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**Canadian Association  
Of Broadcasters**

**2005-06**

**Report on  
Diversity in Broadcasting**

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**Appendix E**  
**Selected CAB Updates**



April 28, 2006



# CAB Update

Vol. 4: Issue 41 • October 14, 2005

## AT A GLANCE...

- Manitoba Premier Gary Doer to Open *The Future Summit*
- Cartt.ca Interview Addresses the CAB's Request for Radio Review Delay
- CAB Annual General Meeting – November 8, 2005
- WIFT-Toronto Launches Alliance Atlantis Communications Diversity in Broadcasting Internship
- Ontario March of Dimes Congratulates CAB on Persons with Disabilities Initiatives

### Manitoba Premier Gary Doer to Open *The Future Summit*

The CAB is pleased to confirm that The Honourable **Gary Doer**, Premier of Manitoba, will deliver the Convention Opening Remarks on Monday, November 7 2005. Premier Doer has served as Manitoba's 20th Premier since October, 1999. Born and raised in Winnipeg, Manitoba, he was first elected MLA for Concordia in 1986. In March of 1988, he became the leader of the Manitoba New Democratic Party, and following the 1990 provincial election, he became Leader of the Opposition. Premier Doer's presence will enhance an already stellar group of guest speakers, moderators and panelists appearing at this year's Convention. [Click here](#) for more information on this year's program, and for a complete list of participants..

**Contact:** [Sean Kiely](#), ext. 355

### Cartt.ca Interview Addresses the CAB's Request for Radio Review Delay

In an interview published in the internet trade publication Cartt.ca, the CAB's David Keeble, Senior Vice-President, Policy and Regulatory Affairs, outlined the rationale behind the CAB's request for a delay in the CRTC's review of commercial radio. [Click here](#) to read the interview.

**Contact:** [David Keeble](#), ext. 356

### CAB Annual General Meeting – November 8, 2005

The CAB's Annual General Meeting (AGM) will be held on **Tuesday, November 8** at 4 pm at the CAB's 2005 Annual Convention in Winnipeg. Voting forms for Full Members and information regarding resolutions are available on the CAB Members' Only website. [Click here](#) for more information .

**Contact:** [Lenore Gibson](#), ext. 358



### WIFT-Toronto Launches Alliance Atlantis Communications Diversity in Broadcasting Internship

Women in Film and Television - Toronto has announced the 2005 launch and Call for Applications for the **Alliance Atlantis Communications Diversity in Broadcasting Internship Award**. Presented by WIFT-T in partnership with Alliance Atlantis Communications Inc., this program offers an aboriginal or a visible minority woman in an entry level position the opportunity to advance her career in broadcast public affairs and communications. [Click here](#) for more information.

### Ontario March of Dimes Congratulates CAB on Persons with Disabilities Initiatives

In a letter to CAB President and CEO Glenn O'Farrell, Ontario March of Dimes President and CEO Andria Spindel applauded the CAB efforts in producing *The Presence, Portrayal and Participation of Persons with Disabilities in Television Programming*, the CAB's research report on the issue. "We are wholeheartedly delighted with the effort invested in this project and the recommendations you present," wrote Ms. Spindel. [Click here](#) to read the letter.

**For more information on these and more initiatives, see the [Diversity in Broadcasting Website](#).**



# CAB Update

Vol. 4: Issue 50 • December 16, 2005

## AT A GLANCE...

- CRTC Announces Organizational Changes
- CAB 2005 Convention Delegate Response Questionnaire - Free Registration Draw
- CityTV Toronto Honoured with 2005 Harmony Award
- CAB Members Exemplify Their Generous Spirits at the Holidays

### CRTC Announces Organizational Changes

The CRTC announced a structural reorganization this week, which will result in the broadcasting and telecommunications policy operations being converged. In a media release sent on December 15, the CRTC states: "This reorganization will place us in a better position to respond to the realities with which the industries we regulate are grappling, as a result of massive and rapid technological change and the blurring of traditional boundaries and lines of business." [Click here](#) to read the CRTC's release. Organizational Charts are also available on the CRTC site: [Click here](#) for the Chair-level chart; [click here](#) for the Secretary-General level chart; and [click here](#) for the Broadcasting and Telecommunications Group Chart.

**Contact:** [Pierre Pontbriand](#), ext. 351.

### CAB 2005 Convention Delegate Response Questionnaire - Free Registration Draw

Congratulations to the winner in the draw for a free registration to the 2006 CAB Convention: **Bill Hildebrand**, Station Manager at Golden West stations CKMW - Country 1570, and The Eagle - 93.5 FM, in Winkler, Manitoba. Bill was among the many delegates to the 2005 CAB Convention who completed their convention delegate response questionnaire by the December 2 deadline. The responses received from attendees have provided the CAB with invaluable insight as we begin planning the 2006 Convention, November 5-7 in Vancouver.

**Contact:** [Sean Kiely](#), ext.355.




### CityTV Toronto Honoured with 2005 Harmony Award

CityTV Toronto was honoured last month as the 2005 recipient of The Harmony Award, a prestigious honour presented annually by the Harmony Movement to an organization that best exemplifies the spirit of harmony and diversity in their community, and who has made significant efforts towards eliminating discrimination in Canada. The Harmony Movement is a non-profit, charitable organization founded in 1994, that encourages Canadians of all racial, cultural and religious origins to embrace and promote harmony, diversity, as well as equality. [Click here](#) for more information on the 2005 Harmony Award.



### CAB MEMBERS EXEMPLIFY THEIR GENEROUS SPIRITS AT THE HOLIDAYS

 Many CAB members make the most of the spirit of giving over the holidays, raising much-needed funds and resources for those in need. If your station has undertaken a holiday-themed charity drive, please send us the details so that we can continue to reflect the important leadership role the CAB's members play in their community. To pass along your information, contact [Kevin Desjardins](#) by email or at ext. 331.



# CAB Update

Vol. 5: Issue 1 • January 6, 2006

## AT A GLANCE...

- Glenn O'Farrell to Address York Region Canadian Club
- CBSC Releases Its 2004-2005 Annual Report
- NAB International Broadcasting Excellence Award - Call for Entries
- Cardiss Collins Address to CAB National Convention
- CJLS's On-Air Appeal Boosts Salvation Army's Red Kettle Christmas Campaign

### Glenn O'Farrell to Address the York Region Canadian Club

CAB President and CEO Glenn O'Farrell will address the state of the broadcast industry in a speech to the York Region Canadian Club on February 12, 2006 at the Sheraton Parkway in Marham. This speech will initiate the dialogue with Canadians on the importance they attach to our domestic broadcast media in light of the multitude of new challenges and opportunities the industry faces. [Click here](#) for more information.

**Contact:** [Pierre Pontbriand](#), ext. 351.

### CRTC to Consult with Broadcasters on Three-Year Planning Process

In letters to the CAB and other interested stakeholders, the CRTC has invited input from the broadcast industry in order to assist it in developing a three-year plan for the organization. The CRTC is embarking on this industry consultation to better understand the issues and timelines of broadcasters and distributors in 2006 as they relate to the CRTC's procedures and priorities.

**Contact:** [David Keeble](#), ext. 356.

### CBSC Releases Its 2004-2005 Annual Report

The Canadian Broadcast Standards Council has released its Annual Report for 2004-2005. The Annual Report also provides statistical information about the complaints, an analysis of matters dealt with in the summary decisions, summaries of the formal Panel decisions, as well as details of the CBSC's activities in the ethnocultural area. [Click here](#) to read the CBSC's Annual Report.

**Contact:** [Ron Cohen](#), CBSC National Chair, (613) 233-4607, ext. 14 .

### NAB International Broadcasting Excellence Award - Call for Entries

The National Association of Broadcasters is now accepting entries for the 2006 International Broadcasting Excellence Award. Created by the NAB in 1995, the International Broadcasting Excellence Award is recognized worldwide as one of the preeminent awards in the broadcasting industry. The deadline for entries is Friday, February 17, 2006. The awards will be presented during the NAB2006 conference and exhibition in Las Vegas, 22-27 April 2006. Nominees must be a current NAB International Broadcaster Member. [Click here](#) for more information.

**Contact:** [Kevin Desjardins](#), ext. 331.



### Cardiss Collins' Address to CAB National Convention

A transcription of the address given at the CAB's 2005 National Convention by the Hon. Cardiss Collins, former U.S. Congresswoman, is now available on the CAB's Diversity in Broadcasting website. In her address, Ms. Collins congratulated Canada's broadcasters for "putting their money where their mouth is" by undertaking and funding the Task Force on Cultural Diversity. She also discussed the work she has done with The Independent Task Force on Television Measurement to ensure that the television ratings as collected by Nielsen accurately reflect America's diverse population. [Click here](#) to view the text of Cardiss Collins' address.

### Keep Us Informed of Your Diversity Initiatives

The CAB wants to promote our members' diversity initiatives. Please send us information on your diversity initiatives, and the CAB will highlight them each week in the CAB Update and on our website at <http://www.cab-acr.ca/english/social/diversity/default.shtm>

Contact: [Kevin Desjardins](#) at ext. 331.



# CAB Update

Vol. 5: Issue 2 • January 13, 2006

## AT A GLANCE...

- CAB Welcomes the Launch of the Radio Review Process
- Election 2006 - Party Platforms on Broadcasting
- Revised Advertising to Children in Canada Reference Guide Now Available
- CAB Calls for Applications for the HCC and QCC - Ontario
- York Region Canadian Club Speech - Postponed
- Global TV To Broadcast National Aboriginal Achievement Awards

### CAB Welcomes the Launch of the Radio Review Process

The CAB welcomed the release of the CRTC's [Notice of Public Hearing](#) today announcing the official start of the Radio Review process. The CAB, in consultation with its members and radio committees, is currently assembling a comprehensive and cohesive set of data that will clearly state the current challenges and opportunities for private radio broadcasters, and the direction that radio broadcasting policy should take to ensure that private radio continues to be successful. [Click here](#) to read the CAB's media release.

**Contact:** [Pierre-Louis Smith](#), ext 353

### Election 2006 - Party Platforms on Broadcasting

The CAB is providing a summary of the parties' platforms for the January 23rd Federal Election. This brief analysis is available on the CAB's Members Only website. [Click here](#) to read the CAB's platform analysis.

**Contact:** [Amy Baron](#), ext 323

### Revised Advertising to Children in Canada Reference Guide Now Available

A revised Reference Guide for Advertising to Children in Canada is now available on the CAB website. The guide is a joint initiative of the CAB along with the Advertising Standards Canada (ASC), the Association of Canadian Advertisers (ACA), Concerned Children's Advertisers (CCA), and Institute of Communication and Advertising (ICA). The 2006 edition of the guide has been updated to reflect new concerns, including inappropriate portrayals of bullying in advertising directed to children. [Click here](#) to view the revised Reference Guide.

**Contact:** [Jim Patrick](#), ext 350

### CAB Calls for Applications for the HCC and QCC - Ontario

The CAB is pleased to celebrate and honour milestones in Canadian private broadcasting. Ontario members should submit their applications for the CAB Half Century Club (HCC) and CAB Quarter Century Club (QCC) before the **January 30th** deadline. The induction ceremony will take place during the Ontario Association of Broadcasters (OAB) President's Awards and Reception on **Friday, March 3rd** from 5:30 to 6:30 p.m during Canadian Music Week in Toronto. [Click here](#) to download a copy of the HCC/QCC application form.

**Contact:** [Vanessa Dewson](#), ext. 309

### York Region Canadian Club Speech - Postponed

The speech by CAB President and CEO Glenn O'Farrell to the York Region Canadian Club mentioned in last week's Update has been postponed. The CAB will announce any new information as it becomes available.

**Contact:** [Pierre Pontbriand](#), ext. 351.



### Global TV To Broadcast National Aboriginal Achievement Awards

Global Television has become the new network partner for the 2006 National Aboriginal Achievement Awards, which will be televised jointly with the existing network partner, the Aboriginal Peoples Television Network (APTN), on January 28th, 2006 at 8 pm. "We are delighted to welcome Global Television as our new broadcast partner for this year's Achievement Awards. Together with APTN, Global will offer many more Canadians a rare opportunity to celebrate the achievement of Aboriginal People in Canada," stated Roberta Jamieson, CEO, National Aboriginal Achievement Foundation. [Click here](#) to visit the NAAA Website.

**Keep Us Informed of Your Diversity Initiatives**

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Contact: [Kevin Desjardins](#) at ext. 331.

**CAB Committee Meetings**Meetings held this week:

- The Ad Hoc Ad Issues Committee met via teleconference on Tuesday, January 10. Contact: [Susan Wheeler](#), ext. 320



**MEMBER BENEFIT PROGRAM** **AVIS.**

**CAR RENTAL DISCOUNT PROGRAM FOR MEMBERS AND THEIR EMPLOYEES**

Planning personal or business travel?  
Check out the CAB/AVIS discount program!

[Click here](#) for more information.

Questions or comments? Contact the CAB at (613) 233-4035  
or Kevin Desjardins at: [kdesjardins@cab-acr.ca](mailto:kdesjardins@cab-acr.ca)



# CAB Update

Vol. 5: Issue 3 • January 20, 2006

## AT A GLANCE...

- CAB Supports Music Industry's Request for a Delay in the Radio Review
- CRMA Nominees Announced
- Elections Canada Issues Reminder for Media on Election Day Coverage
- Digital TV Subscribers to Top 5 Million
- CAB Calls for Applications for the HCC and QCC - Ontario
- Canada's Private Radio Broadcasters Raise Over \$25 Million over Christmas for Charity
- MuchMoreMusic Announces Winner of First Annual AccessAbility Scholarship

### CAB Supports Music Industry's Request for a Delay in the Radio Review

In a letter sent to the CRTC on January 18, the CAB supported the call made by five music industry and creative community groups for an extension in the date for filing submissions for the Review of Commercial Radio. ADISQ, CIRPA, Union des artistes, SOCAN and CRIA have asked for this deadline to be extended until April 17, instead of the current date of March 15. The CAB notes that it would be very helpful, if not essential, to the Commission's deliberations that all parties have access to the latest commercial private radio statistical and financial summaries (2004-2005), with adequate time to prepare their main submissions. [Click here](#) to see the CAB's letter to the CRTC.

**Contact:** [Pierre-Louis Smith](#), ext. 320

### CRMA Nominees Announced

Canada's hottest rising music stars will be honoured at the 9th Annual Canadian Radio Music Awards (CRMA) on March 4, 2006. **Arcade Fire, Matt Mays and El Torpedo, Bedouin Soundclash, Divine Brown and Massari** are among the artists nominated in ten categories honouring the hottest new radio music stars in Canada. In previous years, the CRMAs introduced rookies such as Avril Lavigne, Sam Roberts, Nickelback and Sum 41. Presented by the CAB, the CRMAs will be handed out at a gala luncheon on Saturday, March 4, 2006, 12:30 p.m. at the Royal York Hotel in Toronto, as part of Canadian Music Week celebrations. [Click here](#) to see the CRMA media release.

**Contact:** [Susan Wheeler](#), ext. 320

### Elections Canada Issues Reminder for Media on Election Day Coverage

Elections Canada issued a mediarelease this week reminding members of the media of the provisions in the *Canada Elections Act* regarding Election Day coverage. Elections Canada notes that all media, including internet-based outlets, are prohibited by the Canada Elections Act from publishing or broadcasting any election advertising, results of election opinion surveys not previously released, or election results from other electoral districts. [Click here](#) to read the Elections Canada release.

**Contact:** [Kevin Desjardins](#), ext. 331

### Digital TV Subscribers to Top 5 Million

According to Decima Research's The Digital Domain consumer research study released on January 13, the number of total digital television subscribers reached 4.91 million in August and September of 2005, a 5% increase over the number in May/June of 2005. Decima projects that this number will have topped 5 million by the end of 2005, and will approach 5.95 million by the end of 2006. Decima estimates that 7% of digital households have HDTV receivers, while 6% have access to DVRs or PVRs. They also estimate that 34% of digital TV households have access to video-on-demand. [Click here](#) for more information.

**Contact:** [Jim Patrick](#), ext. 350

### CAB Calls for Applications for the HCC and QCC - Ontario

The CAB is pleased to celebrate and honour milestones in Canadian private broadcasting. Ontario members should submit their applications for the CAB Half Century Club (HCC) and CAB Quarter Century Club (QCC) before the **January 30th** deadline. The induction ceremony will take place during the Ontario Association of Broadcasters (OAB) President's Awards and Reception on **Friday, March 3rd** from 5:30 to 6:30 p.m during Canadian Music Week in Toronto. [Click here](#) to download a copy of the HCC/QCC application form.

**Contact:** [Vanessa Dewson](#), ext. 309



### CANADA'S PRIVATE RADIO BROADCASTERS RAISE OVER \$25 MILLION OVER CHRISTMAS FOR CHARITY

Canada's private radio broadcasters raised more than \$25 million dollars for charities in their communities, according to a Commentary in this week's edition of Carrrt.ca, the online communications and broadcasting trade publication. Carrrt.ca polled stations from across the country, and 135 of them reported back to the publication of the many and various ways they gave back to their communities over the holidays. Carrrt.ca publisher **Greg O'Brien** noted in the commentary: "No other media has this kind of power, and Canadian radio companies should be congratulated on how they wield that power, especially when its used to make Christmas a lot better for thousands of down-on-their-luck Canadians." [Click here](#) to view the Carrrt.ca commentary.

*Please send us information on your public service contributions events, photos, or thanks received for your activities in your community. The CAB will continue to celebrate outstanding leadership through public service each week in the CAB Update and on our website at <http://www.cab-acr.ca/english/leadership/default.shtm>  
Contact: [Kevin Desjardins](#) at ext. 351*



### MuchMoreMusic Announces Winner of First Annual AccessAbility Scholarship

MuchMoreMusic and The National Educational Association of Disabled Students (NEADS) announced this week that Carrie Moffatt of Victoria, BC is the winner of the 2005 MuchMoreMusic AccessAbility Scholarship. This scholarship awards \$3,000 in tuition to an applicant with a permanent disability who best demonstrates skill, talent, excellence and enthusiasm in pursuing a future in the broadcast industry. This initiative builds on parent-company CHUM Television's commitment to encouraging participation of persons with disabilities in Canadian broadcasting. NEADS advocates for full access to post-secondary education for disabled students, and helps graduates make the transition to the employment market. [Click here](#) for more information.

### Keep Us Informed of Your Diversity Initiatives

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Contact: [Kevin Desjardins](#) at ext. 331.



# CAB Update

Vol. 5: Issue 6 • February 10, 2006

## AT A GLANCE...

- Radio Review to Proceed As Planned
- Consolidation of Internet Tariff Proceedings
- CAB President and CEO to Address Canadian Club of Toronto
- Online Voting Period Extended for 2006 Canadian Radio Music Awards
- First Meeting of Independent and Small Station Group Radio Caucus
- CAB Small Market Members Invited to Participate in SMAC Teleconference
- Private Radio gives \$238 million To Charity in 2005
- CHUM Limited Launches Diversity Online
- Golden West Broadcasting Named One of Canada's 80 Best Managed Companies

### Radio Review to Proceed As Planned

In a letter to the CAB, the CRTC has indicated that it will proceed as planned with the Review of Commercial Radio. The CAB had supported a call made by five music industry and creative community groups for an extension in the date for filing submissions for the Review of Commercial Radio. ADISQ, CIRPA, Union des artistes, SOCAN and CRIA had asked for this deadline to be extended until April 17, instead of the current date of March 15. In its letter, the Commission indicates that it will endeavour to make available in a timely manner the latest statistical and financial summaries for 2004-2005, "to allow adequate time for interveners to prepare their submissions".

**Contact:** [Pierre-Louis Smith](#), ext. 353.

### Consolidation of Internet Tariff Proceedings

The CAB was part of a group of objectors who filed a motion with the Copyright Board to consolidate the CSI Webcasting Tariff (2006-2009) and SOCAN Tariff 22. This consolidation was sought in an effort to streamline the tariff process and reduce legal costs. This motion was opposed by the collectives. On February 7, the Copyright Board dismissed the motion to consolidate. The CAB is currently considering its options in conjunction with other objectors.

**Contact:** [Gabriel Van Loon](#), ext. 314.

### CAB President and CEO to Address Canadian Club of Toronto

Leading up to Canadian Music Week, CAB President and CEO Glenn O'Farrell will address the Canadian Club of Toronto on Wednesday, March 1, 2006 at 12:00 PM. In a speech titled *Broadcasting: The Future May Not Be What You Think!*, O'Farrell will address the impact of emerging technologies and greater audience choice on the Canadian broadcasting industry, with specific emphasis on private radio, and Canadian broadcasting industry might or might not look like in the future. [Click here](#) for more information or to order tickets.

**Contact:** [Pierre Pontbriand](#), ext. 351.

### Online Voting Period Extended for 2006 Canadian Radio Music Awards

The voting period for this year's Canadian Radio Music Awards has been extended until **5pm on Monday, February 13**. Program directors, music directors and on-air talent are eligible to vote online for the nominees in each category at <http://www.cmw.net/cmw2006/crma/>. The CRMAs will be presented at a luncheon on Saturday, March 4th, 2006, in Toronto during Canadian Music Week. Nominees for the CRMAs, in seven categories, are all first-time top charted artists, and their nominations are determined by the radio play they received between December 1st, 2004 and November 30th, 2005. Created and funded by private radio broadcasters, the CRMAs were developed to promote the careers of rising Canadian recording stars.

**Contact:** [Susan Wheeler](#), ext. 320.

### First Meeting of Independent and Small Station Group Radio Caucus

The first meeting of the CAB's Independent and Small Station Group Radio Caucus (ISSGRC) will take place via conference call on **Tuesday, February 14, 2006 from 2:30 pm to 4:00 pm EST**. The creation of the Caucus was approved by the CAB Board of Directors in November, based on a recommendation from the CAB's Small Market Advisory Council (SMAC). The Caucus will serve as a forum for independent and small station group operators to exchange views on issues that directly impact their operations. [Click here](#) for more information on the ISSGRC.

**Contact:** [Vanessa Dewson](#), ext. 309.

### CAB Small Market Members Invited to Participate in SMAC Teleconference

A teleconference meeting of the CAB Small Market Advisory Council (SMAC) will take place on Monday, February 27, from 11:30 am to 1:00 pm. All CAB members operating in small markets are encouraged to take part in the discussion. An agenda for the meeting will be circulated next week. CAB members who are interested in participating should confirm their attendance to Marye Ménard-Bos via email or by phone.

**Contact:** [Marye Ménard-Bos](#), ext 311.



### PRIVATE RADIO GIVES \$238 MILLION TO CHARITY IN 2005

🌿 Canada's private radio stations contributed more than \$238 million in the 2005 broadcast year to charitable initiatives, according to a report in [cartt.ca](http://cartt.ca), the online trade publication. The report, citing a Canadian Broadcast Sales (CBS) press release, stated that 103 of CBS' client stations reported participating in fundraising that generated \$28,171,665 in cash, and \$12,691,398 in in-kind contributions, mostly through donated air time for PSAs. On average, each station raised \$273,511 in cash and \$123,217 in-kind. Extrapolating these figures to all of Canada's 602 private radio broadcasters produces totals of \$164,653,622 in cash and \$74,176,634 in-kind, for a total of \$238,830,256. "It's incredible to see what local radio stations are doing through charitable and community activity," **Patrick Grierson**, president of Canadian Broadcast Sales told [cartt.ca](http://cartt.ca). "Whether it's raising \$500 for the fire department burn fund in Estevan, Sask., or over a million dollars for the children's hospital in Edmonton, each of these commitments speaks to local radio's direct commitment, connection and participation in the community. [Click here](#) to read the [cartt.ca](http://cartt.ca) article.

### GOLDEN WEST BROADCASTING NAMED ONE OF CANADA'S 50 BEST MANAGED COMPANIES

🌿 Golden West Broadcasting has been named one of Canada's 50 Best Managed Companies, according to the annual survey conducted by Deloitte, CIBC Commercial Banking, the Naitonal Post and the Queen's School of Business. "This is a great honor for a company that continues to have its roots firmly planted in non-metropolitan centres across the Prairies. Our slogan is 'Community Service Radio', and we try very hard to live up to this each day. I am very proud of all the Golden West employees who have made this possible," said Golden West President and CEO Elmer Hildebrand. [Click here](#) for more information on Canada's 50 Best Managed Companies.

Please send us information on your public service contributions events, photos, or thanks received for your activities in your community. The CAB will continue to celebrate outstanding leadership through public service each week in the CAB Update and on our website at <http://www.cab-acr.ca/english/leadership/default.shtm>  
Contact: [Kevin Desjardins](#) at ext. 351



### CHUM Limited Launches Diversity Online

CHUM Limited announced this week the launch of **Diversity Online** ([diversity.chumtv.com](http://diversity.chumtv.com)), a CHUM initiative to be administered through Citytv Vancouver. Diversity Online is a free online database providing all media with unprecedented, direct access to over 300 dynamic and articulate subject experts representing diverse communities from every province and territory, including aboriginal peoples, visible minorities, women, gay and lesbian people, youth and people with disabilities. "By providing access to new experts from diverse communities, Diversity Online addresses a recommendation made in the Canadian Association of Broadcasters' Task Force on Cultural Diversity (2004), and the Association's 2005 report on Presence, Portrayal and Participation of Persons with Disabilities in Television Programming," said **Sarah Crawford**, CHUM Limited's Vice President, Public Affairs. [Click here](#) to visit the Diversity Online site.

### Keep Us Informed of Your Diversity Initiatives

The CAB wants to promote our members' diversity initiatives. Please send us information on your diversity initiatives, and the CAB will highlight them each week in the CAB Update and on our website at <http://www.cab-acr.ca/english/social/diversity/default.shtm>

Contact: [Kevin Desjardins](#) at ext. 331.

## CAB Committee Meetings

### Meetings held this week:

- The Radio Government Affairs Advisory Group (R-GAAG) and the Radio Copyright Committee met in Toronto on Wednesday, February 8; [Amy Baron](#), ext. 323, or [Erica Redler](#), ext. 304
- The Production Committee met via conference call on Wednesday, February 8; [Susan Wheeler](#), ext. 320
- The Television Communications Committee met via conference call on Thursday, February 9; [Pierre Pontbriand](#), ext. 351



# CAB Update

Vol. 5: Issue 16 • April 21, 2006

## AT A GLANCE...

- Rewarding Programming Risks to Promote Musical Diversity
- Private Radio's Support of the Quebec Record Industry
- CAB President and CEO Speaks at Fordham Copyright Conference
- CRTC Denies Power Increase for Low-Power FM Station
- CRTC Drops Requirements for BDUs to Carry Private Radio Stations
- CAB Calls for Applications for the HCC and QCC - Alberta, Saskatchewan, Manitoba
- CAB Small Market Members Invited to Participate in SMAC Teleconference
- CTV News Launches National Aboriginal Internship Program

Then... Now

## PRIVATE RADIO'S CHANGING REALITIES

### Rewarding Programming Risks to Promote Musical Diversity

At the very heart of the commercial radio business model is **the listener**. Radio is entirely supported advertising, and stations are very mindful of ensuring that they do nothing to make their audience "tune out". Programming a playlist is fundamentally conditioned by what listeners want to hear, and departing from the tried and true formula of playlist programming by adding more new and emerging artists carries the risk turning audiences away from your station. This risk is magnified by the evolving new economy of radio and parallel, unregulated systems of audio delivery that compete directly with radio for that audience. **The reality for the radio/music relationship and emerging Canadian artists is that the system of music exhibition quotas for Canadian content and French Vocal Music must be made more effective.** We believe it is time for the Commission to consider a remodeling of the current music exhibition system by introducing measures that will actively encourage the airplay of new music by emerging Canadian artists. Canada's private radio broadcasters can look to expand the roster of artists that receive airplay, by programming more music by new artists on its playlists across a number of formats. In light of the risks involved, the CAB submits that a balance lies in our remodeling proposal, through the implementation of a bonus system to apply against the airplay of Emerging Canadian Artists in the English and French-language markets. Calculating content requirements for Canadian artists and French Vocal Music based on the old realities will do nothing to enhance Canada's domestic music industry, to provide diversity of music, or allow private radio stations to be as innovative as they need to be to compete. **That was then...this is NOW.**

Contact: [Pierre-Louis Smith](#), ext. 355

### Private Radio's Support of the Quebec Record Industry

In an op-ed piece published in the April 19 edition of Le Devoir, CAB President and CEO Glenn O'Farrell demonstrated the significant support that private radio broadcasters have provided to the recording industry in Quebec. Canada is the only country in the world where private broadcasters are compelled by the government to directly subsidize the domestic record industry. [Click here](#) to view the Le Devoir article (in French only).

Contact: [Pierre-Louis Smith](#), ext. 355

### CAB President and CEO Speaks at Fordham Copyright Conference

CAB President and CEO Glenn O'Farrell participated in this week's prestigious Conference on International Intellectual Property Law and Policy at Fordham University in New York. This conference annually attracts many key Canadian decision makers on copyright issues. In a panel titled "Collective Administration of Copyright in Canada: Practical and Policy Dimensions", O'Farrell discussed the affect of rapid technological change on Canada's private broadcasters, and the need for clarity, certainty and a clear direction in the administration of copyright in order to ensure that broadcasters are treated fairly when copyright tariffs are set.

Contact: [Margot Patterson](#), ext. 314

### CRTC Denies Power Increase for Low-Power FM Station

In [Broadcasting Decision 2006-136](#), the CRTC denied the request of a low-power FM station to increase their power, which would have effectively resulted in a change to CJTW-FM's status from an unprotected low power service to a regular Class "A" FM station. The CAB maintained that if this station or any other low-power station wishes to obtain a Class "A" commercial licence, it should be required to file an application for a new licence, and not merely a file for a technical amendment. [Click here](#) to read the CRTC's decision.

**Contact:** [Susan Wheeler](#), ext. 320.

### CRTC Drops Requirements for BDUs to Carry Private Radio Stations

In [Broadcasting Public Notice CRTC 2006-51](#), the CRTC stated its intention to amend section 22 of the BDU Regulations that required them to distribute the programming services of all local radio stations. The Commission will now only require only that Class 1 BDUs, and those Class 2 BDUs that elect to distribute audio programming services, distribute local community, campus and native radio stations, as well as at least one CBC radio station operating in French and one in English. The CAB has asked the Commission to maintain the requirement, and suggested as a solution to the issues of analog spectrum scarcity, BDUs could move all the must-carry audio programming services including all local radio stations in their local licensed area, from analog to digital. The CAB will follow up on this issue in the context of the forthcoming policy review of commercial radio. [Click here](#) to read the CRTC's decision.

**Contact:** [Pierre-Louis Smith](#), ext. 355

### CAB Calls for Applications for the HCC and QCC - Alberta, Saskatchewan, Manitoba

The CAB is pleased to celebrate and honour milestones in Canadian private broadcasting. Members in Alberta, Saskatchewan and Manitoba should submit their applications for the CAB Half Century Club (HCC) and CAB Quarter Century Club (QCC) before **May 1**. The induction ceremony for Alberta, Saskatchewan and Manitoba members will take place during the Western Association of Broadcasters' (WAB) annual meeting taking place in Kananaskis, AB, from June 9 to 11. [Click here](#) to download a copy of the application form.

**Contact:** [Vanessa Dewson](#), at ext. 309

### CAB Small Market Members Invited to Participate in SMAC Teleconference

A teleconference meeting of the CAB Small Market Advisory Council (SMAC) will take place on Tuesday, April 25, from 1:00 to 2:30 pm. All CAB members operating in small markets are encouraged to take part in the discussion. CAB members who are interested in participating should confirm their attendance to Marye Ménard-Bos via email or by phone. [Click here](#) for a copy of the meeting agenda.

**Contact:** [Marye Ménard-Bos](#), ext 311.



### CTV News Launches National Aboriginal Internship Program

CTV News recently launched the National Aboriginal Internship Program. Eleven regional stations across the country will each offer a twelve-week paid internship (summer 2006) as part of an ongoing commitment to Aboriginal reflection through participation and partnership. The available internships will be in Vancouver, Calgary, Edmonton, Regina, Winnipeg, Sudbury, Kitchener, Toronto, Ottawa, Montreal and Halifax. "With the introduction of this National Aboriginal Internship Program, CTV News is committed to creating a greater Aboriginal presence in our newsrooms on a local and national basis," said **Robert Hurst**, President, CTV News. "This will help to increase Aboriginal reflection and participation in the broadcasting industry, one of the key issues raised in the Canadian Association of Broadcasters' Task Force on Cultural Diversity. The National Aboriginal Internship Program is in addition to other Aboriginal initiatives that CTV actively supports." For information on applying for these positions, please visit [www.ctv.ca](http://www.ctv.ca), and follow the link to Careers at the bottom of the home page.

## CAB Committee Meetings

### Meetings held this week:

- The Legal Advisory Committee met via conference call on Tuesday, April 18. Contact: [Lenore Gibson](#), ext. 358.
- The CAB Executive Committee met via conference call on Wednesday, April 19. Contact: [Tina Van Dusen](#), ext. 321.
- The Government Affairs Advisory Group met via conference call on Thursday, April 20. Contact: [Amy Baron](#), ext. 323.