



MESSAGE FROM OUR PRESIDENT – DOUGLAS KIRK

Happy New Year!

In 2009, the Ontario Association of Broadcasters will continue to work on the principal objectives representing the views and interests of our membership. These were outlined at our AGM & Awards Luncheon in October 2008 and are highlighted below.

I would like to thank Nancy Brown Dacko for her years of dedication as OAB President, and I am happy to announce that she will continue on our Board as Past President as well as take an active role in Chairing our Government Committee. I would also like to thank Geoff Thrasher and Roy Hennessy for their years of commitment to the OAB as they have retired from our Board of Directors. Geoff was instrumental in creating our Lifetime Achievement Award in his position of Awards Committee Chair. Roy was the driving force behind the OAB's work with the OPP to develop the Amber Alert Program. Without Roy's perseverance the Amber Alert Program simply would not be where it is today.

This year, the Ontario Association of Broadcasters will focus on enhancing and developing our relationship with the Government of Ontario. We seek to develop a role for Ontario broadcasters in the formulation of media and communications policy. We will determine how the Government of Ontario spends its substantial advertising budget and will work to ensure Ontario broadcasters receive their fair share of Ontario's advertising budget. We will also maintain and grow our valuable ongoing initiatives including: Amber Alert/EMO's Red Alert, Career Development Day (liaison with Ontario broadcast educators), and Community Service and Lifetime Achievement Awards programs.

Your membership and input is important to the OAB, I welcome your thoughts and ideas. Please feel free to email me at president@oab.ca. Thank you for your continued support and participation.

2008 Year In Review

OAB Awards Luncheon Features Michel Arpin and Honours Fred Sherratt

The Ontario Association of Broadcasters' Community Service Awards Luncheon was held on Tuesday, October 7th at The Boulevard Club in Toronto. This year we were fortunate to have Michel Arpin, Vice Chairman, Broadcasting, CRTC agree to be our keynote speaker. Michel commented on Broadcasting in Ontario, the emergence of new technologies and the CRTC 'do not call' list.



OAB Awards Luncheon Keynote Speaker,
Michel Arpin, Vice Chairman, Broadcasting, CRTC.

The OAB honoured former CHUM Limited Vice Chair and COO, Fred Sherratt with their Inaugural President's Lifetime Achievement Award. Fred accepted the Award in person, amidst many of his colleagues, friends and family.



Marilyn Denis, Fred Sherratt, Doug Kirk, OAB President and Past President, Nancy Brown Dacko.



Michel Arpin addressing Ontario Broadcasters

The Ontario Association of Broadcasters' Community Service Awards are presented to member stations for their outstanding contributions of airtime and staffing to worthwhile organizations in their respective communities.

This year, the OAB Community Service Award for Radio-Small Market was presented to CKTB / HTZ-FM / EZROCK, Astral Media Radio Niagara and on behalf of the station Madelyn Hamilton, General Manager accepted the award. Honourable mention was awarded to 94.9 The Rock, Durham Radio-Oshawa. Craig Robertson, Morning Show Host; Steve Kassay, Operations Manager; Adrienne Vogel, Promotions Director accepted on behalf of The Rock. The Radio-Large Market Award went to Q107, Corus Radio Toronto and Darren Wasyluk, Marketing and Promotions Director accepted. Honourable mention winner was CHFI-FM, Rogers Media Toronto and on behalf of the station Stephanie Shaunessey, Promotions Coordinator accepted. The OAB Community Service Award winner for Television-Small Market was 'A' Barrie, a division of

CTVglobemedia. Andy Stokes, Promotions Director accepted the award. The Television-Large Market Award winner was Global Television, Canwest Toronto, and on behalf of the station Leslie Roberts and Anne-Marie Mediwake, Co-Anchors News Hour Global News accepted. Honourable mention winner was CHCH News, Canwest Hamilton and Bob Cowan, Co-host of Morning Live CHCH News accepted.

This year we were fortunate to have many of our members and industry partners represented at our Head Table including; Jacques Parisien, President, Astral Media Radio & Astral Media Outdoor; Barbara Williams, Executive Vice President, Content, Canwest Broadcasting; Chris Pandoff, Vice President, Ontario Radio, Corus Entertainment; Paul Sparkes, Executive Vice President, Corporate Affairs, CTVglobemedia; Paul Ski, CEO Radio, Rogers Broadcasting; Tina van Dusen, Executive Vice President & COO, CAB; and Rita Cugini, Regional Commissioner, Ontario, CRTC.

The Ontario Association of Broadcasters would like to thank all member stations for their entries and congratulate each of the award winners.

A special thank you to Marilyn Denis, co-host of CHUM FM's Morning Show, "Roger, Darren & Marilyn" for hosting our event this year. We'd also like to thank our sponsors The Canadian Press, Canada's trusted news leader and Broadcast Dialogue.



OAB Luncheon Host Marilyn Denis

Ontario Association of Broadcasters' 3rd Annual Career Development Day Monday, March 3rd, 2008

The Third Annual Ontario Association of Broadcasters' Career Development Day was an unparalleled success! With a sell-out attendee list and participation from more schools than ever, this year's Career Development Day was the biggest yet! Our attendee list represented the following Ontario schools; Canadore, Centennial, Conestoga, Fanshawe, Humber, Loyalist, Mohawk, Niagara, Ryerson and Seneca.

The Ontario Association of Broadcasters would like to thank all the broadcasters who volunteered their time this year including: Mark Campbell, Rogers Radio Atlantic Canada; Christina Cherneskey, 1010 CFRB; Mark Dailey, CITY-TV; Jacquie Donaldson, Rogers Radio Vancouver; Richie Favalaro, 104.5 CHUM FM; Don Gaudet, SUN-TV; Laurie Graham, Astral Media Radio Group Niagara; Azeem Haq, Z103.5; Steve Kassay, Durham Radio-Oshawa; Steve Kowch, 1010 CFRB; Marlene Lone, SUN-TV; John McKenna, CHCH News; Scott Metcalfe, 680 NEWS; Ashleigh Myers, Astral Media Radio Group Niagara; Jim Nelles, SUN-TV; Sabrina Pirillo, 103.9 PROUD FM; Chris Pottage, Rogers Radio Toronto; Ken Rutledge, Canwest; Deb Sanderson, The Shopping Channel; Jamie Schouela, Global TV; Beverley Shenken, S-VOX; Jonathan Sinden, 102.1 The EDGE; Sladjana Tamindzic, 680 NEWS; Geoff Thrasher, CHCH & E!; Adriane Vogel, Durham Radio-Oshawa; Ron Waksman, Global News Toronto; John Warburton, Canwest Broadcasting; Chris Watson, 92.5 JACK FM; and Glenn Williams, K-ROCK, Kingston.

A special thanks to George Stroumbouloupoulos for inviting the OAB Career Development Day attendees to watch a private taping of The Hour on CBC Television. Our group was treated to not only the taping of one of the CBC's most popular shows, but George stayed with our group afterward to candidly answer their questions for almost two hours!

This was the first presentation of the OAB Michael Monty Scholarship Award, which was given to Adam Bemma from Centennial College. This cash scholarship will be awarded annually to the nominated student who most exemplifies Michael's traits - a passion for broadcasting, learning and his community. Michael Monty spent more than 33 years as a Professor at Seneca College. He served on many boards, including the Broadcast Educators Association

of Canada, Radio-Television News Directors Association and the Ontario Association of Broadcasters. His contribution to students' success in careers across the country through his involvement with both the BEAC and RTNDA has made a genuine difference in our industry, touching the lives of thousands of students.

Career Development Day is an Ontario Association of Broadcasters initiative and its committee is headed by John Hinnen of Rogers Radio. Also on the Professional Development Committee are: Jim Macdonald, Independent Broadcast Consultant; Jim Carr, Seneca College; Jerry Chomyn, Humber College; and Nancy Brown Dacko. Thank you to this year's sponsors, Broadcast Dialogue and The Canadian Press. The Ontario Association of Broadcasters is confident that this event continues to expand communication and understanding between the requirements of broadcasters and the needs of educators and students.



Jim Carr and Nancy Brown Dacko presenting Adam Bemma the Michael Monty Scholarship Award

Planning is well underway for the 2009 event.

Further to our associating with the Ontario Independent Radio Group (OIRG) in 2008, a Training and Development Committee was established. OAB Director Dave Hughes and Chris Byrnes, Byrnes Media, have arranged a sales training seminar for March 12, 2009 (see ad below) in conjunction with Canadian Music Week. Attractive rates are available for OAB and OIRG members.

The Perfect Storm:
Maximizing Your "Air Force" and "Ground Force" Sales
 at CMW Thursday, March 12, 2009
 more information at www.byrnesmedia.com
 Sean Luce
 Award Winning Author

Amber Alert Committee Report by Roy Hennessy

The past year has seen only one Amber Alert being issued. This alert was issued on September 22nd, 2008. The Alert system was tested on two occasions during the year, with mixed results stemming from two causes; we do not have the financial resources or man power to properly contact all alert broadcast facilities in a proactive manner, and we have a number of stations that do not maintain accurate information in our database.

Nancy Brown Dacko and I were invited to attend a Press Conference at the Emergency Measures Control Centre for the formal announcement. In addition, representatives from General Motors, Chet Huber, OnStar President and Paul Temple from Pelmorex Broadcasting were in attendance. The event's Master of Ceremonies was Jay Hope, Deputy Minister of the EMO. Nancy and I presented a short history of the OAB's involvement with the development of the Amber Alert program and how this has evolved into the current program and the additional agreement and partnership that has been developed to introduce the Alert Ontario program.

The main address was given by the Minister of Community Safety and Correctional Services, Rick Bartollicci who publicly acknowledged the contribution that the OAB has made in bringing forward the need for the Alert Ontario program and in co-operating with the EMO to introduce this vital communication link. In both the written press release and in his statements at the press conference, Mr. Bartollicci, emphasized how the actions of the Ontario Broadcasters were instrumental in addressing a need in the emergency warning system. During the question period after the formal presentation, he was asked, "What systems did you have before today?" He candidly replied, "Basically, nothing! That is why this is so important."

Members should also be aware that at this time the federal government is proceeding with a national emergency alert program that will be compulsory for all stations to facilitate. It is expected that over the next two years, the details of this system will be reviewed with broadcasters across Canada and when implemented the EMO/OAB Alert Ontario program may become redundant. In the meantime, with no funding and limited resources, the Alert Ontario program is the best solution available.

I wish to thank the Board of the Ontario Association of Broadcasters and in particular, the members of the Amber Alert Volunteer Committee for their ongoing support and participation in the Amber Alert program, which has proven itself to be a vital part of the process of recovering abducted children. This program has

demonstrated to the citizens of Ontario in a material way, the commitment to community service that forms part of our obligations as licensees of the public airwaves.



OUR BOARD OF DIRECTORS

President:

*Douglas Kirk, Durham Radio Inc., Oshawa/
Hamilton*

Vice President:

John Hinnen, 680 News, Toronto

Treasurer:

John Wright, K-Rock 105.7 Inc., Kingston

Past President:

*Nancy Brown Dacko, NBD Consulting,
Mississauga*

Directors:

*Robert Brignell, Bayshore Broadcasting,
Owen Sound*

Jim Carr, Seneca College, Toronto

Kelly Colasanti, OMNI Television, Toronto

Blair Daggett, CHCD, Simcoe

Bill Evanov, Evanov Radio, Toronto

Laurie Graham, Astral Radio Niagara

Dave Hughes, Pineridge Broadcasting,

Cobourg

Jim Macdonald, Broadcast Consultant, Toronto

Jim Nelles, SUNTV, Toronto

Chris Pandoff, Corus Radio

Rebecca West, Global TV, Toronto

Barbara Williams, Canwest Media Inc.,

Toronto

OAB Administration:

Val Skivington, Executive Director