



BROADCAST Dialogue

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Volume 6 Number 31

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B**USINESS:** *CanWest Global Communications Corp.* and *Shaw Communications Inc.* executives are meeting this week to try salvaging the \$1.4-billion deal to divide the assets of *WIC Western International Communications Ltd.* CanWest CEO Peter Viner, while cautiously optimistic, describes the meeting as a negotiating session. A \$100-million tax bill that would have been levied against CanWest put a large roadblock in the way but, last month, Shaw made a new proposal to CanWest.

R**ADIO:** The *CRTC* has approved London-based *Blackburn Group's* acquisition of *CHOK Sarnia*, formerly held by *Wayne Steele*. Purchase price for the shares is

\$902,600... Oldies stations won't have to conform to new Cancon regs. The 35% ruling came into play Monday (Jan. 3). In the same release, the *CRTC* also confirmed that new regulations loosening ownership restrictions were also enacted... A commentary by *Brian Henderson* aired on *CJBK London* did not breach the *Canadian Association of Broadcasters* Code of Ethics. So rules the *Canadian Broadcast Standards Council*. Henderson took a swipe at the *Southern Baptists'* decision to boycott the *Disney* company for its support of gay and lesbian rights... Note from *Paul McKnight*, now based at *Radio Computing Services'* White Plains, NY, head office: "Over Christmas I had to drive from NY to Toronto (via Buffalo), pick up my family who had

Staying Tuned 8



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arrived from Vancouver, drive to Orillia for Christmas and then leave on Boxing Day driving via Kingston back to White Plains, NY. So I had a lot of time to listen to the radio over 1500 miles. It was interesting to hear music sweeps on US stations that included Shania, Celine, Alanis, The Ladies and even Bryan, not only in the same sweep but in some cases back to back to back. Too bad a hit isn't a hit and can't be treated like a hit in Canada."

GENERAL: **CBC** Exec. VP **James McCoubrey** is recovering from injuries suffered Monday night in a single car crash near his Aylmer home... Beginning Feb. 1 (through Feb. 3), the **CRTC** begins a review of its policy on third language and ethnic programming for both radio and TV. Hearings will be held in Halifax, Montreal, Vancouver, Calgary, Toronto and Winnipeg. The commission says it will use the public consultations to review policies and regulations established in 1985 when *A Broadcasting Policy Reflecting Canada's Cultural and Linguistic Diversity* was issued... The **CRTC** also wants to know what Canadians think of the **CBC**. To find out, the CRTC will hold public consultations March 9 to 18. Public round table discussions will be held in 11 Canadian cities...

REVOLVING DOOR: **Okanagan Skeena Broadcasting's** VP, Programming **Erin Petrie** has left the company. She is in Vancouver, taking some time off before resuming her career... **Peter Herrndorf** has quit as head of **TVOntario**. His term ends next month... **RTNDA Canada** has appointed **CKY5-TV Winnipeg** ND (Ms.) **Kelly Johnston** to VP Television... Long-time **Star 96 Pembroke** ND **Jamie Bramburger** became **The New 'RO Pembroke** Assignment Editor Jan. 4... **François Macerola** is back as Executive Director of **Telefilm Canada**. He dropped out last year to unsuccessfully run as a Liberal in the federal election...

SIGN-OFFS: Veteran Ontario journalist **John Morrison** died in hospital in St. Catharines at 69. He'd retired from the **St. Catharines Standard** in 1990 after 20 years service. His print career followed 25 years at **CKTB St. Catharines**. His son,

Malcolm Morrison, Syndication Production Coordinator at **Broadcast News Toronto**, is known to many in the broadcast community... **Jim Burt**, the **CBC-TV** executive who built the network's reputation for high-quality docu-dramas, died Saturday in Seattle at 51. Burt had been diagnosed with brain cancer earlier in 1998. A public memorial service will be held at the CBC's Toronto broadcast centre Jan. 10 at 1 p.m... Pioneering TV Producer **Marion Dunn** passed away in Kingston at 73. Dunn spent about 10 years working for the **CBC**, mostly in Toronto, and about 10 more at **CJOH-TV Ottawa**... **Bruce Robinson**, former Creative Director at **KISS-FM Vancouver** (and who was working with KISS on a contract basis) died last month at 47. He had been battling MS... The widow of **Edward R. Murrow** is dead. **Janet Murrow** died of heart failure at age 88. During the Second World War, she was a war correspondent filing reports on the air ambulance service and field hospitals. Her husband became a renowned broadcaster with his radio reports on the German air raids on Britain, and later with his groundbreaking TV news programs...

LOOKING: **Ryerson Polytechnic University**, Toronto, invites applications for Chair of the School of Radio and Television Arts. Nominations, applications and resumes no later than March 1 to **Dr. Ira Levine**, Dean, Faculty of Applied Arts, Ryerson Polytechnic University... **CJSS Cornwall** is looking for announce staff. Contact Ops. Mgr. **John Divinski**... **Rod Chicora**, ex Production Manager/Ops Co-ordinator at **EZ Rock Toronto**, is looking. He can be reached at 416/492-5050... **KX96 FM Ajax** is looking for an afternoon news anchor/reporter. Contact ND **Adam Robinson**.

TV/FILM: The **Television Bureau of Canada**, in partnership with the **Broadcast Executives Society**, issued its "Call for Entries" for the 36th annual **Bessies TV Commercials Awards Competition**. Deadline for nominations is tomorrow, Jan. 8. Speed is of the essence! This year's Bessies Gala is set for May 5 at the Metro Toronto Convention Centre. For info, contact **Jim Quance** at jim_quance@tvb.ca... **Baton Broadcasting** CEO **Ivan Fecan** says the company, which spent the past year absorbing full ownership of **CTV**, plans

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to increase profits through increased revenue and better margins. Fecan told the company's annual meeting in Toronto that Baton plans to reorganize some of its debt in the new year by replacing bank debt with a bond issue. At Aug. 31, Baton had \$248.6-million in debt. The bonds, most likely to be sold in Canada, are being contemplated because two Canadian bond rating agencies have classified Baton's debt as investment grade. The company's name change to **CTV Inc.** went into effect Dec. 21... **CanWest Global Communications Corp.** is building up its entertainment business by opening offices in London and Los Angeles. **CanWest Entertainment** consists primarily of Toronto's **Fireworks Entertainment** which CanWest bought majority control of back in May. Senior executives at other Canadian broadcasters have been hinting that they, too, are anxious to get into the business of distributing TV programs... Newfoundlanders in Fort McMurray finally got **CRTC** approval for their local cableco to carry **CJON-TV St. John's**. Service began during the holidays and Fort McMurray residents, almost one-third of whom are from "The Rock," were able to watch the New Year's Eve festivities from St. John's... The **Ontario Film Development Corporation** says the province earned \$750.1-million in movie and TV production last year, an 18.1% increase over the previous year... An opinion piece in Monday's **Toronto Sun** asks if we're watching the death of television. Writer **Nicholas Davis** says "when you consider the two biggest draws on TV this past year were the Clinton scandal and the recent US-led bombing of Iraq, there isn't much hope for the old boob tube as a place to sit and have family fun." Davis suggests one reason could be that people are tired. Many people, he says, have adopted a work-till-you-drop attitude and are so busy trying to put food on the table and keep a roof over their heads that they don't have time to watch TV, especially if the programming is weak...

PROMOTIONS: Just a couple of days before Christmas, **CHUC Cobourg** morning host **Don Martin** broadcast live from Zellers where for \$2 people could fill out a ballot for a chance to purchase one of 46 Furbys for just \$39.95. Proceeds of \$1,600 went to Cobourg Hospital's Light the Tree campaign... Still with Furbys, **The Bay's Furby Auction** raised \$147,825.00 in co-operation with radio stations across the

country. Participants were: **CIQB FM Barrie** (Christmas Cheer - Food/Toy Drive-\$1,000); **CKIS FM Calgary** (Toy Mountain-\$3,890); **CKRY FM Calgary** (Mustard Seed Street Ministry-\$14,844); **CKNG Edmonton** (Santa's Anonymous-\$11,000); **CHFX Halifax** (IWK Grace Health Centre-\$3,840); **CKLH FM Hamilton** (Good Shepherds Centre- \$4,000); **CFGC/CFM Kamloops** (Kamloops Boys and Girls Club-\$4,485); **CILK FM Kelowna** (Rainbow of Opportunities-\$1,700); **CFLY FM Kingston** (CFLY/CKLC Toy Drive-\$2,200); **CHYM FM Kitchener** (Family & Children's Services of Waterloo Region-\$5,200); **CFRV FM Lethbridge** (Chinook Health Region, Lethbridge Regional Hospital-\$7,000) **CIQM FM London** (Toys for Boys and Girls Salvation Army Kettle Drive-\$1,620); **CKWV Nanaimo** (Nanaimo Child Development Centre-\$1,016); **CJMJ FM Ottawa** (Toy Mountain/Salvation Army-\$3,200); **CKOR/CJMG Penticton** (Okanagan Radio Sunshine Fund-\$1,600); **CKKN Prince George** (Salvation Army Christmas Hampers-\$1,691); **CJMF Quebec City** (Le Foundation Gilles Kegle-\$1,208); **CKGY/CIZZ Red Deer** (Central Alberta's People's Place, Loaves & Fishes Benevolent Society, Salvation Army Kettle Fund, Red Deer Christmas Bureau, Central Alberta Women's Emergency Shelter, Kids Help Phone-\$10,750); **CIZL FM Regina** (Adopt a Family - Salvation Army-\$4,610); **CFMC Saskatoon** (Saskatoon Food Bank-\$4,255); **CHRE FM St. Catharines** (Women's Place Shelters-\$1,757); **CHFI FM98 Toronto** (Children's Wish Foundation-\$14,225); **CKNW Vancouver** (CKNW Orphans Fund, Vancouver Food Bank-\$14,200); **CFQR Verdun** (Old Brewery Mission, Sun Youth, Salvation Army, Le Bon Dieu Dans La Rue, Starlight Foundation-\$9,030); **CJIB Vernon** (CJIB's Santa Toy Club-\$2,898); **CIOC FM Victoria** (Vancouver Island Children with Disabilities-\$6,822); **CKWW Windsor** (Rotary Club Easter Seals Telethon-\$1,620); **CKLW Windsor** (Windsor Good Fellows-\$1,000); **CIDR Windsor** (Canadian Red Cross-\$1,700); **CHIQ FM Winnipeg** (Children's Hospital Christmas Miracle-\$2,200); and, **CJGX Yorkton** (GX Community Support Fund) \$3,264)...

NEW SUBSCRIBERS THIS WEEK INCLUDE: **Mona Gauvreau, pr works inc.,** Calgary; **Stacy Carson, Unique Broadband Systems,** Markham. Welcome!



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Thursday, January 14, 1999

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REVOLVING DOOR: *CKNW Vancouver* GM Rod Gunn will retire. It's expected Ted Farr from *WIC Radio's* Calgary stations will take over at NW as interim GM... Wally Macht, after a broadcast career spanning four decades, will retire at the end of this month. Macht, VP of Information at *CHEX Peterborough*, is best known nationally for his Reporter/Anchor duties at *CTV News*. He was Harvey Kirck's back-up. Macht, 63, says he will involve himself in his video production company... *NewCap Broadcasting's* new VP of Newfoundland Sales is Ron Ryan, in from his former position as VP/GM of Cassidy's Ltd... *CKBW Bridgewater* Morning Hosts Robb Cusack and Gary Richards are gone. At one time during his long stint at CKBW, Richards had been PD. New Morning Host is Mike Allard... *CBC's* head of radio music, Wendy Reid, has quit, months before her three-year contract was complete... Brian Zawacki is the new Community Relations Director at CKCK/CTV Regina, in from sales management at Air Canada...

LOOKING: *Classical 96.3 Toronto* is looking for a Traffic Manager. (see ad below)... *Retail Communications Group* is looking for a junior/intermediate media buyer. Fax resume to Regan Gorman at 416/862-9240... Gary Aube, former GM at 'The Bear' Ottawa, is looking for work. He can be reached at 613/825-6966... *Standard Broadcasting's*

Magic 99.9 Winnipeg is looking for a Morning Co-Host who can also present a credible newscast. Contact GM Lee Sterry at 204/988-9999... Donnie Burns, "man of a thousand voiceovers", is looking. He can be reached at 416/654-0506...

RADIO: The *CRTC* has approved an application by *CBC* to add an FM transmitter at Paris (4,000 watts) programming *CBL-FM Toronto*... More than 2500 people expected at the *RAB Managing Sales Conference* in Atlanta Feb. 4-7. Elizabeth Dole is the keynote speaker... In St. John's, planning continues for the *East Coast Music Awards* to be held there Feb. 11-14. The *Atlantic Association of Broadcasters* is taking part with President Hilary Montbourquette (GM at *Q93/KIXX Country St. John's*) moderating a session entitled "Is there enough Canadian music for 35%?". Details on the ECMA can be found at their web site: <http://www.ecma99.nfld.net/>... The *Order of Canada* will go to 89 citizens across the country. Among them is Peter Gzowski, former host of *CBC Radio's Morningside*. His citation reads, "He has become one of our living national treasures whose work for literacy and support for writers, artists, athletes and many others, will continue to touch the lives of Canadians"... Between on-air broadcasting and using its web site, *CJCS Stratford* has proven the worth of community information/involvement. Its web site

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(www.cjcs.on.ca) had over 1,000 hits on Monday by people wanting to know about the many road closures, school and factory shift cancellations. That was in addition to staffers fielding over 400 phone calls on local problems associated with the snow storms Central and Southern Ontario have been getting since New Year's... On the same theme, **CKNX Wingham** was also at the forefront of stations providing full service to its listeners. Their AM/FM control rooms have been staffed for the past three weekends, even into the evening hours, as weather conditions demanded. GM **Jack Gillespie** says, "Like many smaller market radio stations we live and breathe local service, and we especially shine in times of adversity such as winter storms. It costs money to provide, but the information we supply to our listeners about road closings, school and bus cancellations, business closures, and meetings cancelled is what builds audience for us, and eventually revenue too. Not only that, but it feels good to do and our listeners love us for it." The February edition of **Broadcast Dialogue** magazine will feature similar thoughts from private broadcasters across Canada... **Bohn & Associates Media** has moved. New address is #309 - 1788 West 5th Avenue, Vancouver, BC V6J 1P2. Phone and fax remain the same... **Silk FM Kelowna** has just begun broadcasting to Big White Ski Village, about 45 minutes east of Kelowna, at 103.9. SILK-FM President **Nick Frost** says it's the first full stereo FM service on the mountain which, he also says, has "the best snow anywhere, and (is) a great ski mountain"... On Monday, **Tom Brown** moves into morning drive at **Country 92 (CHMX-FM) Regina**. Current morning host **Perry Nyhus** moves to afternoons. **Shelby Grayson** remains as morning co-host. PD **Bill Thomas** will leave his air shift...

TV/FILM: Corrected closing dates for the **Bessies** Call for Entries are: Earlybird Deadline - Jan. 15 and Final Deadline - Feb. 12... **Joan Donaldson**, who is given credit with carrying the ball when **CBC Newsworld** was little more than an idea, a desk and a phone, is being remembered through the creation of the **Joan Donaldson Newsworld Scholarship**. The bursary will foster the talents of one

journalism student each year in eight Canadian universities. Successful applicants will receive \$2,000 cash and four paid months of summer work in one of Newsworld's production centres in Toronto, Calgary, Halifax or Ottawa. The first scholarship is to be awarded March 1. Meantime, Donaldson is still recovering from the effects of devastating injuries suffered back in 1990 when she was struck by a bicycle in Montreal... TVA President **Daniel Lamarre**, speaking about his new national French TV network, told the **National Press Club** in Ottawa Monday that he sees a Canadian broadcasting industry moving to the international stage, citing **CanWest Global**, **Alliance Atlantis**, **Cinar**, **Cosciente** and others. He emphasized the need for strength among Canadian players and, he said, "the quality of our content is going to make the difference." Lamarre, in discussing TVA's recent win of **CRTC** approval to go national, said there were two English-language players who intervened on TVA's behalf: **CTV** and **Global**. The reason? According to Lamarre, a combination of Global-, or CTV-TVA is going to offer all of French and English Canada the right holder with international programming. "All of a sudden," he said, "by a decision of the CRTC, we are bringing a new synergy between English and French private broadcasters to compete on the same level playing field with **CBC**, **Radio-Canada**"... Despite rumours to the contrary, **CBS News** Reporter/Anchor **John Roberts** (J.D. to Canadians) says he's not a pretender to **Dan Rather's** evening news spot. Roberts, a former co-host of **CTV's Canada AM**, and now CBS' medical reporter and one of Rather's weeknight substitutes. Rather, 67, has just begun a new five-year contract term... **USA Networks** Chairman **Barry Diller** is said to be negotiating with **Universal Studios** to take control of specialty film distributor **October Films** and some assets of **PolyGram Filmed Entertainment**. The PolyGram transaction could perhaps total as much as \$400 million depending on the assets involved. Universal is a unit of **Seagram Co. Ltd.** Seagram also owns a 45% stake in USA Networks... The **Canadian Film Centre** in Toronto has added a TV component to its resident training program. It's a 15-week program for 15 writers working on three new one-hour drama in teams headed by established writers/producers... Just four more broadcasts

TVB-BUSINESS DEVELOPMENT CONFERENCE TAKES ON THE RITZ MONTREAL



The Ritz-Carlton in Montreal is the place to be February 7th - 9th for the 1999 Television Bureau of Canada annual Business Development Conference. This year's 2½ day conference - "Relationship selling: Beyond Technology", features 17 leading speakers from inside and outside the broadcast industry. Each will explore new ideas and strategies on how commercial TV sales executives can create and leverage long-term profitable relationships with customers so their advertising needs are better served.

FOR MORE INFORMATION, CONTACT JIM QUANCE, VICE PRESIDENT, MARKETING DIRECTOR AT THE TELEVISION BUREAU;
(416) 923 8813 OR BY E-MAIL AT jim_quance@tvb.ca

of **CBC-TV's Black Harbour**, then the Nova Scotia-set drama will come to an end. The show's been cancelled...

PROMOTIONS: **CJCS Stratford** teamed with the **Kiwanis Club** to run the **CJCS Kiwanis Club Christmas Basket Fund**, delivering about 600 baskets of food including a 15 lb. frozen turkey each and enough food for a couple of weeks. The fund drive was so successful (over \$34,000) that there was a surplus. It will be spent on community food projects throughout the year... **Global Winnipeg's Operation Red Nose** helped prove fewer Manitobans are drinking and driving. The Global-sponsored program, serving as the station's **Don't Drink and Drive** campaign, saw a 10% increase in rides provided and fares collected in 1998. All monies raised benefit amateur swim programs at the Manta Swim Club... From **Global News**, word that their sponsored **Gifts For Kids** program saw in excess of 60,000 toys put under the Christmas Trees of those less fortunate all across Canada...

GENERAL: The **Shaw, WIC, Global** deal is expected to close this week. Apparently there are only a few remaining issues to settle... Meantime, the **CanWest Global** Annual General Meeting takes place this week. **David Asper** is leaving the Board temporarily. It's expected he will head up **Fireside**, the production house CanWest just bought... **CBC** Executive VP **Jim McCoubrey**, who suffered a terrible automobile accident near Ottawa just over a week ago, is described as "progressing" but is generally regarded as being out of the picture for the foreseeable future. That could mean that **CBC** President **Perrin Beatty** could see his term extended. It was to have ended March 31... Two **Canadian Broadcast Standards Council** decisions to report, one a breach and the other not. **CTV News** did not violate guidelines when it aired videotape of bare breasts back in June of 1997. **BCTV Vancouver**, on the other hand, showed too much violence on a supper-hour news broadcast last year. **CBSC** ruled that a clip of a woman's bloodied face (she'd been pushed in front of a Toronto subway train) "unnecessarily depicted the violence associated with the tragedy"... The 1999-2000 **Canadian Association of Broadcast Representatives** (CABR) Board of Directors are: President **Rita Fabian** (**CTV**

Television Network), VP Radio **Dave Bates** (**Canadian Broadcast Sales**), VP TV **Geoff Thrasher** (**CBC Newsworld**), Secretary/Treasurer **Marc Charlebois** (**Major Market Broadcasters**), Radio Directors **Leon Hildenbrandt** (**Canadian Broadcast Sales**) and **Dick Sienko** (**Target Broadcast Sales**), TV Directors **Michael Cansick** (**Canvideo TV Sales**), **Susanne Carpenter** (**YTV Canada**) and **Debra McLaughlin** (**Airtime TV Sales**), Past President **Byron Garby** (**Integrated Media Sales**), Ex-Officio **John Harding** (**Radio Marketing Bureau**) and **Jim Patterson** (**Television Bureau of Canada**), and **CAB** Appointees are **Pat Grierson** (Radio) (**Canadian Broadcast Sales**), **Rita Fabian** (TV) (**CTV Television Network**) and **Jim Patterson** (Specialty) **Television Bureau of Canada**... News from **BBM** Their newest service is option-Internet file transfer via their website. The new data transfer (FTP) is available for **microBBM**, **AirWare**, and **microTrends** 3-5 days before official release dates. A password is made available on the official release date. In Vancouver, meter data (for the **TARIS** program) has been available daily and/or weekly via FTP since the meter service was launched in September. Almost 300 organizations are receiving their data this way... There was amazing activity on Internet broadcaster **Broadcast.com** stocks last week. At one point, the Dallas-based company's stock caught fire and zoomed \$US96.50 to \$228.50... **Robert Sexty** of the **Consumers Association of Canada** says **Rogers Cablesystems'** move to increase basic subscriber rates by 90¢ a month is "arbitrary, monopolistic behaviour. The increase will pay for two new channels, **CTV News 1** and **CTV Sportsnet**... **ABC** has moved closer to ending the 10-week lockout of technical staff that has forced network execs and other staff to operate cameras and microphones to keep TV and radio shows on the air. The breakthrough came when representatives of the 2,200 members of the **National Association of Broadcast Employees and Technicians** (NABET) agreed to an ABC demand that the union give written, advance notice of future labour action. NABET members have been working without a contract since the last one expired in March 1997...

NEW SUBSCRIBERS THIS WEEK INCLUDE: Lee Sterry, **Magic 99 Winnipeg**. Welcome!

Staying Tuned 8

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TV/FILM: *CanWest Global Communications Corp.* has bought majority control (68%) of *NetStar Communications*, the parent of *The Sports Network* and *The Discovery Channel*. The deal is worth about \$875 million. US sports network *ESPN*, which owns 32% of NetStar, didn't tender its shares to CanWest and has 15 days to give notice on whether it will seek to sell its stake to another buyer. NetStar is closely held by five groups. Besides ESPN's stake, Montreal's **Stephen Bronfman** and pension fund Caisse de depot et placement du Quebec own about 22.5% each. *Reitmans Ltd.* owns about 16.5%. NetStar Chief Executive **Gordon Craig** and a management team hold about 6.5%... *CanWest's* profits in the first quarter (ended Nov. 30) were up 7% to \$51.7 million from \$48.2 million a year ago... Meantime, *CanWest's* Prime - will broadcast the CanWest Global Communications Annual General Meeting this afternoon (Thurs., Jan. 21) at 2 PM ET. Executive Chairman **Izzy Asper**, President/CEO **Peter Viner** and COO **Leonard Asper** will make presentations... *CTV* and *Shaw Cablesystems* say they will launch *TALK TV*. Shaw says it will add the channel to its digital cable TV line-up when the service is launched (Shaw now offers digital service in Toronto and Calgary). *TALK TV* will provide 24 hours a day of talk programming, 68% of it Canadian content... *Headline Sports* is now repped by *Brydson Media Sales* of New York in the



March 4-6, 1999 -- Toronto's Westin Harbour Castle
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in association with Canada Music Week
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US... Meantime, Shaw and *LOOK Communications* (Toronto) are in dispute. LOOK says Shaw Cable has been blocking TV ads for its service, that it is "anti-competitive." LOOK says it will file a complaint with the *CRTC*. The ads, airing on *Toronto Star TV*, describe Look's digital TV product... *YTV Canada* will launch a kids entertainment magazine in May called *YTV WHOA!*. The three-time-per-year mag will be aimed at children aged seven to 11 and be distributed to 200,000 children nationally through Pizza Hut restaurants. *YTV WHOA!* will also be available at libraries, by subscriptions and at retail outlets... *Cinar Corporation* and Toronto's *H+a*, a leading Internet company, have signed an agreement to co-develop a TV animation series based on H+a's popular Web stars *NIKOLAI*

CHIEF ENGINEER REQUIRED

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Okanagan Radio requires a **Chief Engineer** with 10+ years of experience, strong studio and transmitter skills, and an excellent working knowledge of computers, networks and digital systems. Knowledge of MTS and DCS would be an asset. Must be able to train, motivate and manage junior technicians and be able to work closely and communicate effectively with non-technical managers.

Resume or letter of interest in confidence to:

Michael Tindall, Senior Vice-President, Okanagan Radio Limited
Fax 250-860-8856

and *NEOW-NEOW*. This marks the first time in Canada - and one of the first times anywhere - that digital characters will be used to develop a tele-animation series... Judges for the **1999 Bessies** are: **Winnie Alford**, Partner, 2nd Unit - **Jody Colero**, Producer, Einstein Brothers - **Bill Durnan**, President & CEO, Ammariti Puris Lintas - **Greg Frier**, Writer, Garneau, Wurstlin, Philip - **Dale Heslip**, Director, Blink Films - **Carlos Moreno**, Art Director, MacLaren McCann - **Briony Wilson**, Associate Creative Director, BBDO - **Michelle Zukor**, Editor, Panic & Bob. The Bessies Gala is set for May 5 at the Metro Toronto Convention Centre.

REVOLVING DOOR: **Peter Liba**, *CanWest Global Communications* Exec. VP and Exec. Director, is Manitoba's newest Lieutenant-Governor, effective in February. Liba, honored in 1998 as the *Western Association of Broadcasters* Broadcaster of the Decade and by the *Canadian Association of Broadcasters* in November when he was inducted into the Canadian Broadcast Hall of Fame... While **Rod Gunn** has left *CKNW/CFMI-FM Vancouver*, **Ted Farr** is not his interim successor. Farr remains *WIC Radio's* National AM Program Co-Ordinator (which includes CKNW) and Ops. Mgr. at the WIC Calgary stations... **David Asper** has left his position at *CanWest Global Communications* to head up the Asper family businesses. He remains on the CanWest Board and Executive Committee... **Pierre Rousseau**, ex of *CFCF-TV Montreal* where he developed and sold 'CF's promotions to retail and national clients, has moved to the Promotion Director's slot at *CKGM/CHOM-FM Montreal*.

SIGN-OFF: **Gaétan Girouard**, 33, a household name to more than a million Quebecers, was found dead - apparently a suicide - in his suburban Quebec City home. Girouard was co-host on the *TVA* network's show, *J.E...* **Randy Ravlich**, a News Producer for *MCTV Sault Ste. Marie (Baton)*, was killed Saturday in a two-car crash on the Trans-Canada Highway (#17) near Surgeon Falls.

LOOKING: *Okanagan Skeena Radio* is looking for an Engineer. See the ad on Page 1... *CKTA Lethbridge* is

There is a full-time opening at

**CKPR/ROCK 94/KISS 105
in Thunder Bay.**

It involves reporting 3 days during the week with some on-air work . . . and weekend news reading. The successful candidate should have some experience in a radio news environment. Send tape and resume to:

**John Haley or Vic Krasowski
87 North Hill Street
Thunder Bay, ON P7A 5V6**

looking for on-air and news talent. See their ad on Page 3... *CKPR/Rock 94/KIXX 105 Thunder Bay* has an opening for a Reporter/Anchor. See the ad above... **Jerry Bellikka** is off the air and looking to make a move. His mid-day program on *CHED Edmonton* was replaced last Friday by **Dr. Laura**. Bellikka, long-time News Director and talk show host, can be reached at 403/450-0277 (his area code will switch to 780 Jan. 25).

RADIO: *Interep*, a New York City ad sales and marketing company, says taken as a whole, AM's core constituency is made up of people aged 65 and older. Twenty-four per cent of AM listeners in the top-25 US metro markets fall into this age group. At the far end of the spectrum, 18-24s make up only 4% of the audience. But analysis of share data at the far ends might result in advertisers overlooking a strong showing among groups in the middle age segments. 20% of the AM radio audience is 35-44, and 19% 45-54, while 15% is 55-64 and 14% 25-34... The Canadian music industry is backing off a plan to charge a retroactive levy on blank tapes and CDS. While the exact chargeable amount hasn't been determined, the five groups representing composers and publishers had won permission to start collecting the levy Jan. 1. But they've back off for the moment. Instead, they say, they'll wait until the federal Copyright Board rules or the end of this year, whichever comes first... *BBC's World Service*, with an audience

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estimated at 124-million worldwide, has denied it faces deep cuts. **BBC** says it's still in talks with the British Foreign Office, which finances the news service. There had been reports that BBC had finalized plans for cutbacks, including closure of its German and Czech operations... The public's response has been overwhelming since **CFRA Ottawa** began a special series on bone marrow transplants

Monday, and Tuesday's live broadcast of a news conference featuring patients' families anxiously hoping for a marrow match. CFRA's commitment to dramatically increase the number of people registered as potential donors is deeply personal for many of the staff members, it affects one of their own. Morning newscaster **John Brenner's** son **Stevie**, who will happily tell you he's "almost four," has a rare blood condition doctor's describe as "smouldering leukemia." After medical tests to determine the cause of Stevie's chronic fatigue, Ottawa specialists referred the Brenners to specialists at Toronto's Sick Kids Hospital. Doctors there have recommended a new procedure -- Stevie will undergo a pre-emptive bone marrow transplant to prevent the inevitable onset of leukemia or other childhood cancers. When CFRA PD **Dave Mitchell** learned of the situation he began working with the Canadian Blood Agency to recruit potential marrow donors. "In over 50 years of station history," he said, "we've been involved in countless community drives. I think this is the first time we've ever had to go to our listeners and ask for help for one of our family members." Canadian Blood Services is co-ordinating the drive.

GENERAL: It's expected that Montreal-based **Seagram Co.** will lay off more than 500 people in the first round of job cuts as it merges its **Universal Music Group** with **PolyGram NV**. The layoffs, expected to begin as early as today (Thursday) in New York and Los Angeles, will eventually

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include 3,000 of 15,500 music division employees. And, as many as 200 artists could be cut, including **Sheryl Crow**, **Boyz II Men**, **Nine Inch Nails** and **Luciano Pavarotti**. Seagram said when it acquired PolyGram it would fire workers and artists as part of a plan to save \$300 million by combining the Universal and PolyGram music operations... Meantime, Seagram's will sell off the rest of its PolyGram film library assets for \$150 million in cash to London-based **Carlton Communications Plc...** **CBC** presented a report on how it's doing in a video package on **CBC-TV** during the weekend, then President **Perrin Beatty** and Chairperson **Guylaine Saucier** went to two hours of phone-ins on **CBC Radio**. Callers complained of too much repeat broadcasting, bias on radio towards the left-wing, and deterioration in literacy standards on the part of CBC broadcasters... Canadian cablecos have been signing high-speed Internet services customers like mad, thus boosting bottom lines and throwing large roadblocks in rivals' way. Seeming to back that up are Montreal-based **Cogeco's** first-quarter results. Revenues jumped 19%. Cogeco had added 7,500 customers to its Internet service in the quarter ended Nov. 30. **Shaw Communications** of Calgary, too, showed similar gains in revenues for the same period. As of late last week, Shaw had more than 81,000 Internet customers... Online news publisher **CNet Inc.** and **NBC** will create the first Internet portal service aimed at users with high-speed modem connections. The news comes just as high-speed, cable-based Internet service provider **AtHome**



Country 95.5 FM Lethbridge

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Corp. agreed to buy **Excite Inc.**, a Web search engine and directory, for \$6.7 billion... The **Canadian Broadcast Standards Council** (CBSC) says "*Everybody and their dog can come to Canada*", in commentary by **Mike Duffy** on **CFTO-TV Toronto**, did not demean immigrants and refugees. Rather, says CBSC, Duffy was targeting Canada's refugee policy... The CBSC, on the other hand, found fault with a **CFRA Ottawa's** *The Lowell Green Show* where Green's tongue-in-cheek approach to the Somali Inquiry Commission saw a listener complain that it was racist and incited hatred. The Ontario Regional Council said the "*rhetorical tools of sarcasm, parody, facetiousness, irony, hyperbole and the like may be an effective means of expressing an editorial perspective, [but] the use of these devices does not ... render the user impervious to any claim that the host has, in a particular instance, overstepped the bounds of Canada's broadcast standards*"... The **National Association of Television Program Executives** (NATPE) meets in its annual convention at New Orleans Jan. 25-28. NATPE is an international association dedicated to furthering excellence in TV programming... **ABC's** lockout of 2,400 employees has ended. The **NABET** members had been

on picket lines for eleven weeks... **John Wright**, Sr. VP at **The Angus Reid Group**, will present *The 1998 Canadian Media Review* next Thursday at a Toronto hotel. The survey of 108 leading print and broadcast jouranlists last summer shows how the Fourth Estate is changing. For info, call 416/360-1988... Coming up in Vancouver next month, the **Women in the Spotlight** awards. The new annual event will represent the achievements of women in broadcast communications, high technology, film and video and music. Sponsors are **Canadian Women in Communications, Wired Woman, Women in Music**, and **Women in Film and Video**.

NEW SUBSCRIBERS THIS WEEK INCLUDE: Dennis Dunlop, **CKCK-TV Regina**. Welcome!

TVB-BUSINESS DEVELOPMENT CONFERENCE TAKES ON THE RITZ MONTREAL



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EDITOR'S NOTE: As a football play-by-play announcer might say, "It's up . . . It's gooooooooooooood!" The *Broadcast Dialogue* web site launches this morning, and we think you're going to find a lot of relevant information in it that'll be precisely in sync with what you need to know about our Canadian broadcast craft. The Dec/Jan edition of the magazine's features are all there — including *Rogers Radio* President **Tony Viner's** 'Dialogue'. There is an archive of Broadcast Dialogue newsletters dating back to last spring, and — *The Broadcast Directory*. The Directory (as with all directories) will have some errors and omissions. The good news, however, is that corrections can be made on the fly and that today's notification to us will become today's fix in the Directory. Between now and Sunday night, you'll find the Dec/Jan edition of the magazine. At 12:01 am Monday (Feb. 1), the February edition of Broadcast Dialogue will succeed it (and then the Dec/Jan features will go into the archive [also retrievable]). Because you are a subscriber to this newsletter, you are getting the advance launch notification.

TAKE A MOMENT to look around our new site, check your operation's listing to ensure proper information, and provide more info as necessary, e.g. e-mail addresses, web site(s), station ID, etc., etc. Our site is: www.broadcastdialogue.com (By the way, the February edition of the magazine is now at the mailing house.)

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TV/FILM: A number of Toronto stations were off the air Saturday because of fire in a downtown transformer. Service resumed about four hours later... The *Canadian Association of Broadcasters* is not impressed with a recommendation that private and public broadcasters should reserve TV prime time for Canadian movies. That's one recommendation of the feature-film advisory committee to Heritage Minister **Sheila Copps**. Broadcasters were more than willing to be at the table, says the CAB, but were not included. Association President/CEO **Michael McCabe** said, "The

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exclusion . . . has unfortunately led to an overly generalized and misleading look at the role broadcasters play in supporting and airing Canadian feature films. Without broadcaster input, the report is incomplete and unbalanced," says McCabe. "It's a beginning, but the government needs to recognize that more work is needed. Canada's private broadcasters are committed to being part of the solution."

Carleton University Professor **Keith Acheson** says the policy goals of fostering Canadian culture and building a domestic film industry are laudable, but Ottawa is fuzzy in its thinking about how to achieve them. Through **Telefilm**, the **Canadian Film Development Corp.** lost \$150-million last year. CFDC has asked for \$50-million in new federal money; the remaining \$100-million would come from other sources, such as broadcasters... **CTV** has applied for a licence at Huntsville using the current approved facilities at **CKCO-TV-4 Huntsville**. The new station would broadcast a weekly average of 1 hour and 36 minutes of separate, original, news programming directed to Huntsville area communities but assembled in North Bay and split-fed to Huntsville, as well as programming originating from **CKNY-TV North Bay**... **The Disney Channel** has ordered 26 new episodes of the **Alliance Atlantis** production *The Famous Jett Jackson*. Production begins at Toronto in April... **Power Broadcasting** has applied to add a transmitter of its **CKWS-TV Kingston** at Smiths Falls. If approved, it would operate on channel 36 at 10,000 watts... Former **ATV Halifax** Weather man, **Richard Zurawski** will co-produce and host a new 13 part children's TV series, to be filmed on Prince Edward Island. *The Adventures Of the After Math Crew* will air on **TVOntario** later this year. Zurawski, who left ATV in 1994, was also the former host of science series *Wonder Why*.

GENERAL: **CanWest Global Communications Corp.** Executive Chairman **Izzy Asper** says CanWest's deal for a controlling stake of **NetStar Communications** is at least as important as the other deal it has spent months negotiating -- picking up the eight **WIC** TV stations. If both deals close and win regulatory approval, CanWest will hold 27% prime-time adults 18-49, up from 13% now. Meantime, Asper is predicting



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a doubling of earnings in the next five years, and a foray into as many as five new countries that could include the US and Chile... Meantime, **WIC Western International Communications** reported an increase of operation income for the first quarter of 1999. Operating income for the time period was \$34.1 million, compared to \$32 million during the same period last year. Net earnings were \$11.1 million, compared to \$17.5 million in 1998. Net income was lower because of the costs of restructuring and lower investment income. Revenues for the quarter jumped to \$161.9 million, compared to \$160.2 million for the same quarter last year. The broadcast division increased its revenue by 5.9% to \$134.9 million, compared to \$127.4 million last year. Revenues for WIC's radio stations jumped from \$20.7 million to \$22.3 million, with the biggest improvements being in the Alberta market... **Rogers Media** has lost its three-year-old licence to operate a Canadian version of **Yahoo! Inc.'s** Internet search engine. Rogers earned ad revenues on Yahoo.ca, which directed Internet users to Canadian Web sites. The licence will revert back to Yahoo! over the next month... The owner of **DirectTV**, the biggest satellite TV service in the US, is buying its No. 2 rival **PrimeStar Inc.** -- leaving only two major players beaming signals into American homes through the pizza-sized satellite dishes. The \$1.82-billion US deal, along with DirectTV's pending purchase of a movie-channel service, will give DirectTV about seven million US subscribers and more



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than 370 channels... a **CRTC** public hearing March 26 in Hull will consider an application by **Bell Satellite Services (Bell/ExpressVu)** for a satellite relay distribution undertaking (SRDU) to distribute Canadian and non-Canadian programming services. The distribution list includes Canadian off-air broadcasting services, signals selected from the Revised Lists of Eligible Satellite Services, licensed Canadian Pay and Specialty Services; US Specialty services; non-Canadian programming services from Erie, PA and Burlington, VT, and a full range of Canadian radio signals... The **National Advertising Benevolent Society** will host its 1999 annual *Groundhog Day* celebration in Toronto Feb. 3. Tickets are \$19.99, which includes two free drinks and food. Among this year's sponsors is **CFMT International**. For info, call 416/962-0446... In Toronto March 10, **Canadian Women in Communications** (Toronto Chapter) will attempt to demystify *Canadian Television in the Digital Era*. Participants include **Pamela Wallin**, **Bell ExpressVu** President **Michael Newman**, **Bell Canada** VP **Sheridan Scott**, **McLuhan Program in Culture and Technology** Director **Derrick de Kerckhove**, **ExpressVu** VP **Terry Snazel**, **Canadian Cable Television Association** President **Richard Stursberg**, and **The Discovery Channel Canada** President **Trina McQueen**. For info, call **Hannah Fowlie** at 416/363-1880, x 300.

REVOLVING DOOR: **Dale Buote** is new GM at **CKWX News1130 Vancouver**. For the past three years, he's been **KISS-FM Vancouver** PD and CKWX Ops Mgr. Buote will report to VP/Market Manager **Chuck McCoy**... **John Lacey** has moved to non-Executive Chairman of **Loewen Group**, North America's second-largest funeral home and cemetery company. Lacey, a specialist in boosting share value before a firm is sold or taken over, was President/CEO of both **WIC Western International Communications** and **The Oshawa Group** supermarket chain when they were sold... **CKNW Vancouver** veteran reporter **George Garrett**, 64, may not be shy but he is retiring. After 43 years, Garrett will sign off for the last time tomorrow (Jan. 29). He started Feb. 1, 1956.

LOOKING: **Light FM St. Catharines** is looking for a Media Rep. See the ad on page one... **CKPR/ROCK 94/KIXX 105 Thunder Bay** is on the lookout for a News Person (see their ad also on page one).

RADIO: The **CRTC** has approved **Blackburn Radio Inc.'s** application to flip **CKTY-AM Sarnia** to FM... **Craig Broadcast Systems** has applied to acquire **CFQX-FM Selkirk** from **Forvest Broadcasting** and **Radio One Investments**, known as **Western World Communications Limited Partnership**... **Lowell Green**, talker at **CFRA Ottawa**, is refusing to apologize for referring to Somalis as "wogs". Further, he's considering action against the **Canadian Broadcast Standards Council** (CBSC) for ruling that his sarcastic remark regarding the Somalia Inquiry Commission led to a breach of the code. CFRA says it will apologize but Green characterizes the ruling as "an insult"... **Radiomutuel Inc.'s** three-month earnings, ending in November, show a rise of 38% to \$25.6 million, compared to \$18.6 million for the same period in the previous year. Operating income before amortization, interest and minority interest rose to \$6.1 million, up from \$4.9 million for the previous year. Radiomutuel operates in Quebec under the **Radio-Energie** network and its eight FM radio stations and three AM radio stations... Note from **SILK-FM Kelowna** President **Nick Frost**: "It does look like **CKLZ FM (Kelowna)** will switch to Country this Thursday afternoon (today). I've told the paper & TV that if that happens, we will adjust the application we filed July 17th to a Rock FM. Our **Angus Reid** research in June showed Rock a close #2 to Country... and that was with the Lizard! Angus Reid predicts that if the Lizard leaves the format, the Country ratings we projected in our brief could increase by 20% with a Rock FM. Our chances with the **CRTC**? Who knows... However, the actions of both competitors now will have caused a void in the market place. Any city our size needs a Rock station. As an independent station with 2 big companies squeezing us, Silk's case seems strong. If Lizard goes Country, then CKBL may go

"It's up It's Goooooooooooooooood!"



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Rock, so that they can still apply to convert the AM to FM... or they may go Oldies again. A huge Kelowna Advertiser survey done by CV Marketing of Abbotsford for us in December showed good client acceptance for a brand new FM station. The hearing is May 3 in Vancouver, deadline for interventions expected to be April 10."

SYNDICATION: The **Rock Radio Network** says it has the world album premiere of the new **Collective Soul** disc, **Dosage**. The 60-minute show is hosted by **Jeff Woods** and is available on a market-exclusive barter basis. Contact **Bruce Henne** at 416/512-4847... **Nornet Broadcasting** and Edmonton-based **Da Silva Group** have joined forces to syndicate a weekly one-hour country music talk show called **Country Profiles**. It begins airing on Nornet stations in March and is hosted by **Greg Shannon**, the former host of *Today's Country* and a current host on the **CMT** specialty channel. For info, call **Jacqueline Craddock** at 780/462-7388.

PPROMOTIONS: **CJOK/KYX 98 Fort McMurray** had a **Teddy Bear Toss** at a Fort McMurray Oil Barons game. People coming to the game were asked to bring a teddy bear or a stuffed animal. When the Oil Barons scored their first goal, all the teddy bears came crashing to the ice. "It was like an incredible wave covering the entire ice surface," says PD **Russell Thomas**. Almost 900 stuffed animals were thrown in support of Fort McMurray's local Victim Services program... In England, a couple met and married the same day as part of a **BRMB Birmingham** contest called *Two Strangers and a Wedding*. The two were selected from 200 hopefuls. After marrying, they won a honeymoon in the Bahamas, free use for a year of a sports car and a two-bedroom apartment in an upscale development. Relationship counsellors and church leaders accuse the station of reducing the institution of marriage to a game show.

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