

There goes Canada AM, there goes thousands of viewers

BRIGHTON INDEPENDENT Editorial - Chris Malette JUNE 9/16

Okay, not so hard-hitting here this week, but the loss of a television show was much more than a soft story this past week for many of a, ahem, certain demographic.

That is, many north of 50 years old who tuned in to the CTV morning show Canada AM – over, say, the mindless prattle of CP24 and others – were outraged, saddened and feeling abandoned after the network gassed former CJBQ news reporter Beverley Thomson and friends.

(Disclaimer - I worked with Bev covering city hall, among other beats, back in the early 90s and can tell you she's all that and a bag of chips in terms of news sense and a sharp noodle. Now, my wife jokes 'Your girlfriend's on TV...' She wasn't my GF, but I can tell you there was at least one local media guy so smitten with Bev he, at a day-drinking pub farewell session for Bev, dropped to his knees in a beery plea to ask her to stay in Belleville... but I digress.)

The program has been billed as "Canada's most-watched national morning newsmagazine." Pffft... fat load that mattered.

Bell Media has said that Thomson will move to CTV News Channel while Marci Ien will develop new projects with Bell Media In-House Productions. Bev always was a newsie at heart and Ien leaned toward the entertainment aspects of the program.

With Thomson's news chops – she really is a good interviewer – and Ien's sunny entertainment stuff, coupled with the weather and other features, it was a well-accepted, much-loved morning ritual for thousands.

Social media exploded in outrage when CTV unceremoniously pulled the plug. Why, you could almost hear the dentures clacking in anger as we of a certain age vented online.

Here's one that pretty much sums it up, as it appeared on Facebook:

"I don't get this next generation B.S.?! You want to have seasoned reporters/anchors, they get so much better with time. CNN dumped Larry King and look what that got them! Also Hockey Night in Canada, why is George Snuffeappagus hosting? Ron Maclean knows everything about the sport, down to the local leagues. I am sad. The last thing I want to see is Ben Mulroney every morning!!"

Sincerely, Not so old guy"

Never underestimate the frustration of the above-

mentioned viewers of a certain age – you know, the demographic often dismissed by advertisers who fail to grasp the fact that no amount of gerymandering is going to lure young eyes in the cherished 25-45 demographic to watch morning television Monday to Friday.

When the announcement inevitably came Monday, confirming reports that the impossibly-coiffed son of former prime minister, Brian Mulroney – scion, Ben Mulroney, will be taking over the show with co-host Anne-Marie Mediwake, the reception was underwhelming from most quarters.

Let's face it, the television media landscape, anymore, is largely a vapid wasteland of celebrity gossip and reality shows, interspersed with 24-hour news channels that run half-hour loops of news reports.

The new brand of TV, if you let yourself be lulled by the hipsters who come up with this new short-attention-span viewer-based planning strategy, is short, snappy, happy entertainment dreck a la E-Talk (where we're told Mulroney will remain) interspersed with a quick short shot of news, sports and weather. The rest, for those who care, will be taken up with celebrity babble, hosts laughing and giggling at each others' inanities and pictures of Kardashians in a bikini or evening gown.

Jeff Hutchison, the former co-host from Canada AM who had announced he was retiring this September, regardless, had this to say to a CBC radio program last weekend.

"I think you're going to see a show that's more entertainment/lifestyle, maybe a little less newsy," said Hutchison. "In this world, they're following what they think is the next shift."

There you have it. The guy who's been on the inside (even if his silly Internet segment was cat-video heavy and sometimes unwatchable) just gave you a coded message for what's really happening to your TV viewing trends, geezers.

The 'they' he is referring to are the people who care not a whit about you or your diminishing spending patterns – they think they're going to lure kids back to morning television, a place the kids left a long, long, long time ago for tablets, laptops and smart phones.

Adios, then Bev and friends. Those of us who will miss you will likely be lumped in with the people who bawled when Johnny Carson left the airwaves.

Johnny who?

Cramahe Briefs CN will replace the bridge on Barnes Road this fall -- really

By John Campbell

BRIGHTON INDEPENDENT

Cramahe Township – CN Rail has opted for a timber frame bridge on Barnes Road rather than one made of steel it originally proposed to replace existing structure.

That's good news for the township as the new solution will require far less roadwork, and not a million dollars to have done, as estimated by the railway with its first proposal, Mayor Marc Coombs said June 7.

It will be "very, very minimal because the existing grade of the road they're going to be able to meet with the new bridge" – which will be cheaper, too, about \$800,000, not \$1 million.

Combined with the cost of demolition, the total amount for the long-delayed project will be around \$900,000, with the township covering 15 per cent, Coombs said.

The bridge will be built in a factory and assembled on site sometime in the fall, he said.

CN closed the bridge in 2012 following a structural report.

The search for a new CAO continues Dan O'Brien handed in his letter of resignation, effective March 18, back in January but has remained with the township while it looks for a successor. Thirty-four people have applied for his job and council has interviewed three of them.

More interviews are planned, Coombs said.

Asked why it's taking so long, he replied "You got to find the right person."

Last month Cramahe filled the chief building official position that had been vacant since last fall. Gerald Sproule started work May 30. Coombs cited is "significant experience in the municipal and construction sectors" in announcing his hiring at the time, pointing out he has held management and senior level positions in both the private and public sectors.

Last week council appointed a deputy CBO, Scott Jibb, to fill in for Sproule when he's away or on vacation.

Notices



CLARK, Clifford "Earl" - Peacefully at the Golden Plough Lodge, on Thursday February 11th, 2016 in his 89th year. Beloved husband of Nancy Clark (nee Drinkle). Loving father of Kevin Clark. Son of the late Alexander and Ethel Clark. Pre-deceased by his brothers Gordon, Leslie and Harold and his sister Marian McRae. Earl will be fondly remembered by his nieces and nephews. At Earl's request there will be no visitation or service. A graveside service will be held at Centreton Cemetery on Saturday June 18th, 2016 at 1:30 pm., followed by a celebration of life at the Centreton Hall at 2 pm. Earl's family would like to thank Dr. Paul Caldwell and the staff of the Golden Plough Lodge and St. Elizabeth's for all their care and compassion. Condolences received at www.MacCoubrey.com.

NORTHUMBERLAND NEWS

Family & friends are encouraged to share their condolences, thoughts and prayers online

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