions of market often used in other contexts. For instance, companies often use the term ‘market’ to refer to the area where it sells its products or to refer broadly to the industry or sector where it belongs.* [Ibid]

As an example, let’s say you want to measure the retail market in a small prairie city. So you set out to find all of the information on the stores located within the city limits. Those stores might be one definition of a market. But is it the relevant market? It isn’t if you left out the Wal-Mart and Canadian Tire located two kilometers outside the city limits because consumers also shop there.

As you are about to see, the claims that the television market in Canada is “concentrated” are based on an incorrect definition of the relevant market—except that the players that have been excluded are not just Wal-Mart; they are also Netflix and Google and Apple and Amazon and others.

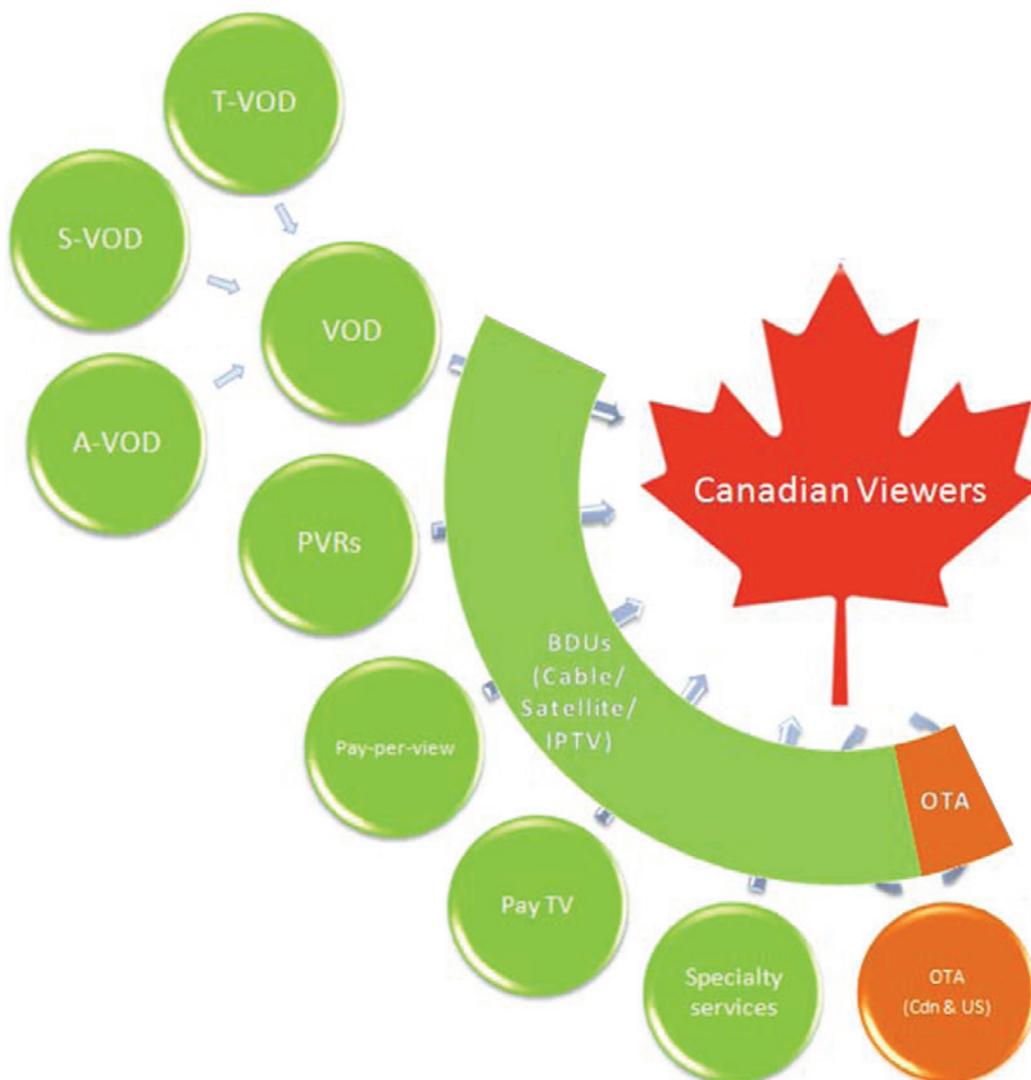
So let’s start by correctly defining the relevant market for Canadian television. Fortunately, we don’t have to look very far to find an excellent definition. It’s on page 89 of the CRTC’s 2015 *Communications Monitoring Report*.



CRTC comment: “Canadians enjoy multiple sources and means of accessing content, from conventional over-the-air linear broadcasting to digital media provided over the Internet. This chart shows the various categories and types of programming sources and platforms.”

As you can see, the consumer is at the centre, and the diagram correctly indicates the many types of television/video competitors for Canadian consumers’ time, attention and money. As far as I’m concerned, this diagram from the CRTC should be regarded as the “gold standard” in defining the relevant market for Canadian television, and all measurements should be based on this diagram.

But what market definition has been used by many of those who claim there is “concentration”? As you can see, they are only counting data for part of the market, not the entire relevant market.



If you leave out the time or money that Canadians spend on Netflix, on non-Canadian specialty services, on YouTube and on other television/video services, you will produce an artificially small market total and the percentages for those players captured in that truncated market will appear artificially high.

We do not know all of the amounts of money going from Canadians to all of the competitors in the CRTC's diagram, but we know enough to make this comparison:

- If you use the artificially-truncated market definition, for which we do know the numbers, the total revenue in 2014 was \$7.35 billion and the largest Canadian player had a market share of 31.5%.
- If you use the real relevant market, based on the CRTC's diagram, the total revenue in 2014 was at least \$10.4 billion and the largest Canadian player had a market share of just over 20%.

If you define the relevant market properly, as the CRTC's diagram has done, the Canadian television market is not concentrated.

If everything is, indeed, “on the table” in our cultural policy review let's ensure that discussions are based on facts, proper definitions and accurate measurements.

Goldstein closed his presentation by quoting from President John F. Kennedy, in an address to the graduating class at Yale University, on June 11, 1962:

... As every past generation has had to disenthral itself from an inheritance of truisms and stereotypes, so in our own time we must move on from the reassuring repetition of stale phrases to a new, difficult, but essential confrontation with reality.

For the great enemy of truth is very often not the lie—deliberate, contrived and dishonest—but the myth—persistent, persuasive, and unrealistic. Too often we hold fast to the clichés of our forebears. We subject all facts to a prefabricated set of interpretations. We enjoy the comfort of opinion without the discomfort of thought.

Mythology distracts us everywhere ...

Ken Goldstein's entire presentation is available [HERE](#).

—BD

Rock star remedies

in tough times

Can rock stars teach you anything about business?

Absolutely, according to Newcap's VP, programming Steve Jones. At the recent WAB conference in Banff, he said: "The songs played on the radio, the bands we love, their careers, their messages and the concerts we go to are filled with cool lessons that can be used to build better businesses, build better radio and television stations."

Why does this matter?

Jones said with times being tough and fraught with unprecedented challenges, understanding how we can survive and thrive is a relevant message. With that in mind, consider rock star strategies for surviving/thriving in tough times.



The AC/DC Strategy: Perseverance

AC/DC became famous in the mid-'70s with their lead singer Bon Scott. Scott, however, died. AC/DC found a new lead singer and, in 1980, Brian Johnson took over. The band never lost a beat. But Johnson suffered hearing loss. AC/DC had to find a new lead singer. They did in the person of Axl Rose.

AC/DC hadn't missed a beat. Three very different lead singers over the course of 40 years, and people are still paying to hear those same three chords over and over again. AC/DC knows who and what they are and, no matter what happens around them, they just ignore and keep going.

What other band has been around since the mid-'70s doing the exact same thing? "And they still sell out every single arena they go to," said Jones. The genius of AC/DC is that no matter the prevailing winds that go against them, no matter how many lead singers are injured or perish, they continue to do the same thing over and over and over again. The AC/DC strategy is to remain strong. Jones advises that "times will change but if you can stay the same, if you are that good and believe in yourself that much, then stay the course".



The Fleetwood Mac Strategy: Aikido

Aikido is the idea of using negative forces for positive good. Fleetwood Mac used the bad things that were happening as the catalyst to the great things they did. Their greatest album, *Rumours*, was recorded during a crazy time for the band. They were heavily addicted to substances, and relationships between band members were breaking up. The other thing that made this crazy was that the band members were writing songs about what was happening in their individual lives. The lyrics were insightful but they were hurtful because they were talking about "I hate you," "I cheated on you" and they heard this every day over months. The band, however, was determined to be professional and to put aside personal strife.

Imagine the stress! You break up with a woman in the band so you write a song about how much you hate her guts, and then you say "hey, can you sing background vocals on this song I wrote about how awful you are?"

It was what they needed to create songs that mattered to people. We have to realize that times of stress are also times that signal our growth and if we use adversity properly we can grow through adversity. Fleetwood Mac did that: Growth through adversity.



The Grateful Dead Strategy: Leverage Relationships

In times of difficulty and challenge your core fans, your biggest customers, the ones who matter most, matter more than ever before. The Grateful Dead had one of the biggest fan bases in music history—the Deadheads—without radio or TV support. Recognizing that the same people were coming back night after night for their shows, they included an insert with their album asking for their names and addresses with the promise to keep them informed about the band’s activities. A few thousand people did that and the Grateful Dead sent those few thousand people a free album, a free single, advance notice of concert tours. The fans spread the word to other fans and the Deadhead Club grew to become one of the most powerful forces in music.

At their peak, the Grateful Dead could play five or six nights in any city and sell out every night because the same 20,000 people would come back night after night. The band recognized that their fans were following them from show to show. People would take their summers off and follow the Grateful Dead around. As a result, the Dead created a marketplace outside every show where fans could sell their stuff. That way fans could make some money to buy concert tickets to the next show.

The Grateful Dead also gave their music away. They allowed fans to tape the show. That was unprecedented. But they realized that they didn’t have any radio air play or media support so it was that word of mouth, the sharing of the free music, that brought new people into the Deadhead tribe. It was a genius move.



The Justin Timberlake Strategy: Identifying Your weaknesses and Your vulnerabilities

In difficult times it’s important to look carefully at who you are, what you do and where you could be doing things better. Justin Timberlake was in the Mickey Mouse Club and then got a big break when he became a member of NSYNC, the biggest boy band. As time went by, he realized he had to leave behind the boy band stuff and begin to develop associations with people who could make him credible as an adult. Saturday Night Live was key. He’s been on SNL 13 times as a musical guest and as a host. He became an actor and displayed all of his talents in a whole new way and today he is a super star. He’s done a great job of navigating along the way because he recognized very early on that he had a huge vulnerability.

The U2 Strategy: Focus and Re-focus

U2 was a great band with songs about causes and things that matter to people. Over the course of the '90s, they began to experiment with different sounds. By the late '90s, U2 was far

removed from what they were originally and announced to the world that they were going to fix it. Bono made a statement that U2 was reapplying for the job as the best rock and roll band in the world. The next song they came out with, one of the biggest hits ever, was *It's a Beautiful Day*. With its meaningful lyrics, U2 was back in a big way.

U2, recognizing that it was off track, brought it back to what they represented and made sure that their fans were not confused.

The Merry Clayton Strategy: Seize the Moment

It's easy to say no when opportunities come along, but Merry Clayton said yes. Clayton is a soul and gospel singer who provided a number of back-up vocal tracks for major performing artists in the 1960s. Late one night in 1969, she was already in bed, had her hair in curlers and was eight months pregnant when a phone call came in asking her to sing a line with the Rolling Stones. She easily could have said no but she seized the moment and became best known for her duet with Mick Jagger on the Rolling Stones' song, *Gimme Shelter*.

"When tough times are upon us and you have opportunity to make an impact you say yes. And you've got to be on the lookout for those opportunities," said Jones.

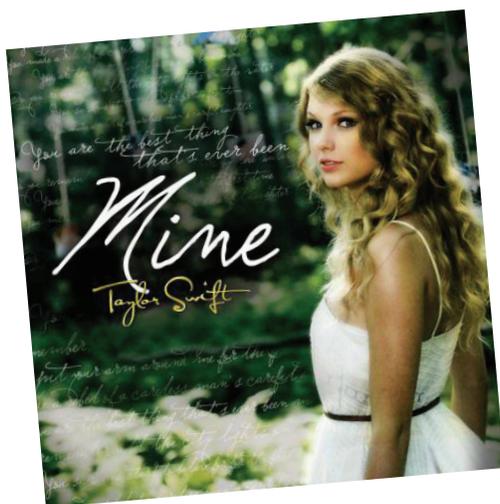


The Taylor Swift/Darius Rucker Strategy: Adapt and Thrive

Changing who you are and what you do is the opposite of what AC/DC did.

Taylor Swift emerged as a country singer at 16. She recognized that evolution was necessary in her career and there were things she wanted to do that she couldn't as a country star. And so Swift began to morph. Each album was increasingly more pop, moving entirely to it but doing so carefully. She recognized she had to do it. Otherwise she'd be stifling herself as an artist.

Darius Rucker was the lead singer for Hootie & the Blowfish in the '90s. Today, Rucker is a country star. He went the opposite direction of Taylor Swift. Rucker says it's because he grew up in Georgia and had been a country fan since birth. He also did the transition well, adapting and thriving. It's about recognizing that change is necessary and that you've got to do it.



The Bob Marley Strategy: Focus on Values

In tough times we want products and people that we can identify with.

Bob Marley is one of the biggest selling artists of our time and while he hasn't been around since the early '80s he's still one of the biggest selling artists because of values. Marley's career wasn't built on trying to have a hit, trying to get rich.

It was instead built on singing about things that mattered to him; being Rastafarian, being Jamaican. It was love, it was sunshine, it was all those things he needed and that mattered to him. Marley didn't care if it mattered to anybody else. He never compromised. When reggae became popular with Eric Clapton's recording of *I Shot the Sheriff*, Bob Marley's career exploded.

Focus on the values that define you. Those values that will get you through tough times.



The Foo Fighters Strategy: Be Remarkable

Dave Grohl of the Foo Fighters is remarkable. He's one of the last great rock stars. He doesn't dress up in some costume. He's out there with a cold beer and guitar and he plays for hours. A remarkable thing happened about a year ago when Grohl fell off the stage at a concert in Sweden, shattering his leg. Instead of canceling the show, he made a promise that the Foo Fighters would come back to play right after he had gone to the hospital and had his leg fixed. And he did. Grohl played while a Swedish paramedic held Grohl's leg.

After that show he was flown to London for emergency surgery. Then, they picked up the tour, now called the Broken Leg Tour. A special stage was created that included a throne for Dave Grohl to play while his leg healed. That is remarkable!

—BD



**BROADCAST DIALOGUE - CANADA'S
BROADCAST INDUSTRY PUBLICATION OF RECORD -
ACQUIRED BY MOMENTUM MEDIA MARKETING INC.
Broadcast Dialogue to Resume Publishing July 21, 2016
Howard Christensen Named Editor Emeritus
Momentum Founder Shawn Smith to Become Publisher
Veteran Broadcast Journalist Lisa Blackburn Named Editor**

Vancouver BC - Lagoon City ON June 30, 2016 - Howard Christensen, Publisher of Broadcast Dialogue - Canada's broadcast industry publication of record - announced today that Broadcast Dialogue will, in fact, resume publishing on July 21, 2016 under new stewardship. Vancouver-based Momentum Media Marketing, Inc. will acquire Broadcast Dialogue from Christensen Communications Ltd. following Howard and Ingrid's June 30th farewell issue.

"The backgrounds of the Momentum Marketing people are in line with Ingrid's and my desire to see experienced broadcasters continue the qualities readers and advertisers expect of Broadcast Dialogue," said Howard Christensen, Publisher of Broadcast Dialogue.

"Howard and Ingrid Christensen are beloved in the Canadian broadcast industry," said Shawn Smith, President and Founder of Momentum. "As their final edition approached, I know that both Howard and Ingrid were genuinely overwhelmed by the accolades and recognition, as well as the personal notes of congratulations they received. Broadcast Dialogue has always nurtured a sense of community and connectedness among us all, no matter where the industry took us across the country. Broadcasters have not taken them for granted."

Howard Christensen has graciously agreed to serve as Editor Emeritus of Broadcast Dialogue as part of the acquisition plan, in order to ensure a smooth transition and provide counsel and expertise to the Momentum team. Momentum Founder and CEO Shawn Smith will serve as Publisher of Broadcast Dialogue. "We could not imagine an industry without Broadcast Dialogue," continued Shawn Smith. "Although we have lofty standards to meet, our team is deeply gratified that Howard and Ingrid agree and have blessed our plan to move Broadcast Dialogue forward. We aspire to honour the passion, integrity, and legacy of all they have built."

Industry veteran and Journalist, Lisa Blackburn, has joined the Momentum team and will serve as Editor of Broadcast Dialogue. Based in Halifax, Lisa is a graduate of University of Kings College and holds a degree in Journalism, Radio and Television. Lisa's immense experience includes longtime engagements as morning show co-host/reporter with Newcap and Rogers radio, Television host with Global Maritimes, as well as web editor and writer with CBC Halifax.

"Broadcast Dialogue has been required reading my entire career," Lisa Blackburn said. "The opportunity to help shape how our industry stories are told during this exciting time of change is humbling."

Broadcast Dialogue will return on July 21, 2016 and will retain its tried-and-true content format. Additional editorial features and unique advertising extensions are expected to be in place for September.

"In addition to content creation, Momentum has a successful track record of providing unique and measurable marketing initiatives for broadcasters and industry suppliers," said Shawn Smith. "We look forward to providing next-level marketing opportunities to all our industry partners. We will also leverage the latest digital platforms to expand the "dialogue" that Howard and Ingrid have begun and fostered with Broadcast Dialogue."

For advertising information, please reach out to Shawn Smith at Momentum Media Marketing at 604-872-8900 ext. 300, shawn@momentummediamarketing.com, or www.momentummediamarketing.com/broadcastdialogue.

About Broadcast Dialogue

Published by Howard Christensen, Broadcast Dialogue has served the Canadian broadcasting industry and its related sectors since 1992 with fresh, essential and thought-provoking news and articles that are delivered in a timely and relevant fashion. Together with Ingrid Christensen, who guides the operational and administrative aspects of the business, Howard has maintained an extraordinary level of visibility and credibility with Canada's top broadcasters. The Broadcast Dialogue Briefing from Christensen Communications Ltd., is delivered electronically each week, 48 weeks annually, and provides an executive read of broad-based industry news: CRTC decisions, station achievements, people, TV, radio, etc. Broadcast Dialogue is the only Canadian broadcasting publication to have been honoured with awards from seven broadcast associations. www.broadcastdialogue.com

About Momentum Media Marketing Inc.

Momentum has been delivering marketing and business optimization solutions, with a particular focus on the broadcast industry, since 2003. We believe all marketing should be measurable and deliver an outstanding return on investment for our clients. All our programs, content, and creative initiatives are created by media and marketing pros who know how to grow business. We are passionate, adaptable, digital and measurable. www.momentummediamarketing.com

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Shawn Smith, 604.872.8900 ext. 300, shawn@momentummediamarketing.com

Dialo**BROADCAST**gue

Essential Reading

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Thursday, June 30, 2016

Volume 24, Number 9

GENERAL:
GAfter more than a year of legal battles over Raj Shoon's clashes with CRTC Chairman Jean-Pierre Blais, the Ontario regional commissioner is no longer with the Commission. The federal cabinet issued an order in council terminating him "with cause". Shoon intends to file a judicial review over the termination. He was appointed to the CRTC in June, 2013 when he accepted a five-year term. He had previously been director of regulatory affairs at *CBC* and in a similar post with *Astral Media*...

Bell Media won in three National *Edward R. Murrow Awards* categories:

Small Market Radio- *CFAX 1070 Victoria*-Newscast-Victoria @ Noon

<https://soundcloud.com/c-fax-1070/victoria-noon-april-2-2015>

Small Market Television- *CTV London*-Investigative Reporting-Mental Health 911

<https://www.youtube.com/watch?v=9cmwggN4Hk&feature=youtu.be>

Large Market Television- *CTV Vancouver*-Overall Excellence

<https://www.youtube.com/watch?v=ZdKYe7VzEiE&feature=youtu.be>

CTV Vancouver's win is the first such for a Canadian broadcaster in that category. The stations will be presented with the Murrows at an awards gala Oct. 10 in New York City...

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- Richard Kroeker, Vice President of Golden West

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Toronto-based *Brunico Communications* has acquired “substantially” all of the assets of *Achilles Media Ltd.*, including the operating rights to the *Banff World Media Festival*...

Shareholders have approved BCE’s \$3.9-billion buyout of *Manitoba Telecom* and the friendly offer has received approval from the *Manitoba Court of Queen’s Bench*. The deal is expected to close late this year or early next. Bell plans to operate the combined operations in Manitoba as *Bell MTS* and make Winnipeg its Western Canada HQ. BCE is also promising a \$1-billion commitment over five years to expand broadband wireless and fibre in the province after the deal closes.

REVOLVING DOOR:
R *Corus Entertainment* made a number of changes to its radio and TV properties this week in an “*internal reorganization*” meant, said a spokesperson, to eliminate “*duplicate costs, capture operating efficiencies and create the structure that will enable future growth*”. While we have confirmed some of the people affected by job loss, Corus would not confirm overall numbers. Here is a listing of those who we know are gone:

Ron Eberle, the sales manager at *Global Okanagan*. With 33 years in the business, Eberle’s career stops included *CHCH-TV Hamilton, CHEK-TV Victoria* and *Shaw Cable Victoria*. He began at Global Okanagan in Feb. 2013...

Johnny Mah, the promotions coordinator at *Corus Radio Vancouver*. It his second job loss in two years. In August 2014, Mah, with *CTV Vancouver* for seven years as promotions coordinator and publicity, was laid off. Other job losses in Vancouver include *980 CKNW/AM 730* morning show traffic announcer **Jennifer Thomson** and people in sales and interactive...

CJOB Winnipeg PD/ND Scott Pettigrew and Corus veteran account manager **John Norris**. Pettigrew moved to Winnipeg as PD/ND of *CJOB* in Sept. 2012, after a 26-year career with *AM920 CKNX Wingham*. **Brent**



**Congratulations Howard
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Williamson, the station manager/ND at *Global Winnipeg*, takes over some of Pettigrew's duties...

At *Boom 99.7 Ottawa*, Sandy Sharkey, the morning show host, Pete Marier, afternoon drive, and David Pattee, interactive content manager...

Corus cancelled *Global Television's 16X9* investigative weekly news show while also releasing *The Morning Show* co-host Liza Fromer. Morning co-host Jeff McArthur stays, as does news anchor Carolyn MacKenzie and weather reporter Liem Vu. 16X9 host Carolyn Jarvis becomes the chief investigative correspondent for a new unit that will work across all platforms...

Paul Stoutenburg, promotion director/creative director for *Corus Barrie/Collingwood*. His background includes *CTV's /A\ Barrie* and *The Jewel 88.5 Toronto/Newmarket*. ND Mike McDonald at Corus Barrie/Collingwood is also no longer with the stations. He joined Corus in January after stops at *Dougall Media Thunder Bay*, *Bayshore Broadcasting Owen Sound*, *Rock 95 Barrie* and *CKLW Windsor*...

Michael Cassar, GSM at *Corus Radio Hamilton* as well as Jim McCourtie, PD at *Fresh Radio 95.3/Y108* who had been in that position since January, 2011...

Patrick Olsen, promotions director at *Corus Radio Kitchener*. He joined the stations July 28, 2008, moving from *Corus London* where he'd been promotions coordinator for five years...

And, Meghan Kyer, interactive account manager at *Corus Cornwall/Peterborough*. She started with Corus in Jan. 2006 in the promotions department, moving from assistant to promotions director. Four years ago she became interactive account manager...

It's official, Ron MacLean will be returning to host *Hockey Night in Canada's* game ones on Saturday nights. David Amber will host game twos. MacLean will continue to host *Coach's Corner* with Don Cherry in the first intermission of game one. MacLean will also continue as host of *Rogers Hometown Hockey* with Tara Slone on Sundays throughout the season... Also no longer with Hockey Night in Canada is Damien Cox, who appeared in the second-intermission news and discussion segment. Cox has returned to *Sportsnet 590 The FAN Toronto* as co-host of *Prime Time Sports* alongside host Bob McCown. He'd held that spot on two previous occasions, 2001-2004 and 2011-2014... and, still with *Rogers Media* hockey, at least six on-air personalities are gone: Chantal Desjardins, Glenn Healy, Leah Hextall, Corey Hirsch, Billy Jaffe, and P.J. Stock. As well, the *NHL* pre-game show Saturdays on *Sportsnet 360* has been cancelled. A number of behind-the-scenes people were also affected...

Andy Frost, a host at *Q107 Toronto*, is out as the public address announcer of *Maple Leaf* games at the Air Canada Centre. Frost is the third PA announcer in the team's history. He took over at the start of the 1999-2000 season...

Steve Kennedy is the new PD/afternoon drive host at *The One 93.1 (CJLD-FM) Leduc*. The 26-year broadcast veteran's background includes stops in Calgary, Ottawa and Toronto...

Toronto-based Patty Sullivan, the longtime *Kids' CBC* host, is leaving. Kids' CBC is being revamped, with a tweaked name, a new approach to programming and Sullivan's departure. She celebrated 20 years as a kids TV entertainer in 2014...

Adam Stirling has returned to *CFAX 1070 Victoria* doing 9-12. He worked at the station for six years up to 2012 before returning to the *University of Victoria* and graduating with a B.Sc. in economics. During his school years, he filled in as a swing news announcer and talk show host. Joe Perkins, the *CTV News at 5* anchor in Victoria,

takes over the Noon hour while Pamela McCall moved to 1-3. Mark Brennae, with the station since Sept. 2014 as talk show producer/host, is co-hosting this week with Terry Moore and will go solo July 4. Moore is leaving...

The Shopping Channel (TSC) has a new president, effective Aug. 16. Anne Martin-Vachon will succeed Steven Goldsmith, who served in that capacity for four years. Most recently, Martin-Vachon was with the *Home Shopping Network* (HSN) as chief merchandising officer...

Brittine Brown is the new promotions manager at *Evanov Radio Winnipeg*. She had been a media account consultant for *Yellow Pages*...

Nicole Slipetz is the new promotions director at *Rogers Radio Victoria*. Her last stop spanned eight years at *LIVE 88.5 Ottawa*. Slipetz succeeds Joanna Witham who's leaving for an opportunity outside broadcasting.

RADIO/AUDIO:

The editors of *Media Life* in the U.S. say radio remains one of the most used media sources. To survive the digital age, it must rely on innovation to stay relevant. Smartphone FM chips, streaming radio, programmatic buying, FM translators and improved measurement are five of the most promising innovations that are expected to carry radio into the future...

Variety - The Children's Charity's 12th annual radiothon on *Vista Radio Prince George's 94.3 The Goat and Country 97*, dedicated to raising money to help local kids with special health needs, saw donations totaling \$77,346.35 and 352 buddy bears...

JRfm (CJJR) Vancouver turns 30 tomorrow, July 1. And, for 30 years, it has maintained the same format (Country). It launched as *JR Country* at 9:37 a.m. July 1, 1986 to the driving sound of Waylon Jennings's, *Are You Ready for the Country*, written by Neil Young. For more, click [HERE](#)...

The annual *Health in Harmony Radiothon* on *AVR/Magic 94.9 Kentville* helped raise \$42,000 to support the *Valley Regional Hospital Foundation*. The money will go toward two surgical microscopes...



myFM Napanee morning host **Jamie Cybulski**, along with a local real estate agent, golfed from sunrise to sunset in support of *Hospice Lennox and Addington*. At 9:25 that night, the pair had completed 193 holes and raised almost \$6,500...

Next year's *Canadian Music Week*, again in Toronto, is set for April 18-22...

Rogers Radio has launched HD Radio in Toronto and Vancouver. *KISS 92.5 Toronto* in HD1, *680 NEWS Toronto* in HD2 and *Sportsnet 590 The FAN Toronto* in HD3. In Vancouver, *96.9 JACK fm* in HD1 and *News 1130* in HD2...

Among six Canadian companies financially punished by the *CRTC* for making non-compliant telemarketing calls was *Sirius XM Canada*, fined \$650,000. The Commission found that Sirius XM Canada-contracted telemarketers made calls to people on the company's internal do-not-call list. The other five companies ponied up various fine amounts to make the total for all six \$1.23 million...

Campus stations *CKMS-FM Waterloo*, *CFXU-FM Antigonish* and *CHLY-FM Nanaimo* plus four community stations (*CJHQ-FM Nakusp*, *CIWS-FM Whitchurch-Stouffville*, *CICV-FM Lake Cowichan* and *CHCR-FM Killaloe*) have *CRTC* approval to delay to March 31 the implementation of alerting systems...

LAKE-FM Slave Lake has a repeater 100 km away at a town called Wabasca. In that town lives 12-year old **Jessica**, a LAKE-FM fan. Morning host **Dustin Stashko** had known about her, having met Jessica's family at a station event. She contacted Stashko and asked if he'd be her "date" at her grade six graduation to be held in Wabasca June 23. Apparently her dad wouldn't go. Natch, Stashko said yes. The next day, he told the folks back at LAKE-FM it was a fantastic experience and that it had a profound impact in that small community.



Dustin Stashko

TELEVISION/VIDEO:

Thunder Bay Electronics (TBE), the operator of *CKPR-TV* & *CHFD-TV*, says it is now confident in its ability to continue the delivery of local news through to Sept. 2017, when new funding for small market television becomes available. TBE says its financial circumstances have changed since the January *CRTC* hearing. Back then, there was doubt about local news continuing at the stations beyond this September...

The *CRTC*, at the request of *Rogers Media*, *Corus Entertainment*, *Bell Media* and *Quebecor Media*, on behalf of *TVA Group*, has extended the deadline to July 8 for them to reply to follow-up questions related to the new local and community television policy framework. The deadline for interventions/comments/answers has been extended to Aug. 15...

The *CRTC* has released the 2015 financial results for specialty, pay, pay-per-view and video-on-demand services. Total revenues increased by 0.5%, or \$19 million, to \$4.3 billion. That was down due to a \$19 million decline in ad revenue, although that loss was offset by a \$30.6 million subscription increase. Expenditures rose to \$3.3 billion from \$3.1 billion so that profits before interest and taxes (PBIT) dropped from \$1 billion to approximately \$884.9 million. The PBIT margin remained healthy at 20.8%. In 2015, there were 228 specialty, pay, pay-per-view and video-on-demand television services operating in Canada employing 5,899 people...

Joe Schlesinger, the former *CBC* foreign correspondent, has been inducted into the *CBC News Hall of Fame*. Schlesinger worked in Hong Kong, Paris, Washington and Berlin and covered the war in Vietnam, conflicts in El Salvador and Nicaragua, and the fall of the Berlin Wall. He retired from CBC in 1994 but continued to provide analytical stories in the years after. Schlesinger is the second person to be inducted into the CBC Hall of Fame. The first was Knowlton Nash...

VICE Media and *Groupe V Media* have partnered in the launch of *VICELAND*, VICE's new channel, in French Canada. As well, there will be the creation of a TV studio and the development of French Canadian versions of VICE's digital channels.

PUBLISHER'S NOTE:

It's 8:41 Wednesday night and I'm keying this with mixed emotions, knowing that after 24+ years that this will be Ingrid's and my last issue of Broadcast Dialogue. I'm particularly proud that in all those years, we missed only one issue due to the death of a family member. Otherwise, while it sometimes involved overnights, we did meet the deadlines (even did a couple of BDs via satellite from aboard cruise ships). We're looking forward to traveling without laptops and that big honkin' pro camera. Tomorrow morning Ingrid and I will look at each other and wonder where all those years doing Broadcast Dialogue went. We'll remember all of those wonderful, warm and wacky broadcasters we came to know and love. And, at about Noon, one of us is going to turn to the other and say, "*I dunno, whadda you wanna do?*" The mixed emotions are huge. I, however, shall continue in the role of Broadcast Dialogue's editor emeritus. On the final pages of this issue there is a sampling of the comments from hundreds of readers who took the time to write. Many touched us. Some made us laugh. The ones that touched us were a testament to the fulfillment of what we set out to do. We know that our "baby" is going to be in very capable hands with Shawn and the fine folks at Momentum but, as helicopter parents, we'll be keeping an eye out. This isn't goodbye, it's Auf Wiedersehen (translation: See you again).

A handwritten signature in blue ink that reads "Howard". The signature is written in a cursive, flowing style.

P.S. You can continue to reach us at our howard@broadcastdialogue.com and ingrid@broadcastdialogue.com addresses.



A new venue for the CCBE Professional Development Conference

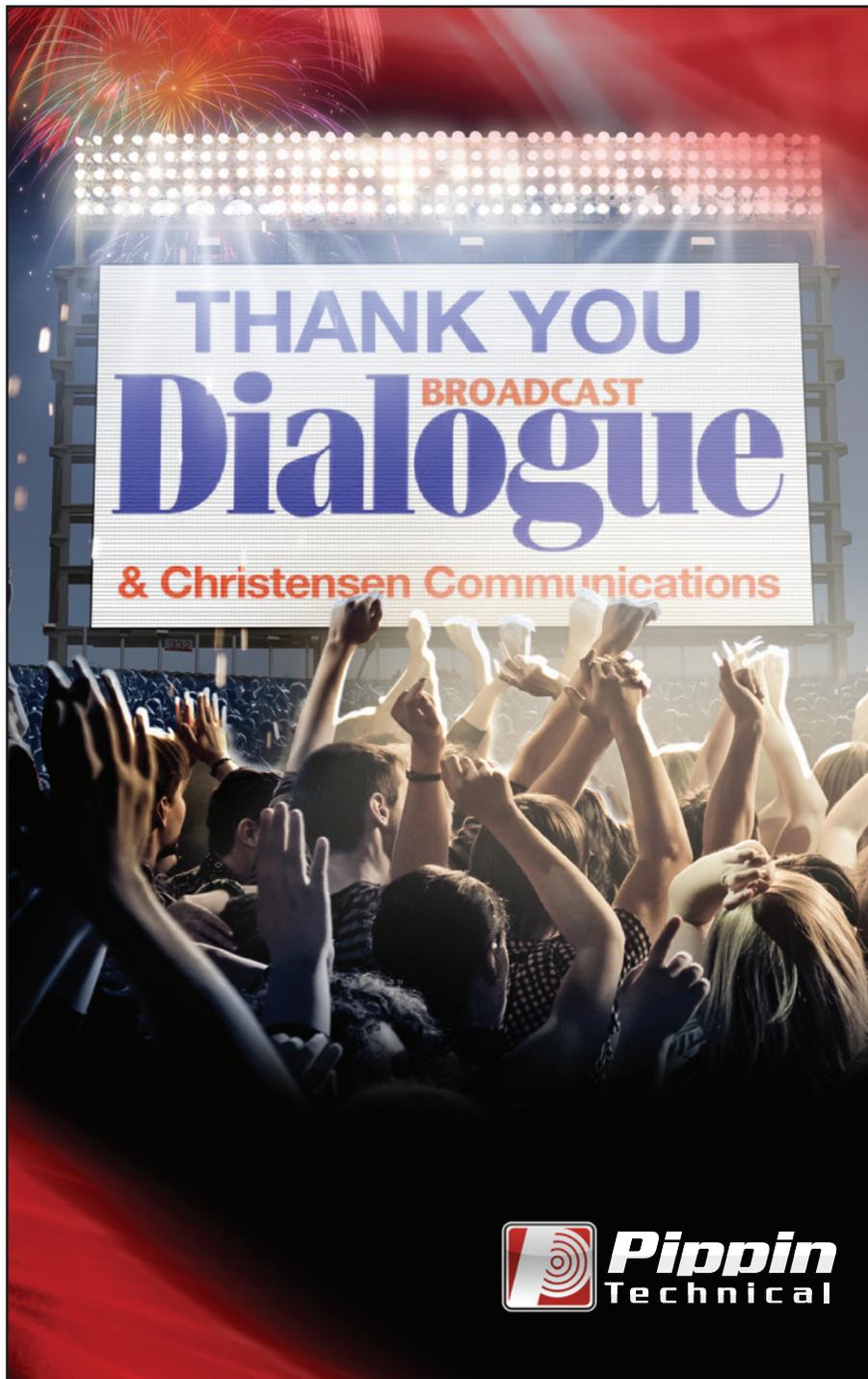
This year the Central Canada Broadcast Engineers (CCBE) Executive reinforced its commitment to the education of its members with a change in venue for its annual professional development conference.

After 18 years at Horseshoe Resort near Barrie, this year's 65th annual conference will be held at the beautiful Kingbridge Conference Centre & Institute in King City September 15-18.

by Denis Barriault

For 64 years these conferences have helped radio and television engineers from Manitoba to Atlantic Canada stay on top of information and technology through training, workshops, papers, networking and fellowship. Following an extensive search for a new conference location, the CCBE Executive came to believe that the Kingbridge will provide an enhanced experience.

Attention to detail throughout the facility and grounds will allow those who attend CCBE's annual conference to get the most out of their time and



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financial investment: Place matters. Kingbridge was designed to inspire, foster learning, and to provide space to think and digest. There are hectares of wooded grounds with ponds and paths to enhance even the briefest breaks between papers.

Broadcast engineers will appreciate that Kingbridge is equipped with current technology and an on-site team to facilitate audio-visual needs. Oh, and the food’s good, too.

The CCBE Executive was impressed when it held its spring meeting at the facility. Coupled with the knowledge that downtown Toronto was close by, relocating the annual conference seemed a step in the right direction, allowing CCBE members, sponsors and participants the room to bring the conference to new heights.

If you plan on attending, be sure to register for the Thursday session, Advanced IP Networking—The Network of Networks, which is a continuation of the 2015 seminar presented by the SBE. Advanced topics will include implementing IPV4 and IPV6 within audio/video networks. This will prepare you to apply separately for the SBE—CBNE—Certified Broadcast Networking Engineer exam. The registration cost is \$50 for Thursday.

The conference will offer a wide variety of technical papers, workshops and training sessions. The entire conference (Thursday to Sunday) registration cost is \$275.00.

Society of Broadcast Engineers



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Always a highlight, the Awards Banquet will recognize industry leaders and performers—people you know and who’ve made a positive mark on the industry. Suppliers and sponsors will be on-site with hospitality suites so you can re-acquaint yourself with their indispensable expertise and services.

Golfers will have an opportunity to enjoy a round at the nearby Nobleton Lakes Golf Club. It’s touted as the perfect challenge for all levels of golfers. Nobleton features breathtaking surroundings, a well-appointed clubhouse and great service. Transportation will be provided.

While the physical surroundings will be different at this year’s conference, the CCBE Executive hopes the faces won’t be. Over its long history, CCBE has become a community of professionals working to maintain the highest broadcast standards and, in the process, affecting a country and its people who have come to rely on its professionalism and dedication. The Executive invites you to check out this new space in September and gather with members old and new.

Deep gratitude is due to Howard and Ingrid Christensen for their support of the CCBE over the years. *Broadcast Dialogue* has been a mainstay of the Canadian broadcast industry with its storehouse of information that it has unfailingly provided over the years. Howard’s and Ingrid’s publication never waned in enthusiasm, and every word confirmed their passion for the business. The CCBE Executive and membership wish them both a wonderful retirement and will look forward to seeing Ingrid’s infectious smile again in the future.

CCBE  2016

**Howard and Ingrid
thank you for an
amazing 16 years
of designing
Broadcast
Dialogue.**

**It has been an
incredible journey!
Enjoy your
well-deserved
retirement.**

susan wahay
Graphic Design
waygus@rogers.com

For more information or to register for this year's CCBE Professional Development Conference, visit: www.ccbe.ca

For more information on the Kingbridge Conference Centre & Institute, visit: www.kingbridgecentre.com or call 1-800-827-7221 to reserve a room.

For more information on the Nobleton Lakes Golf Club, visit: www.nobletonlakesgolf.com



Denis Barriault is the president of the Central Canada Broadcast Engineers. He can be reached by e-mail at denis@ccbe.ca.

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THANK YOU

The reactions and responses after I announced that Ingrid and I were bowing out of the daily operations of *Broadcast Dialogue* were fantastic. Hundreds and hundreds of e-mails arrived thanking us, begging us to stay and, asking that could we at least hand over the reins to somebody else.

By now, you know that this is exactly what we've done. *Broadcast Dialogue* will continue in new and competent hands.

Here are excerpts from just a sampling of the mail received. Their only order is alphabetical...

You have made an incredible contribution to the broadcast industry.

Doug Ackhurst

Your publication has been an indispensable link for Canadian broadcasters and has often provided insight into frowning trends in the industry.

Dave Agar

To say thank you for everything you have done, seen and conveyed on our behalf seems so inadequate.

John Ashbridge

Thank you for all your dedication and hard work over the years.

Gary Aubé

Here's hoping someone will continue what you both have started.

York Pelham Bell-Smith

Hope somebody fills the vacuum. Incredible source of industry info.

Bob Bowland

You have to know that your efforts have been the glue that keeps us all informed on so many levels of a diverse industry.

John Bradford

You created a must-read publication for our industry.

Lisa Brandt

Broadcast Dialogue is a trusted and consistent supporter of broadcast in Canada...always there for the Industry and its people. We're going to miss you guys. You have been a tremendous team and great contributors to the landscape and the history of the Canadian broadcast business.

Ron Bremner

Thank you for your many years of keeping us informed with the "must read" industry insider.

Nancy Brown-Dacko

You have provided such an excellent resource for the broadcast Industry.

Garth Buchko

You have done an incredible job of connecting an industry that continues to change daily.

Al Campagnola

My heartfelt thanks to both of you for your commitment to the publication, and to the Canadian broadcast industry.

Owen Charlebois

You've covered our industry very, very well. It's a legacy to be proud of.

Dave Charles

Broadcast Dialogue has been a tremendous asset to our industry and I want to thank you for all your hard work and dedication over the years.

Cam Clark

Thank you for the countless hours and commitment to serving the broadcast community.

Mike Crichton

I will always appreciate your relentless efforts to keep the industry informed.

Pat Cugliari

Congratulations for creating Broadcast Dialogue.

Robbie Dunn

Broadcast Dialogue has been a godsend in keeping me abreast of the activities in the various broadcast media.

Michael Englebert

What? Really—WOW!

Sylvia Fantin



What am I, what is this industry going to do without the two of you covering it like a blanket? I think the magnitude of your retirements will only truly be felt about three weeks after you stop publishing, when it really sinks in.

Byron Garby

I have been in the industry for all of the 25 years of service and will say, it will be missed.

Tom Fitz-Gerald

You provided the glue to keep us all connected.

George Gordon

Broadcast Dialogue is the best information source about our industry available today.

George Grant

Thank you for what you've both done for the industry that has fed, clothed and nurtured us over a lifetime.

Ray Greenspon

Your "essential reading" has helped us all better understand the challenges and the opportunities of the broadcast industry.

John Harvey

virtual magazine virtual roses real thanks

John Henderson

You created what has become THE reliable, accurate, timely, dependable source for all things broadcasting. Everyone I know quotes BD, refers to BD, trusts BD, but your biggest reward must surely be the TRUST that everyone has always had in you and your word.

Roy Hennessy

In an age where message boards and social media are filled with opinions and assumptions from those posturing to be sources of industry news, I (and many others) have always known that on Thursday morning we would get the real story about what was really happening... an objective, non-biased voice of reason.

John Himpe

There truly is no competitor that even comes close to Broadcast Dialogue.

Bruce Hogle

Yours was always one of those publications that had integrity, fairness and just plain information that most people would want to read versus what clearly were sort of veiled press releases in other publications.

Pat Holiday

It was always a pleasure to catch up with you at RTNDA conventions, not to mention those early days when we would share a liquid lunch in Timmins.

Rich Horner

You have done the industry such a great service.

Jonathan Hutchinson

BD has been a steady, accurate, informative constant...a job done with grace and empathy towards all those in the business and culture of broadcasting.

John Hylton, QC

You have been part of the fabric that keeps our small broadcast family informed about all the changes and milestones.

Mike Irvin

As I read through each edition I marvel at how many lives you have touched.

Jim Jackson

BD helped create a sense of community for those of us spread across the five time zones in Canada. Your work was much needed and the professional dedication you have demonstrated over so many years can not be measured by my few words of thanks.

Liz Janik

BD was the media bible.

Steve Kowch



Thank you for your incredible passion and dedication throughout the years in your coverage of radio and television in Canada.

Joel Lameroux

Your passion is hard to find in others.

Jack Latimer

This service has been a critical communication to those of us who feel like the industry is family. BD is an important part of that family.

Andy LeBlanc

I remember well when you started BD—and I think I may have read every issue since then. It's been an incredible source of news, and a great way to stay up to date with all my former colleagues—especially now that I'm working in the U.S.

Walter Levitt

I simply cannot imagine a week going by without my BD.

Veronica Lowe

You've done a fantastic job supporting the industry. I know a lot of hard work goes into it every week.

Steve Macauley

The contributions made over the many years are deeply appreciated.

David Marsden

You two are a fixture in my life and deciding not to publish anymore after June 30th came as a real surprise. It was also a bit like getting hit on the side of my head with a baseball bat.

Michael McEwen

BD is always an interesting read, especially with your "just the facts" approach.

Dave McGinn

In a lot of ways, broadcasting in Canada is a small industry with just one or two degrees of separation between everyone, and your newsletter brought us all together.

John McKenna

Thank you so much for your passion and dedicated reporting on the Canadian broadcast industry for the past quarter century.

Kelly Moore

You both leave a legacy of professionalism and endearment across this country. What you two have done is create the one platform that connects, educates, informs and engages all of us in Canadian broadcasting, where no other endeavour comes close to matching what you do.

Andy McNabb

Must thank you for many great years informing and entertaining us!

Steve Muscat

I can think of no one else who has made such a significant and sustained contribution to the industry we all call home. From your years at BN, your work on college advisory committees and, of course, Broadcast Dialogue.

Kim O'Hare

Not sure how we will survive without Broadcast Dialogue. Sad to think it will cease to be.

Terry O'Reilly

Thank you for providing interesting, nationwide information on the business of broadcasting. The format was great and very accessible.

David Parcigneau

It was always a pleasure to open an issue to find out what was really going on in Canadian and international broadcast.

John Parikhal

While I am coming in on the tail end of your great years of providing this wonderful service I will remember you both fondly for taking the time to speak with me at functions and reporting in a true non-biased way.

John Perras



Your service is of exceptional value. I doubt, but hope, someone can fill your shoes.

Al Pervin

Thanks for 'being there' for the industry, and more importantly, the people in it.

Gerry Phelan

While I am often excited by change, the loss of BD will leave a void.

Jon Pole

We could always count on you to deliver something of interest to virtually everyone, from the trenches to the towers, every time. No one has managed to consistently deliver as substantial a product for as long.

Michael Prudhomme

You have not only delivered the news, but always have also given prominence to the many wonderful public services Canadian broadcasters provide. Broadcasters have taken notice of this and have always appreciated it.

Gord Rawlinson

You have been a true stalwart for all us who love this industry and its people, and you have served us with energy and deep dedication for so many years. I will sorely miss these weekly briefings. Thank you for your excellent and enduring service.

Lloyd Robertson

You have been a lighthouse on a stormy sea with regard to radio and television in this new age.

Red Robinson

It is hard to believe that Broadcast Dialogue has been our go-to source for industry news for the past 25 years. Its passing will leave a void that will be hard to fill.

Chris Rose

You two have given greatly of yourselves to the benefit of all who follow the broadcast industry in Canada.

Robert Rudd

WHAT???? STOP???? My heart is broken. Hopefully someone picks up the ball.

Rosalind Russell

Hey, what do you mean cease, as in no more, forever, like you mean this is not just a holiday? Really? What will we do?

Don Shafer

I've enjoyed reading your articles since the days of the cutting edge technology, the fax machine! Your newsletter has always been professional, with great content I could not find anywhere else.

Dave Schuck

You'll certainly leave a hole in communications in our industry.

Dave Sherwood

You've had an amazing ride. Thanks for everything.

Jamie Schouela

You've done a great job and I'll miss the read.

Gary Slight, C.M.

There is nothing like BD.

Brent Sleightholm

I shall miss Broadcast Dialogue immensely.

Dick Smyth

Week in, week out your consistent, fair and detailed reporting of all the news that is news (behind the scenes) has been requisite reading for those of us in the biz.

Barb Snelgrove

You have served with insight and integrity over the past 25 years and have made our journey through the broadcast community more like a great family road trip.

Graham Southgate

I've appreciated reading Broadcast Dialogue every Thursday since I got my first gig.

Ben Thorgeirson



Say it ain't so, God I will miss you two.

Geoff Thrasher

What I truly appreciated about your efforts was the way you carefully exploited technologies that made Broadcast Dialogue meaningful to more and more industry players, both significant leaders and entry-level participants hoping to enhance their careers.

Bob Trimbee

You can ride off into the sunset with the knowledge and gratification that all you did as Broadcast Dialogue was extremely well done and very much appreciated by all of us.

Joe Uyede

There aren't enough words of gratitude for the amazing job you two have done in keeping everyone connected.

Tracey Walsh

Your weekly updates have been very much appreciated, to say the least. Never a disparaging word.

Ralph Warrington

On behalf of Canada's private broadcasters [CAB], I would like to salute Howard and Ingrid Christensen as they prepare for their well-earned retirement, and the final edition of their publication Broadcast Dialogue.

Susan Wheeler

It has been both informative and enjoyable to read Broadcast Dialogue over these many years.

Pat Whittingham

The high quality of content and level of professionalism exhibited in the pages of BD every week gave all of us a sense of pride about our beloved industry.

J. Robert Wood

