



# BROADCAST DIALOGUE

Christensen Communications Ltd.  
414 St. Germain Avenue  
Toronto ON M5M 1W7

Phone: 416/782-6482 \* Fax: 416/782-9993 \* E-Mail: tvradio@interlog.com

Thursday, March 5, 1998

BROADCAST DIALOGUE & *The Broadcast Directory*  
Volume 5, Issue 39

Page One of Three

Contents and format copyright in Canada and USA (1998) by Christensen Communications Limited.  
No part of this newsletter may be reproduced or retransmitted without permission from the publisher.

**R**ADIO: Since this is *Canadian Music Week*, an item from the latest *Bohn and Associates Media* newsletter seems timely: 'Record shops have long been important research tools for radio stations, and the latest polling from the Music Marketing Network shows that radio is still the preferred medium for discovering new music. The survey of 1,454 people 12+ cited radio at 85 per cent as the most influential when it came to new music, compared to friends and word of mouth at 53 per cent and Music TV at 41 per cent of the sample. The latest craze in music buying is the Internet which ranked 10th at 12 per cent and is more popular with teens than other age groups... Favorite format slogans and names? Over 155 stations use a Q, 120 use MIX, 99 use B, Magic is used on 98 stations, KICKS by 78, KISS by 76 LITE by 72, KOOL by 35, EAGLE at 34, RIVER 29, LOVE, FOX and FROG each at 26, ARROW at 19. Up and comers are TICKET, SCORE and TEAM... CIRPA, the *Canadian Independent Record Production Association*, and *Canadian Music Week* will sponsor an International Business Centre located inside CMW's exhibition area. It's meant to provide an exclusive space to meet and do business during the convention tomorrow and Saturday... *CHF1/680 News Toronto* has purchased a new twin-engine Cessna Skymaster for traffic coverage.

**B**USINESS: *RadioWorks*, based in Toronto under the leadership of Roy Hennessy and David Bray, has launched *EthnoWorks Inc.*, a full service, multilingual ad

## Fall BBM Format Rankings 12+ (Top 12 markets)

Format	# Stations	Fall '97	Fall '96
AC	28	32.2	30.6
News/Talk	29	23.2	21.2
CHR	10	11.8	9.5
AOR	11	8.5	7.5
Country	17	8.0	9.3
Classical	14	4.8	4.8
Full Service	5	2.9	5.0
Gold	11	2.8	3.1
Classic Rock	5	2.6	4.6
Alternative	1	1.4	1.9
Sports	1	0.9	0.9
Others	4	0.5	1.1
Easy Listening	1	0.3	0.4

-- Source: *Bohn & Associates Media*

agency. *EthnoWorks* will speak 32 tongues, including Chinese, Italian, East Indian and Portuguese... *Bell Atlantic* and *SBC Communications* have entered into separate pacts with *DirectTV* to offer satellite TV service to some residential customers. *Bell Atlantic's* multi-year marketing deal covers single-family homes while *SBC's* agreement covers apartments.

TAPSCAN

15

YEARS OF INNOVATION

## BUSINESS INTELLIGENCE

- TAPSCAN FOR WINDOWS - research & scheduling
- SALESSCAN - sales force automation
- RETAIL SPENDING POWER - real audience value
- GRIDONE - yield management
- TAPCONNECT - on-line service

Toronto - (416) 221-9944

TAPSCAN, SALESSCAN, GRIDONE and RETAIL SPENDING POWER are registered marks and trade marks of TAPSCAN, INC. TAPCONNECT is a service mark and trade mark of TAPCONNECT ON-LINE SERVICES, INC. ©1998 TAPSCAN, INC.



**TV/FILM:** Toronto's *Ryerson Polytechnic University* will present two one-week Advanced Television (ATV) executive seminars this year for TV and film senior management. Sessions are scheduled for June 14-19 and August 9-14. Information can be obtained from Peter C. Hess, Project Co-ordinator, Executive Training - Advanced Television at 705/534-6140 or Kileen Tucker Scott at 416/979-5000 ext. 6684. A *Associated Press* poll finds that American parents widely ignore the sex and violence ratings flashed on TV screens. Seven in 10 adults say they pay little or no attention to ratings such as TV-PG or TV-14. In homes with children, 51% of parents pay little or no attention. One critic of the rating system calls it instant headlines for a "litany of politicians," but a non-issue otherwise. In a copyright article, the Fraser Institute's publication, *On Balance*, compares TV news in the US and Canada. The *National Media Archive*'s survey finds US local TV news to be far more sensational. The study looked at the contents of local TV newscasts on stations in 29 Canadian cities, on July 25th, August 28th, and September 24th, 1997. The content was divided into three broad news categories: civil, chaos and entertainment. Civil news is about government acts, the economy, foreign affairs and issues contributing to viewers' knowledge of society. Chaos news is about crime, accidents and disasters, portraying the world as chaotic and dangerous. Entertainment news included celebrity news, movies reviews, human interest stories and sought primarily to amuse and titillate rather than to inform. Comparing Canadian to American news, the study found the following: Canadian stations carried 50.7% civil news, to 39.6% in the US; Canada ran 22% chaos news to 40% in the US; and Canadian stations provided 27.3% entertainment news more than the 20.3% on American newscasts. The entire listings of stations surveyed - and more details about the comparisons and content can be found in the current edition of *On Balance*, Vol II No 2. For information, contact *The National Media Archive*, c/o The Fraser Institute, Vancouver, BC, at 604/688-0221 Local 313. Jason Priestley hosts the *Juno Awards* in Vancouver March 22.



**Great Value & Easy Connectivity**

**Music Master**  
The Music Scheduling System

Contact: Wayne Russell  
(voc) 800-265-1346 (fax) 403-295-7776  
wrussell@a-ware.com  
www.a-ware.com

**DIALOGUE** *The Bear Edmonton* and its *Children's Fund* took on the task of converting unused hospital space into a retreat for families whose babies, aided by all medicine can offer, struggle to grow. Until now, the crowded unit had no private space for families. The Bear's Bruce Davis was the spark for the station's involvement. He overheard a doctor in a corridor breaking "the most horrendous news to a baby's parents. There was nowhere else to go." With the help of the fund, donations from Bear advertisers and a volunteer carpenter, the Royal Alex preemies parents now have their sanctuary. GM Marty Forbes writes: "Howard, we finally got our Bear Children's Fund Family Suite open at the Royal Alexandra hospital. To visualize what it would look like, simply remember a normal hospital, then open a door to their waiting room. In the end, you'll find a room comparable to the Nestin. Our plan is to open more of these. To date, we are over the \$300,000 mark in cash donations from the City of





# BROADCAST Dialogue

Published by Christensen Communications Limited  
414 St. Germain Avenue  
Toronto ON M5M 1W7

Phone: (416) 782-6482 ☎ Facsimile: (416) 782-9993 ☎ E-Mail: tvradio@interlog.com

Thursday, May 14, 1998

Volume 6 Number 1

Page One of Three

Contents and format copyright in Canada and USA (1998) by Christensen Communications Limited.  
No part of this newsletter may be reproduced or retransmitted without permission from the publisher.

**TV/FILM:** *Baton/CTV* will eliminate 334 positions — 126 of them currently vacant — for a total of 208 layoffs, all as a result of the Baton Broadcasting and CTV merger. Baton/CTV says total cost of the restructuring will be \$11,500,000 (\$8,300,000 in severance costs). The balance is as a result of regional restructuring and will be a one-time cost. The work force reduction amounts to approximately \$16 million in operating expenses on an annualized basis... The *Canadian Association of Broadcasters* has added a third Board (joining Radio and Television) to represent the interests specialty, pay and pay-per-view members. *Citytv Toronto* VP/GM **Mark Rubinstein**, Chair of the interim Specialty Committee, has been voted in as Chair of the new Board. Chairman of the CAB Board of Directors, **Duff Roman**, said "We feel quite strongly that the CAB is the best organization to represent all facets of our businesses -- be they radio, television or specialty"... A meeting in Ottawa Tuesday has brought Canadian digital television a step closer to reality. The industry reps — broadcasters, cablecos, producers, manufacturers, satellite operators and a number of specialty and pay-TV services — elected *Global Television* President/CEO **Jim Sward** its interim Chair. **Michael McEwen** remains President of *Canadian Digital Television* (CDTV). Said Sward, "The American roll-out of digital television is expected in less than a year. If we're going to compete, implementation must move forward quickly and smoothly"... Saint John-based *Fundy*

*Communications* and the *Canadian Independent Film and Video Fund* (CIFVF) have announced creation of the *Fundy Communications Production Fund* to assist the production of educational and informational broadcast and new media projects from the four Atlantic provinces. The monies, \$200,000 from Fundy, will be distributed over 1998-99. Guidelines and application forms are available on the CIFVF Web site ([www.cifvf.ca](http://www.cifvf.ca)) or by contacting the CIFVF at 613/729-1900... **Brian Linehan's** showbiz interview series is ending after two seasons on *WIC* stations. The reasoning has nothing to do with ratings but rather where it should fit into the *CRTC's* definition of program categories (drama is category seven, music is

### Revised TV Fall Screenings Schedule

#### TORONTO:

05/26, 27 & 28: WTN, noon  
05/28: Showcase & History, noon  
05/28: TSN, evening  
06/03: Tele-Quebec, noon  
06/03: CBC/Newsworld, evening  
06/04: Life & HGTV, noon  
06/10: CTV/Baton, noon  
06/11: Global, evening  
06/16: Craig, breakfast  
06/16: TVA, evening  
06/17: WIC, evening

#### MONTREAL:

05/26: Tele-Quebec, noon  
06/02: SRC, 8:30 am  
06/04: TVA, evening  
06/10: CBC, evening  
06/16: WIC, evening  
06/15: Global, evening

## TAPSCAN

# 15

YEARS OF INNOVATION

## BUSINESS INTELLIGENCE

- TAPSCAN FOR WINDOWS - research & scheduling
- SALESCAN - sales force automation
- RETAIL SPENDING POWER - real audience value
- GRIDONE - yield management
- TAPCONNECT - on-line service

Toronto - (416) 221-9944

TAPSCAN, SALESCAN, GRIDONE and RETAIL SPENDING POWER are registered marks and trade marks of TAPSCAN, INC. TAPCONNECT is a service mark and trade mark of TAPCONNECT ON-LINE SERVICES, INC. ©1998 TAPSCAN, INC.



eight and variety is nine). WIC saw Linehan as category nine (variety). The CRTC saw the show as category eleven (human interest)... **Larry King** has signed a new five-year contract that will bring him about \$7 million a year from **CNN**, the Cable News Network. King had been earning, it's said, about \$2 million a year... **Labatt Brewing** has ditched their ad depicting a high-speed shopping cart chase after consumers complained it encouraged people to play with their grocery buggies. The ad shows a group of 20-somethings racing through downtown traffic as they return carts to a grocery store. **Advertising Standards Canada** said it received 15 complaints from viewers. ASC then ruled the spot contravened the section of its code governing public safety... Toronto's historic Masonic Temple has been saved by **CTV**. It bought the building, destined for a wrecker's ball, and will use it to film, at first, *Open Mike with Mike Bullard*... **MuchMoreMusic**, anticipating its launch in September, will tape **Bruce Hornsby** in concert in Montreal next Tuesday.

**R**ADIO: The **Canadian Association of Broadcasters'** Radio Executive Committee met in Ottawa Tuesday. One of the items on the agenda was discussion of the response CAB would offer to the **CRTC's Radio Review** decision... Meantime, there's talk that the CanCon manoeuvre could be a first step in forcing **Howard Stern** off Canadian radio. Scuttlebutt and corridor chat indicates that if Stern isn't gone soon, the **CRTC** may apply CanCon rules to prime talk-radio in the morning... And there's more feedback on the Radio Review: "As a researcher who is proud of Canadian music, I'm deeply concerned about the potential impact of the CRTC's proposed new regulations. We are in danger of upsetting a delicate balance where the implementation of the regulations could subvert their very purpose. Canadians, being Canadians, still accept a certain amount of regulation to protect their culture. But the research we conducted for the Review of Radio hearings - and confirmed by StatsCan sales figures - indicate that Canadian radio stations already play as much as twice the natural appeal level of Canadian music. Boosting the amount of Canadian content by 40% during prime time threatens to tip the scales in a number of ways. As a border nation where most of our population lives within reach of US FM signals, we can

expect that more Canadians will tune out Canadian radio and Canadian music by listening to even more American radio, not to mention radio on the Internet. But, the scariest scenario of all is what could happen if Canadians feel they are being forced Canadian music. The backlash could be devastating to Canadian radio, the CRTC themselves, and to the pride

**Statistics on sales of Canadian music  
1989-90 to 1995-96 (in \$millions)**

	1989	1991	1992	1993	1994	1995
Record Recording Total Revenues	647	716	750	828	854	1,108
Total Record Sales	\$454.3	\$508.7	\$679.7	\$803.6	\$738.0	\$875.1
Sales with Canadian Content	\$36.3	\$53.6	\$57.9	\$71.5	\$82.7	\$127.2
Canadian Content as a percentage of sales	8.0%	10.5%	10.0%	11.3%	12.6%	14.5%
Total New Releases	4,439	4,065	7,480	6,271	6,267	8,955
% of New Releases by Canadian Artist	13.9	13.2	14.5	10.7	11.3	12.4
Profits/Loss Before Tax	97.3	106.0	106.9	130.6	149.1	198.1
Profit Margin (%)	15.0	14.8	14.3	16.8	14.7	14.9

*Source: Statistics Canada Sound Recording Statistics: 1995-96, -Catalog 87-202*

Canadians currently feel for Canadian music. If there was ever a time for the Commission to look before it leaps, it's now." (Jeff Vidler, **Angus Reid Group**)... **NewCap Broadcasting** has purchased **CIRK-FM (K-97) Edmonton** from **Craig Broadcast Systems**. It was only last week that CIRK-FM joined with **CFCW/CKRA-FM** in an LMA... **CBC** has apparently been contemplating a third radio network. The new service, aimed at youth, would be 'Radio Three.' An announcement on such a service could come as early as this fall. Planners, it is said, believe they have a mandate and an obligation to serve all age groups, not just 50+. Two per cent of CBC Radio's audience are 18-24, while 60% are 50+... The **CRTC** has approved **Golden West Broadcasting's** application for an FM station at Steinbach. Golden West already operates **CHSM Steinbach**. The new service will be at 96.7 with 50,000 watts...

**PROVIDING CUSTOM DESIGNED PACKAGES  
for the Communications Industry**

- Radio • Television/Cable • DTH • Telephony/PCS
- Entertainment/Production • MMDs/LMCS
- Satellite Transmission • Electronics Mfg./Dist.

With over 45 years experience in the Communications Industry, you can be assured that your insurance needs will be met.

For more information, contact: **Alan Mote**  
**Telephone (416) 865-0131 Facsimile (416) 865-0896**

Our product is peace of mind™



**THE HULL GROUP**  
Communications Insurance  
Brokers/Consultants

**Alanna Myles**, in concert last week at Kelowna, apparently told her audience that she has a new album but you'd never know it because of the "f----- (blank, blanks) of Canadian radio won't play it", that she was "f----- over" by her last record company and "... so, f--- all Canadian radio."

**BUSINESS:** The Allard family's **Cathton Holdings Ltd.** sold 2,652,031 Class B Shares of **WIC Western International Communications** to **Shaw Communications Inc.** yesterday. And, **CanWest Global Communications Corp.** says WIC is still in play after Shaw extended its takeover bid to May 25. Both the CanWest and Shaw bids were to have expired Tuesday night. Shaw now owns 48% and CanWest owns 46%. WIC shares rose yesterday \$0.75 to \$42.25 in light morning trading on the Toronto Stock Exchange. Shaw stock, however, declined \$0.50 to \$22.20 while CanWest shares edged \$0.05 lower to \$27 also in light trade. CanWest Exec. VP **Tom Strike** says CanWest's 46% equity position in WIC gives it veto power over Shaw's friendly bid. Had CanWest acquired more than 50% of WIC's B shares before the Tuesday merger deadline from Shaw, it would have triggered a \$30 million break-up fee from WIC to Shaw and seen WIC sell its 12 radio stations to Shaw for \$160 million... Industry sources are saying a possible US\$10-billion takeover of **PolyGram NV** by **Seagram Co.** wouldn't necessarily derail PolyGram's challenge of Ottawa's film distribution laws. That comes on the heels of earlier word that Montreal-based Seagram is in talks with PolyGram's 75% owner, **Philips Electronics NV**, to buy the world's largest recording company... **Rogers Communications** cut its first-quarter loss nearly in half. It lost \$18.9-million or 15¢ a share in the three months ended March 31. That compares with a loss of \$35.4-million (24¢) in the same period last year. Revenue rose 12.3% to \$677.9-million from \$603.8-million... The US Justice Department has sued to block a \$1.1-billion merger between **Primestar Inc.** and **Rupert Murdoch's** DBS businesses. The deal would have given the largest US cablecos, which together own Primestar, a major share of the emerging direct broadcast satellite business. The Justice Department's anti-trust division says unless the deal is blocked, consumers will be denied the benefits of competition.

**GENERAL:** The **Career Accelerator** program, aimed at boosting the number of female senior managers in broadcasting — and provided through the **Canadian Women in Communications/Rogers Continuing Education Fund** — runs June 6-12 at Toronto's **Ryerson School of Radio and TV Arts**. Among workshop leaders are **CHUM** President **Jim Waters**, **Rogers Broadcasting** President **Tony Viner**, **Discovery Channel** President **Trina McQueen** and **CBC Newsworld** Host **Pamela Wallin**. For info, contact **Dr. Robert Gardner**, Chair, School of Radio/TV Arts, at 416/979-5000, ext. 7016... Among those receiving the **Order of Canada** this past week was Nova Scotia native **Robert MacNeil** whose first TV job was with the **CBC Ottawa**... The **Internet Advertising Bureau of Canada** says almost \$10 million was spent on Internet ad space in Canada in 1997. That's up \$1.6 million from 1996.

**REVOLVING DOOR:** **Paul Godfrey**, Ops Mgr at **CHOK Sarnia** has left the station. He can be reached at

519/862-5038... **Matthew McBride**, COO of **Craig Broadcasting** (Radio) and GM at **K-Rock Edmonton**, has been dismissed from his GM duties. McBride can be reached at 481-9500 or by E-mail at spazz@interserv.com... Also at **K-Rock**, Promotions Director **David Wannan** gave notice last week. He's bound for **Z95FM Vancouver**... **Mitch Drew** is now a senior sales rep with **CHEK-TV Victoria**... **Kris (Sheldon) Mazurak** is new PD at **The Eagle 94.1 Swift Current**... **Katfish Morgan**, pm drive host at **MIX 99.9 Toronto**, moved to co-host the **MIX Montreal** morning show with **Ted Bird**. Morgan, born in Montreal, uses now his real name, **Andre Maisonneuve**... At **CKOV63/The Lizard Kelowna**, a new Creative Director and a new News Director. **Matt Cherrille** will head the news department while **Craig Chambers** takes over creative... **ONTV Hamilton** has appointed **Stephen Austin** as Executive Producer, News. He'd most recently been Special Project Manager at **WIC Television**... **Mary Lam** has been appointed Promotions Director at **99.3 The FOX Vancouver**. Lam has been with The FOX in promotions for four years.

**SIGN-OFF:** Former **ABC** foreign correspondent **Charles P. Arnot** is dead at 81 in Prescott, Arizona. Arnot covered events from the Second World War to Vietnam.

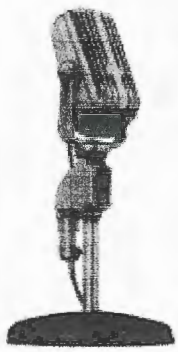
**LOOKING:** **FM96 London** is looking for an advertising sales rep. Contact is **Murray Armstrong**... **CHAT AM/CJCY AM/CHAT-TV Medicine Hat** is looking for a News Director. Contact is GM **Dwaine Dietrich**.

**DIALOGUE:** From **Johnny Lombardi**, President at **CHIN Radio-Television International**, Toronto: "I just wanted to sit down and write you a note wishing you and Barry Hamelin good luck and best wishes on the upcoming birth of your *Broadcast Dialogue* magazine. You are innovative and hardworking. With this combination and good people behind you, the magazine is sure to be a uniquely first class venture in which you can take pride. Buona fortuna. I'm looking forward to receiving your magazine"... From **Steve Rae**, President/GM at **CJCS Stratford**: "*Broadcast Dialogue* is very impressive. I've enjoyed my first two issues and I'm impressed with the widespread readership. The response to your mention of our job availability is outstanding."

**SYNDICATION:** **SW Networks** of New York has allied with Toronto-based **Sound Source** for distribution and marketing of SW's entertainment news in Canada. SW provides content in seven format-specific news networks. Meantime, Sound Source President **Jean-Marie Heimrath** says anybody who's already signed for the SW service will get 62 **Seinfeld** tracks in advance of tonight's final **Seinfeld** episode.

**PROMOTIONS:** **ONTV Hamilton's Mother's Day Telethon** — 24-hours of programming — raised \$1,115,426.00 for the Children's Hospital at Hamilton Health Sciences Corporation.





# Dialogue BROADCAST

Published by Christensen Communications Limited  
414 St. Germain Avenue  
Toronto ON M5M 1W7

Phone: (416) 782-6482 ☎ Facsimile: (416) 782-9993 ☎ E-Mail: tvradio@interlog.com

Thursday, December 10, 1998

Volume 6 Number 29

Page One of Two

Contents and format copyright in Canada and USA (1998) by Christensen Communications Limited.  
No part of this newsletter may be reproduced or retransmitted without permission from the publisher.

**GENERAL:** The **Ontario Association of Broadcasters**, recognizing and dealing with the new Canadian broadcast reality, has commissioned **Nancy Smith's NextMedia** to perform a strategic evaluation of OAB goals and services. As OAB President **Ross Davies** notes, industry consolidation in both television and radio has resulted in decline in independent owned-operated stations and regional networks. He says consolidation has negatively affected OAB membership levels and, more importantly, directly impacts the OAB's mission and purpose as a regional organization. A final report will be delivered to OAB delegates at the association's annual general meeting in Toronto March 5, during the **Canadian Music Week** conference... **Seagram Co. Ltd.** will announce a huge reorganization plan today (Thursday), which ultimately could lead to thousands of job cuts, when it takes control of music giant **PolyGram NV**. Seagram, which is buying PolyGram in a \$US10.2 billion deal, completed its tender offer for the company's shares Sunday. Last week, sources said labels such as **Motown**, **Geffen**, **A&M** and **Mercury** were expected to undergo major downsizing. All told, the restructuring could lead to the loss of about 20%, or 3,000 of **Universal's** and PolyGram's combined work force of 15,500... The annual **Broadcast Executives Society Christmas Party** is set for today at Toronto's Sheraton Centre. This one always draws upwards of 1,500 industry people. If you're a last-minute kind of person, there may be tickets still available. Check with **Deanna Toshack** at 416/961-3201...

**REVOLVING DOOR:** **Gary Greenway**, Sr. VP Sales & Marketing, at **CTV** leaves that post effective the end of February... When **BD** told you of **Ted Smith's** retirement as President/CEO of **WIC Radio** a couple of weeks back, we said **Doug Rutherford** (President of WIC Radio in Alberta) would take over Smith's position on an interim basis. Rutherford has since been named President/CEO of WIC Radio Ltd... **Madelyn Hamilton**, Ops. Mgr. at **CFOS/CIXK-FM Owen Sound**, is leaving that position at month's end to become GM at **Hollinger Group's** newspaper, **The Barrie Examiner**... New VP Public Affairs at the **Canadian Association of Broadcasters** is **Sandra Graham**. Her background includes a stint as Acting Director, Broadcasting Services policy Directorate, at **Canadian Heritage**... **Jacor** Director of Country Programming **Jaye Albright** has joined **McVay Media** as President of the company's Country Division. While Albright will

move back to her home on Bainbridge Island in Washington state (from Las Vegas), she will also remain in her **Jacor**

**PROVIDING CUSTOM DESIGNED PACKAGES**  
for the Communications Industry



**THE HURL GROUP**  
Communications Insurance  
Brokers/Consultants

- Radio - Television/Cable - DTH - Telephony/PCS
- Entertainment/Production - MMS/LMCS
- Satellite Transmission - Electronics Mfg./Dist.

With over 45 years experience in the Communications Industry, you can be assured that your insurance needs will be met.

For more information, contact: Alan Mote  
Telephone (416) 865-0131 Facsimile (416) 865-0896

Our product is peace of mind!

programming executive capacity... **Nor-net's** Edmonton Network head office is expanding, relocating its traffic department from Burnaby. **Michelle Stubenbeck** moves to Edmonton as Traffic Manager... MD **Bruce MacDonald** has taken over the drive show for all Alberta **Nor-net** stations, allowing PD **Bob Preston** to concentrate on programming...

**LOOKING:** **Peace River Broadcasting** is seeking an Engineer. Talk to PD **Brad Edwards** at **CKYL**, 403/624-2535. Edwards is also expanding on-air staff... **Affinity Group** Regional General Manager **Clyde Ross** at **CKTB/HTZ-FM St. Catharines** is looking for Sales talent. Call him at 905/688-0977... **CFOS Owen Sound** needs a part-time Newsperson. Contact ND **Jim Birchard** at 519/376-2030.

**RADIO:** After a number of interventions to **Affinity Radio Group's** application for an FM licence in London, the **CRTC** has issued a call for applications. Deadline for a letter of intent is Jan. 8, followed by a formal application no later than Feb. 5... Meantime, **Affinity Radio Group** has added **CHRE-FM St. Catharines** (from **Redmond Broadcasting Group**) to its list of radio properties. Affinity already owns **CKTB/HTZ-FM St. Catharines**, **CHAM Hamilton** and **CKSL London**... While talk of the largest cash payout in Canadian radio contest history has been in the news lately, **Gary Aube** in Ottawa tells us that the biggest prize awarded by a radio station in Canada may have been at **Q107 Toronto**. The \$107,000 **Wall of Rock** apparently had two winners and

awarded a total of \$214,000 in prizes back in 1990... **CKPC** **Montford** has applied to the CRTC for an FM repeater of its AM signal to be located near Simcoe to correct night-time coverage deficiencies for the Simcoe/Port Dover/Delhi area... **C103 Moncton** PM drive Announcer **Tim Cormier**, after spending a cold five days in a tent in an attempt to persuade the **Tragically Hip** to play the city, won his point. The band plays the Moncton Coliseum Jan. 31. Cormier had been spending nights in the Coliseum's parking lot to protest the Tragically Hip's bypassing of Moncton on its eastern Canada tour. Cormier also had 6,000 fans sign a petition encouraging the band to play Moncton. Only problem remaining is putting 6,000 fans into a 4,500 seat arena...

**PROMOTIONS: CFRB Toronto's Ninth Annual Radiothon** in support of **The Hospital for Sick Children** Sunday raised over \$203,000. The money is to be directed toward Communication Disorders Research. In the past 20 years, CFRB and sister station **MIX 99.9** have raised nearly \$8-million in support of the Toronto children's hospital... Another **Standard Broadcasting** operation, **The Bear Edmonton**, set two records Sunday at the **Sixth Annual Bear Rock Auction and Sale**. The station set a new total high of \$73,000 and a new bid record -- \$15,500 on an autographed **Eric Clapton** guitar. Other items in the auction included a **Metallica**-signed guitar that sold for over \$5,000. **GM Marty Forbes** says The Bear's New Years Eve Party is just about sold out, and that means the station is guaranteed to raise more than \$100,000 this month help sustain the many different projects supported by **The Bear Children's Fund**... At **FM96 London**, morning team **Pete, Jeff & Mindy** were quick to identify the **Iceberg Light** as this season's phenom. But there were none to be found in London. The crew tracked down the manufacturer, did an interview with its president and, as a result, he donated 12 strings of the decorations to help **The Make-A-Wish Foundation**. Tuesday morning the lights were auctioned off (retail value for each pack is roughly \$40) -- and FM96 raised \$1,800 for the charity... **CHLW St. Paul** **GM Brian Labrie** says the **CHLW Kids Fund** has been raising about \$1,000 a month to help needy children... (See the current edition of **Broadcast Dialogue** magazine [Dec/Jan] for a feature item - **Jingle Bell Rock** - detailing the generosity and community spirit demonstrated by radio and TV stations all across Canada)...

**SYNDICATION: Sound Source** is syndicating the world premiere broadcast of **The Black Crowes'** new album **By Your Side**. The two-hour broadcast goes Wednesday, Jan. 6. And, next Tuesday (Dec. 15), Sound Source has a **Sheryl Crow** one-hour concert...

**TV/FILM:** Dates for the **CAN PRO** annual convention in Ottawa, as we warned might happen, have been changed to **March 20-22** -- one week earlier than originally scheduled... The **Television Bureau** has launched its new online database, **TVB AdEdge**. Members and guests can have a look by visiting [www.tvb.ca](http://www.tvb.ca)... The **CRTC** is holding a public hearing this week to consider 17 licence applications for French-language specialty TV services. Since 1987, the commission has licensed 37 specialty services in Canada, 11 of which are French-language services. Here is a listing of applicants. Those companies bracketed together are in partnership: There are two separate applications from **Premier Choix** and two separate applications from **Premier Choix/Alliance Atlantis Communications**. Individual applications are from: (**Radiomutuel/Astral/NetStar**), (**Bell Services Satellite/Serdy Direct/TVA**), (**Radio Nord/Bell Services Satellite/CFCT-TV/Vision TV**), (**Bell Services Satellite/CBC/La Sept Arte**), (**TVA/Serdy Direct/Télémedia/CINAR**), (**Radiomutuel/HGTV/Atlantis**), (**Bell Services Satellite, CBC, National Film Board, Radiomutuel, TVA, Production Aranti, Société nouvelle de production de Sherbrooke**), (**Bell Services Satellite, CBC**), (**TVA, Radio Nord, FINTEL, Sobela IV**), (**TVA, CBC**), and **Câble Distribution G... Shaw** specialty services **YTV, Treehouse TV, and Country Music Television**, have joined the **Canadian Association of Broadcasters**... A British commission has concluded that a prize-winning documentary on drug runners (eight journalism awards), aired on **CBS' 60 Minutes**, was a fake. Actors, claims the report, portrayed drug dealers and a hotel room was set up to appear to be a drug kingpin's jungle hide-out. The documentary, called **The Connection**, was made by **Carlton Communications** and sold to CBS in 1997. It was Carlton, in fact, that -- after hearing the charges of fakery -- set up the independent commission...

**EDITOR'S NOTE:** This reminder, **Broadcast Dialogue** will not be delivered December 24 and December 31. Delivery resumes January 7. If you haven't downloaded **Adobe Acrobat Reader** yet, please do so. E-Mail delivery of **Broadcast Dialogue**, and the colour quality, far surpasses fax distribution. The **Adobe Acrobat Reader** is a free downloadable and may be accessed at [www.adobe.com](http://www.adobe.com). Once you've got it installed, please let us know ([tvradio@interlog.com](mailto:tvradio@interlog.com)) and we'll send you a test edition to compare with your current method of fax delivery.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** **Al McKay, CPAC (Cable Parliamentary Channel) Ottawa; Lisa Emerson, Columbine JDS Systems, Denver. Clyde Ross, CKTB/HTZ-FM St. Catharines.** Welcome!

The Broadcast Directory  
[www.broadcastdialogue.com](http://www.broadcastdialogue.com)

Check our site for the listing(s) of your operation(s). Instant updating provides the most up-to-date broadcast directory...

**ANYWHERE!**



awarded a total of \$214,000 in prizes back in 1990... **CKPC Brantford** has applied to the CRTC for an FM repeater of its AM signal to be located near Simcoe to correct night-time coverage deficiencies for the Simcoe/Port Dover/Delhi area... **C103 Moncton** PM drive Announcer **Tim Cormier**, after spending a cold five days in a tent in an attempt to persuade the **Tragically Hip** to play the city, won his point. The band plays the Moncton Coliseum Jan. 31. Cormier had been spending nights in the Coliseum's parking lot to protest the Tragically Hip's bypassing of Moncton on its eastern Canada tour. Cormier also had 6,000 fans sign a petition encouraging the band to play Moncton. Only problem remaining is putting 6,000 fans into a 4,500 seat arena...

**PROMOTIONS:** **CFRB Toronto's Ninth Annual Radiothon** in support of **The Hospital for Sick Children** Sunday raised over \$203,000. The money is to be directed toward Communication Disorders Research. In the past 20 years, CFRB and sister station **MIX 99.9** have raised nearly \$8-million in support of the Toronto children's hospital... Another **Standard Broadcasting** operation, **The Bear Edmonton**, set two records Sunday at the **Sixth Annual Bear Rock Auction and Sale**. The station set a new total high of \$73,000 and a new bid record -- \$15,500 on an autographed **Eric Clapton** guitar. Other items in the auction included a **Metallica**-signed guitar that sold for over \$5,000. **GM Marty Forbes** says The Bear's New Years Eve Party is just about sold out, and that means the station is guaranteed to raise more than \$100,000 this month help sustain the many different projects supported by **The Bear Children's Fund**... At **FM96 London**, morning team **Pete, Jeff & Mindy** were quick to identify the **Ice Light** as this season's phenom. But there were none to be found in London. The crew tracked down the manufacturer, did an interview with its president and, as a result, he donated 12 strings of the decorations to help **The Make-A-Wish Foundation**. Tuesday morning the lights were auctioned off (retail value for each pack is roughly \$40) -- and FM96 raised \$1,800 for the charity... **CHLW St. Paul** **GM Brian Labrie** says the **CHLW Kids Fund** has been raising about \$1,000 a month to help needy children... (See the current edition of **Broadcast Dialogue** magazine [Dec/Jan] for a feature item - **Jingle Bell Rock** - detailing the generosity and community spirit demonstrated by radio and TV stations all across Canada)...

**SYNDICATION:** **Sound Source** is syndicating the world premiere broadcast of **The Black Crowes'** new album **By Your Side**. The two-hour broadcast goes Wednesday, Jan. 6. And, next Tuesday (Dec. 15), **Sound Source** has a **Sheryl Crow** one-hour concert...

**TV/FILM:** Dates for the **CAN PRO** annual convention in Ottawa, as we warned might happen, have been changed to **March 20-22** -- one week earlier than originally scheduled... The **Television Bureau** has launched its new online database, **TVB AdEdge**. Members and guests can have a look by visiting [www.tvb.ca](http://www.tvb.ca)... The **CRTC** is holding a public hearing this week to consider 17 licence applications for French-language specialty TV services. Since 1987, the commission has licensed 37 specialty services in Canada, 11 of which are French-language services. Here is a listing of applicants. Those companies bracketed together are in partnership: There are two separate applications from **Premier Choix** and two separate applications from (**Premier Choix/Alliance Atlantis Communications**). Individual applications are from: (**Radiomutuel/Astral/NetStar**), (**Bell Services Satellite/Serdy Direct/TVA**), (**Radio Nord/Bell Services Satellite/CFCT-TV/Vision TV**), (**Bell Services Satellite/CBC/La Sept Arte**), (**TVA/Serdy Direct/Télémedia/CINAR**), (**Radiomutuel/HGTV/Atlantis**), (**Bell Services Satellite, CBC, National Film Board**), (**Radiomutuel, (TVA, Production Avanti, Société nouvelle de production de Sherbrooke)**), (**Bell Services Satellite, CBC**), (**TVA, Radio Nord, FINTEL, Sobela IV**), (**TVA, CBC**), and **Câblo Distribution G... Shaw** specialty services **YTV, Treehouse TV**, and **Country Music Television**, have joined the **Canadian Association of Broadcasters**... A British commission has concluded that a prize-winning documentary on drug runners (eight journalism awards), aired on **CBS' 60 Minutes**, was a fake. Actors, claims the report, portrayed drug dealers and a hotel room was set up to appear to be a drug kingpin's jungle hide-out. The documentary, called **The Connection**, was made by **Carlton Communications** and sold to CBS in 1997. It was Carlton, in fact, that -- after hearing the charges of fakery -- set up the independent commission...

**EDITOR'S NOTE:** This reminder, **Broadcast Dialogue** will not be delivered December 24 and December 31. Delivery resumes January 7. If you haven't downloaded **Adobe Acrobat Reader** yet, please do so. E-Mail delivery of **Broadcast Dialogue**, and the colour quality, far surpasses fax distribution. The **Adobe Acrobat Reader** is a free downloadable and may be accessed at [www.adobe.com](http://www.adobe.com). Once you've got it installed, please let us know ([tvradio@interlog.com](mailto:tvradio@interlog.com)) and we'll send you a test edition to compare with your current method of fax delivery.

**NEW SUBSCRIBERS THIS WEEK INCLUDE:** **Al McKay, CPAC (Cable Parliamentary Channel) Ottawa; Lisa Emerson, Columbine JDS Systems, Denver. Clyde Ross, KCTB/HTZ-FM St. Catharines.** Welcome!

The Broadcast Directory  
[www.broadcastdialogue.com](http://www.broadcastdialogue.com)

Check our site for the listing(s) of your operation(s). Instant updating provides the most up-to-date broadcast directory...

**ANYWHERE!**