

MESSAGE FROM OUR PRESIDENT

It is with great pleasure that we introduce our First Annual Newsletter outlining the key initiatives we have accomplished in the past year.

As we say goodbye to 2006 and welcome 2007, we have planned our first event to take place March 5th, 2007. The OAB Career Development Day will be held at the Rogers Theatre at 333 Bloor Street. We will be planning more events as the year unfolds and will provide key information in a timely manner so you can book your tickets in advance. Your membership is important to us and we look forward to a successful year.

Thank you for your support and participation in the initiatives presented by the Ontario Broadcasters Association. We continue to diligently serve our membership by working on objectives set forth by you with your input. I welcome your thoughts and ideas, please feel free to email me at nancy@oab.ca.

COMMUNITY SERVICE AWARDS LUNCHEON OCTOBER 2006

On Tuesday, October 3rd, 2006, The Ontario Association of Broadcasters held the Community Service Awards luncheon featuring keynote speaker, **CRTC**



Chairperson, Charles Dalfen and a special Head Table. The OAB Head Table included; Len Katz, CRTC, Rita Cugini, CRTC, Glen O'Farrell, Canadian Association of Broadcasters, Gary Slight, Standard Broadcasting, Jay Switzer, CHUM Limited, Peter Viner, Canwest Global Communications, Tony Viner, Rogers Media Inc. Awards were presented to member stations for their outstanding contributions of airtime and staffing to needy organizations in their respective communities. Awards were presented in small and large markets for both Television and Radio.



The Ontario Association of Broadcasters would like to thank Mr. Dalfen for taking the time to speak at this year's Award Luncheon. Mr. Dalfen was appointed Chairperson of the CRTC in January 2002 and his term will come to an end December 31st, 2006. His keynote speech included topics such as Radio review, the upcoming TV policy hearing and new unregulated media.

This year the OAB presented the Community Service Award for Radio-Small Market to **Standard Radio**, CKTB / HTZ-FM / EZROCK, Niagara and Honourable Mention went to **Durham Radio**, CKDO AM/FM, Oshawa. The Radio-Large Market Award was presented to **CHUM Limited**, KOOL-FM, Waterloo and Honourable Mention went to **Rogers Media**, CHFI-FM, Toronto.

The OAB Community Service Award winner for Television-Small Market was presented to **CHUM Limited**, A-Channel, London. The Award for Television-Large Market went to **CanWest MediaWorks**, CHTV, Hamilton and Honourable Mention went to **Rogers Media**, The Shopping Channel, Toronto.

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BROADCASTER OF THE YEAR & PRESIDENT'S AWARD PRESENTED MARCH 2006

Howard Caine "Broadcaster of the Year" Award was presented to Leslie A. Sole, CEO - Television, ROGERS MEDIA. Madeline Ziniak accepted the Award on Leslie's behalf.



President's Award was presented to Jim Patterson, President & CEO, Television Bureau of Canada.

OAB RECEPTION WITH PREMIER DALTON MCGUINTY

On September 20th, 2006, the Ontario Association of Broadcasters held a private reception for our members to meet Premier Dalton McGuinty. This allowed our members the unique opportunity to talk with the Premier in an informal setting.

We were pleased to have Caroline Di Cocco, Minister of Culture address the broadcasters and introduce the Premier. A number of the Premier's staff joined him to meet with our members including; Chris Morley, Press Secretary, Karman Wong, Associate Press Secretary and David Bailey, Technical Director, Operations.

Invitations were extended beyond the Premier's office to the Cabinet and the following offices were represented; MPP Brampton Centre, Ministry of Agriculture, Food and Rural Affairs, MPP Bramalea/ Gore/ Malton/ Springdale, Ministry of Culture, Ministry of Community Safety and Correctional Services, Ministry of Northern Developments and Mines, Ministry of Health, Attorney General's Office and Ministry of Intergovernmental Affairs. Ben Chin, who assisted the OAB in securing the time with the Premier, also came to talk with our members.

The Premier's Reception attracted broadcasters from Standard Radio, Rogers, Bayshore

Broadcasting, CanWest MediaWorks, Durham Radio, CHUM Limited, including: Pat Holiday, Gary Miles, Jay Switzer, Deb Shaw, Manny Pavia, Steve Kassay, Madeline Ziniak, Sarah Crawford and of course our own Board of Directors including; Kelly Colasanti, Roy Hennessy, John Hinnen, Nigel Fuller, Geoff Thrasher, Doug Kirk, Jim MacDonald, Jim Carr, John Wright and Nancy Brown Dacko.

Ontario Association of Broadcasters plan to expand upon such initiatives giving our members occasion to discuss how the government can support our continued growth and significance in communications.



OAB President, Nancy Brown-Dacko, Minister of Culture, Caroline Di Cocco, Premier McGuinty and Doug Kirk, OAB Treasurer.

CAREER DEVELOPMENT DAY

The Ontario Association of Broadcasters, in association with the Broadcaster Educators Association of Canada presented the first annual "Career Development Day", on Friday, March 3rd, 2006. Over 40 broadcasting professionals representing all sectors and management levels shared their experiences, knowledge and best career advice with broadcasting students from all over Ontario in a unique intimate roundtable setting.

The event was well-received, well attended, and facilitated communication and greater understanding between the requirements of broadcasters and the needs of broadcasting educators and students.

This year's event will be held on Monday, March 5th, 2007 at the Rogers Theatre. For further information, please contact memberservices@oab.ca.

AMBER ALERT

On December 17th, 2006 a three-year-old girl in the company of her father was reported overdue and missing. An Amber Alert was not called as there was no indication that this was anything more than a domestic dispute and no indication the child was in danger. Midday, the doctor of the father expressed concern that the father was severely depressed and that this could pose a threat to the child. At this point an Official Amber Alert was issued and we put our system into motion. Response from regions outside of Toronto was excellent and the Alert was on the air and posted quickly. A few problems occurred in the GTA where we were greeted by untrained juniors in a couple of newsrooms and Voice Mail Walls. Late afternoon, the father and child were spotted in a mall restaurant in Brampton and the child was rescued. This was the result of "tip(s)" called in from people who had heard or seen the Amber Alert. The Officer in charge of the Brampton police appeared at a press conference at about 4:30 and publicly stated that the Amber Alert program produced the tip and thanked all members of the media for their assistance and good work.

As of December 20th, 2006 we have had 14 Amber Alerts, since the program began, with 11 incidents where the child (children) has been successfully recovered. The value of this program has been clearly demonstrated.

Over the past six months, we have conducted an upgrade of the OAB website and database. We now have the ability to contact every Amber Alert member who is responsible for their station, group, cluster, or market to review all of their contact information and then make corrections or confirm that it is still accurate.

We continue to seek funding from the Provincial government to improve and develop the program. The Amber Alert Steering Committee met at the Bell Offices on Bay Street on December 14th, 2006. The Committee was updated on the addition of the Ministry of Health as a member of the Amber Alert system. This will mean that all emergency vehicles such as ambulances etc. will receive the Amber Alert information on their on board computer systems. Bell is moving to

increase the information that is delivered by text message to individuals who sign up for the service, at Bell.ca/amber. There is no charge for this service and many stations are using this system as an additional way of learning that an Alert has been called and then putting the alert on the air. This was evident in our most recent Alert on December 17th.

We would like to express our appreciation to all the volunteers and broadcast partners who have contributed their time and effort to building the Amber Alert program. There are numerous improvements that can and will be made to the system as time goes by and resources become available.

Roy Hennessy

For additional information regarding Amber Alert, please go to the OAB website and click on Amber Alert ~ <http://www.oab.ca/amberprotocol.asp>.

OUR BOARD OF DIRECTORS

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