

COMMUNICATION

May 2010



Thanks to warmer than average Spring Weather, Manitobans have been embracing the great outdoors earlier than normal this year and that has been positive news for many of the advertising clients that we all serve. This is resulting in increased consumer confidence, and judging from discussions with many of our members, our industry appears to be in relatively good shape. So as we all get set to enjoy the Annual May Long Weekend, we'd like to update you on a few key items of interest.

BOARD MEETING

Our recent Board Meeting was hosted on May 11th at the new and very impressive CKLQ and STAR FM facilities in Brandon. Special thanks to Board Member Verna Lenton and GM Cam Clark for the tour and luncheon. You're excellent hosts!

ANNUAL BAM AWARDS

In our March communiqué, we provided you with details on the Nomination Process along with forms for the 3 Distinct Award categories. Thanks to those of you that have submitted names for consideration!

As a reminder, the Awards are; 1) Broadcast Excellence Award 2) Hall of Fame 3) Broadcaster of Tomorrow.

For convenience, please see the attached information overviews in Word Documents.

The deadline for submission is May 31st, 2010.

Please give consideration to each of these as it relates to appropriate nomination for those that are deserving of Industry Recognition.

These nomination forms should be sent to Verna Lenton.

EDUCATION AND RESPONSIBLE CONSUMPTION

Under the leadership of Chair Tom Scott, the Broadcasters Association of Manitoba will award a total of \$3,900 in scholarship prizes this year. Tom represented our Association by attending the recent Red River College Awards Dinner on April 21st and presented cheques to three outstanding students of the college's Creative Communications Program. The winner of the Aboriginal Award is Shelly Cook. The winner of the Award for Television is Julie Prejet, and the winner of the Award for Radio goes to Adam Toy. From the Academy of Broadcasting, we are pleased to announce that Meagen Fiddler was the scholarship recipient. Awards for Tec Voc will be coming up soon and the award winners will be announced formally in our next report.

New this year, BAM has created a mentorship program related to the Responsible Consumption PSA Initiative. Staff from a few member stations have volunteered to attend schools and make a presentation on developing the concept and executing the creative for Public Service Campaigns. Tec Voc had eagerly jumped at the opportunity to have our industry professionals provide their students with this knowledge and some "tricks of the trade." By all accounts, the presentations were an overwhelming success! We will roll this program out earlier next year in order to give the schools more lead time to take advantage of the program. This is another great example of how we can work creatively and collaboratively with the next generation of broadcasters.

2010 FALL CONFERENCE

Mark your calendar for September 17th and 18th!

At our recent Board Meeting, we focused our energies on shaping the content, speakers, theme, entertainment, and yes...the golf!

We expect to be in a position to provide specific details to the Membership within the next month pending confirmation of a few items.

That said, a number of rooms have already been booked under our Special Conference Room Block. To avoid disappointment, we encourage you to call the Elkhorn Resort Spa and Conference Centre at your earliest opportunity.

We have also provided a Conference Registration Form that can be easily e-mailed or faxed to confirm your attendance. Please refer to the attachment. A special thanks to Rachelle Fedora at Citytv for assisting with this!

Board Member Warren Neufeld did an outstanding job last year in the area of Conference Sponsorship. Warren is handling this portfolio again and has likely been in contact with many of you to date regarding this. A BIG THANKS to those organizations that have pledged support for this year's event. If you would like more information in regards to this, please contact Warren directly (204-239-5111) at CFRY 920AM/93.1FM in Portage. We will be acknowledging all of our conference partners with recognition leading into and during the event.

OTHER BUSINESS;

Wendy Friesen, our Chair of New Membership Services has been in contact with several organizations that have been identified as potential new members. Membership is vital to the long-term success of our Association. Should you have any suggestions, please feel free to correspond with Wendy at wfriesen@goldenwestradio.com.

On the financial front, Treasurer Scott Williams is pleased to report that we are in good financial shape. Thanks Scott for your efforts in this important area.

In addition, President Tim Jones is to be commended for keeping us all on track with the tasks at hand.

That's all for now.

So please get those nominations in before the end of the month and confirm your attendance for the Fall Conference.

Expect a further Communication Update before the end of June.

Enjoy the Long Weekend!

All the Best,

Chris Stevens

Vice-President

Broadcasters Association of Manitoba

