

BROADCAST Dialogue

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Thursday, April 6, 2000

Volume 7, No. 43

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TV/FILM: The **CRTC** has hundreds of Digital TV channel applications; at least 100 for the category one channels (guaranteed a dial spot) and another 200 for category 2 channels. Public hearings begin in mid-August, and the Commission will likely hand out the licenses before Christmas. Canada's cable broadcasters are - even now - grappling with the question of how they'll attract enough business from any new channels to make a profit. **Canadian Cable Television Association** President **Janet Yale** says there's a "huge disparity" between the availability of digital cable and consumer acceptance of the new medium. She says digital cable lines pass about six million Canadian homes but only 300,000 of those homes have a digital box (used to convert the broadcast to a usable form). Consumers and broadcasters are at opposite ends: Consumers won't likely buy digital boxes unless there are guarantees of good programming - and broadcasters say they worry about how they'll pay their bills, given the fragmentation after as many as 200 digital channels hit the cable line... **BCE** and **CTV** have signed a 10-year deal to distribute CTV entertainment, sports and news content to BCE's **Sympatico** and other Internet sites. The deal is a condition of BCE's \$2.33-billion takeover offer for CTV, which was to have expired yesterday (Wednesday)... **BCE Inc.** says the **CRTC's** conditions that **CTV** dispose of **Sportsnet** is okay with it; that the demand won't stand in the way of BCE's offer to purchase CTV. BCE also announced that the **CRTC** has approved its Voting Trust Agreement and

proposed Trustee - **Brian Aune** - who will take up that responsibility on completion of the transaction. The Trustee will enable continued operations of CTV pending usual regulatory consideration, and will sit on CTV's Board of Directors.. Montreal TV production firm **Motion International** (formerly **Coscient Inc.**) says it welcomes a takeover by **TVA Group** in a deal worth up to \$125 million. The offer will come through a holding company jointly owned by TVA and **Capital Communications**, a subsidiary of **Caisse de depot et placement du Quebec**, Canada's largest pension fund. The takeover is expected to close in early May, pending regulatory and shareholder approvals. As part of the transaction, TVA will combine its affiliate TVA International into Motion's international operations, creating the second-largest production house in Canada and a major new player in global content production. The new company will be named **TVA International**... An arbitrator has ruled in favour of fired **Calgary 7 (CICT-TV)** Sportscaster **Mike Lownsbrough**. The 18-year employee was let go late last year, reportedly after playing a practical joke on another staffer... **Canada NewsWire** (CNW) and the **Global Television Network** have a deal for CNW to provide real-time content to the GlobalTV.com Web site... **Andrea Thompson** (Det. Jill Kirkendall) will leave **ABC's NYPD Blue** at the end of the season to become a TV Anchor. She'll do a three-month tryout this summer at **CBS' Albuquerque** affiliate.



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General Sales Manager
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Midland, Ontario L4R 4L3
Fax: 705-526-3060 or 705-835-5908

REVOLVING DOOR: Mark Rubinstein, ex Sr. VP at **CHUMCity** and **City Interactive**, is new Managing Director at **Yahoo! Canada**, based in Toronto... **Pamela Wallin** has switched from **CBC** to **CTV**, agreeing to host and produce shows for the network and specialty **Talk TV** (scheduled for a fall launch). Wallin began her career with CTV in 1981 as a host of **Canada AM**... **Nigel Fuller**, GSM at **The NewRO (CHRO-TV) Ottawa** and **The NewPL (CFPL-TV) London**, has been appointed VP/GM at The NewRO. He'll continue as GSM at the station. Fuller succeeds **John Krug** who's retiring at the end of June... Expect big changes at **CBC's The National**, along with the rest of CBC's news operations. First up is the move of The National's Exec Producer **Kelly Crichton** to **The History Project**, a series about Canada's past... **Mike Religa** has been

appointed Music Director at **KISS 92 (CISS-FM) Toronto**... **CHFI-FM/680 News (CFTR)/KISS92 (CISS-FM) Toronto** have **Greg Stevens** as new Image Director. He'll also work with Exec VP **Sandy Sanderson** on other **Rogers Radio** properties... **Maureen Holloway**, who's been with **The Mix (CKFM-FM) Toronto** for 15 years, has signed with the **Rock Radio Network**. She begins in June...

SIGN-OFFS: Long-time **CHUM Toronto** VP, Sales **Wes Armstrong**, who retired a few years back but remained on the CHUM Board, has succumbed to cancer at 76. Very early on in his career, Armstrong was a board Operator for **Jack Kent Cooke**. Most of those who still work at CHUM, or who ever worked there, all have a "legendary" Wes Armstrong story... Just short of his 85th birthday, **Malcolm D. Neill** - a former Chairman of the **Canadian Association of Broadcasters** (1951-53) and CAB President (1958-60) - has passed away in Burlington. Neill succeeded his father at **CFNB Fredericton** (1945) and had also served as President of the **Atlantic Association of Broadcasters**... **Karen Lynn Lakey**, known by many Western Canadian broadcasters for her work in Calgary television, **CJAY Calgary**, **CBS Records**, **CFOX Vancouver**, and other stops along the way, has died in Nanaimo... Veteran Western Canada broadcaster and columnist **Eric Bishop** died Saturday in Calgary of brain cancer at 74. Bishop retired from **CFAC Calgary** in 1988.

LOOKING: **Media Studies** at **Mohawk College** in Hamilton is looking for a full time faculty person... **EZ ROCK (CFMG-FM) Edmonton** is looking for both a full-time Promotions Coordinator and a seasonal Summer Cruiser staffer... **KX96FM (CJKX-FM) Ajax** is hunting for a full-time Reporter/Weekend Anchor... **CKOR Penticton** is looking for a Reporter/Desk... **CHBC-TV Kelowna** needs an Assignment Editor... **ROBTV Toronto** has openings for an Operations Manager and a Media Manager...

RADIO: The **Montreal Expos** reached an 11th-hour French-language deal with **CKAC Montreal** Monday, but the club is still without an English-language radio broadcaster, and the chances of a station stepping up to the plate are zip. On the TV side, no deal for the Expos. Owner **Jeffrey Loria** has been adamant that Montreal stations pay comparable rights fees to those paid to clubs in US cities. But broadcasters argue that the Expos' ratings in recent years don't justify the price... Former **CJCB Sydney** Talker **Dave Wilson** has won a provincial by-election in Cape Breton East. Liberal Wilson defeated the NDP candidate in Tuesday's poll... **CHED Edmonton** played some of the muddier sections of secret recordings used as evidence in the trial of Wiebo Ludwig. Crown prosecutor George Combe wants an investigation into how the audio was publicly released but the judge hasn't acted on it yet. Justice Sterling Sanderman says as long as an accused's right to a fair trial isn't compromised, the court must balance that with the public's right to know... The fourth annual **Multimedia PC and Internet Audio Study** suggests a doubling of people listening to radio via the Internet over a single year.

The listening habits of 1,375 multimedia owners during January, 2000 were compared to the same period a year ago. In 1999, 33% listened to online radio. This year, the number jumped to 63% (most listening at work). Three out of 10 home-computer owners tuned-in there. The study found that males are in the majority but that females are quickly catching up... Last Friday, the day before April 1, the stations in the **Edmonton Radio Group (K-ROCK [CIRK-FM], Mix 96 [CKRA], and CFCW)** got together for one simulcast morning show, featuring all three morning teams. **Wes Montgomery, Terry Evans and BJ Wilson** did a three-hour *Feast of Fools* charity broadcast for the **Canadian Cancer Society** and raised \$2,400... **CD106.7FM (CHCD-FM) Simcoe** got some neighbouring radio stations' collective shorts in a knot after weeks of on-air promotion of the fact that it was "taking over another station". At least two competitors are known to have been rolling tape on Saturday morning to learn if it was in fact their station that was being swallowed. Instead, at 10 a.m. April 1, morning show Host **Tim O'Neil** revealed that CD106.7FM had taken over a local gas station and was giving away gasoline – \$10 to the first 100 vehicles... **ConneXus Corporation** says *CD, its interactive consumer service, allows consumers to immediately identify and buy the music that's playing on their radio by calling 650-588-SONG or by going online to www.starcd.com. Stations in San Jose and San Francisco have just begun implementing the new service...

GENERAL: **Liberty Media** has completed acquisition of 19.9% of **Corus Entertainment**. The Corus shares were purchased from a subsidiary of **CanWest Global Communications** which received the shares as part of the restructuring of **WIC Western International Communications**... Meantime, **Corus Entertainment, CanWest Global Communications** and **Shaw Communications** say they have completed the division of **WIC** and its other businesses. The businesses requiring **CRTC** approvals have been placed in trust (the hearing is scheduled for April 25)... **Broadcast News GM/VP Wayne Waldroff** will be the recipient of the **Radio-Television News Directors**

Association President's Award for 2000. Waldroff is cited for "commitment to our industry . . . above and beyond the demands of his 'day' job. From running the BN newsroom to running the BN show, he has been a leader in guiding us through the technology changes of the 80s and 90s, helping news directors, especially those in private radio, deal with computerized newsrooms, digital audio and now, the Internet." The award will be presented at the RTNDA's annual national convention at Vancouver June 15-17... **RCMP** raided the Halifax bureau of **Broadcast News** and **The Canadian Press**, and seized the tapes of interviews with convicted killer Michael McGray. The former Nova Scotia man has implicated himself in 15 slayings across the continent. Since giving media interviews, McGray has refused to speak to investigators.... In the **Videotron-Rogers-Quebecor-Caisse de depot** conflict, Rogers says it'll pull the plug on its friendly merger if the courts don't soon allow Videotron shareholders to vote on it. It was on Tuesday that **Groupe Videotron's** board formally rejected **Quebecor Inc.'s** rival bid for the company (an offer backed by the Caisse). The merger would create a single cable company dominating Ontario and Quebec. The case goes to court April 18, where the Caisse will ask for a permanent injunction to prevent Videotron shareholders from voting in favour of the Rogers deal. For its part, Rogers says it will give Videotron shareholders until April 20 to vote on the \$5.6-billion all-stock merger, and until April 26 to consummate the deal. After that, all bets are off... **Quebecor Inc.** shares have plunged by about 20% since the move on **Groupe Videotron** just over a week ago. Investors seem worried about where Quebecor is going after its hasty bid for Videotron. There are concerns over Quebecor's strategy and uncertainty over a lack of details. At week's end (March 31), Quebecor shares which traded at over \$50 the week before after peaking at \$61.50 last month closed at \$39.70 on the Toronto Stock Exchange...



53rd Annual General Meeting & Convention
Kelowna . British Columbia
May 17. 18. 19 2000



for sponsorship opportunities or delegate registration, please contact . . .

Convention Chair: Kim Hesketh, CIOC/CJVI Victoria

Canada's dominant western phone company – **BCT.Telus Communications** – has bought 70% of **QuébecTel Group**, thus challenging **Bell Canada** on its own turf. The price tag was \$585-million. The move unshackles QuébecTel from regulatory restrictions on expansion within Quebec and opens up a major front in the telecommunications war for rival **BCE Inc.'s** business customers. BCT.Telus now will have access to a network and business customers in Bell Canada's core market between Quebec City and Montreal... The **Canadian Cable Television Association's** (CCTA) annual convention has just wrapped-up in Toronto. The show, April 2-4, focussed on consumer empowerment, digital communications technology, and Canadian content for broadcasting and Internet applications. **John Tory**, both the President of **Rogers Cable** and Chair of the **CCTA/CABLEXPO** convention, said "The cable industry is going full speed into the new digital world, building a full suite of competitive consumer services"... In the wake of the **TimeWarner/America Online** deal that created the world's biggest multi-media company, the **CCTA** wants the federal government to change its rules to encourage more communications companies to join forces... Also from the **CCTA** annual convention, association President **Janet Yale** said CCTA wants the government to stimulate the new media development.

She says technology is changing the role of the government because regulators can no longer control what content consumers can access and "in this environment, business needs to take risks, but we also need government to remove barriers to integration, if Canada is to be part of this new economy"... And, the new 2000-2001 **CCTA** Board of Directors include: Chair **Jim Shaw** (**Shaw Communications**); Secretary **Claude Chagnon** (**Le Groupe Vidéotron**); Treasurer **Randy Moffat** (**Videon CableSystems**); Directors **Louis Audet** (**Cogeco Cable**), **Guy-R. Beauchamp** (**Vidéotron Communications**), **John Bragg** (**EastLink Cable Systems**), **James Forsyth** (**Campbell River TV Association**), **Donald Hamel** (**Cablevision du Nord de Québec**), **Dean MacDonald** (**Cable Atlantic**), **Warren Ritchie** (**Norcom Telecommunications**), **Ted Rogers** (**Rogers Communications**), **Ken Stein** (**Shaw Communications**), **John Tory** (**Rogers Cable**); and, Ex-Officio **Fred Wagman** (Past-Chair) (**Cable Regina**) and **Janet Yale** (President/CEO) (**CCTA**)...

NEW SUBSCRIBERS THIS WEEK INCLUDE:
Melanie Kurzuk, **Canada NewsWire**, Toronto.
 Welcome!



June 9 - 11
Kananaskis

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Broadcast Dialogue!

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Thursday, April 13, 2000

Volume 7, No. 44

Page One of Three

TV/FILM: The numbers are in: The **CRTC** received 452 applications for new digital services. Of those, 446 are pay and specialty services; two are pay-per-view; and four are video-on-demand... Saint John-based **iMagicTV** and **ChumCity Interactive** in Toronto say they will bring TV to the PC, going beyond streaming media. ChumCity Interactive has authorized the trial airing of TV programming over iMagicTV's SoftTV platform to enable service providers to offer interactive television (ITV) on subscribers' desktop PCs. The agreement is billboarded as "a launch pad to assess content viability over the Internet and to inaugurate a new era in entertainment that truly blurs the line between TV and PC"... The National Post says **CBC TV** execs are considering a plan to kill local and regional news broadcasts and, with them, the cutting of up to 500 jobs. Such a move would eliminate most local supper-hour news shows and replace them with a Toronto-based national news program. Exceptions to the plan would be the regional broadcast in St. John's (CBC's most popular regional news show) and the regional show from Charlottetown... **BCE's** takeover bid for **CTV** succeeded, with 99% of CTV shares (52.9 million common shares at \$38.50 per) tendered under the \$2-billion offer. BCE has extended its \$38.50-a-share offer until April 17 to allow the holders of the untendered shares to sell them. **Ivan Fecan** says he'll remain as President/CEO, conducting CTV business under an arm's length trust, until the CRTC approves BCE's purchase. No word yet on the intentions of other CTV brass although Fecan did say that the success of the BCE bid ensures "that the CTV family will stay together." This is the first time a telephone company in the Western world has acquired a mainstream TV broadcaster. Meantime, **CBC** may become a key part in the sale of **CTV Sportsnet**. It wants to provide technical and managerial resources, plus on-air talent. CBC has a strong ally in **Fox Sports Net**, which owns 20% of Sportsnet and probably has an option to increase its share to 32%. Fox is apparently enthusiastic about CBC getting involved because of the network's track record in producing quality sports programming. **Rogers Communications**, which has apparently increased its ownership in Sportsnet to 40% and wants to grab a majority interest in the channel, has warmed to the prospect of the CBC's involvement... **CBC Television** has

been named the host broadcaster for the **Edmonton 2001 World Championships in Athletics**... **CTV** posted a \$3.7-million loss in the second quarter, ended Feb. 29. That amounts to \$0.06 a share and compares with a net profit of \$112,000 a year earlier. CTV says the loss was because of higher interest costs on increased debt levels for the **NetStar** acquisition, together with the equity share of the loss recorded by **Sportsnet**. For the six-month period, profit totalled \$57.9 million, up from \$42.7 million in the first six months of fiscal 1999... **The Marketer's Marketplace** says its first hour-long live Web seminar (last Wednesday) attracted more than 500 participants – advertisers, agencies, consultants, and creative professionals. During the 'seminar', author **Jack Myers** predicted that online advertising will surpass both cable and broadcast network advertising before the year 2005. **Gerard Kunkel**, Senior VP for **WorldGate Communication**, added that consumer behavior and acceptance for tying TV and the Internet together into an Interactive TV solution is already in operation in over 40 markets worldwide. "The 30-second spot," he said, "will become the interactive session. The 30-minute infomercial will become the interactive shopping mall." Myers and Kunkel say of consumers in households with online access, 80% want higher speed access, 53% would pay to watch TV on demand, 42% want to download TV and movies over the Internet, 39% want to access the Internet via TV, 71% of marketing executives want detailed research on the impact of their brand on consumers, 61% of marketing executives think that interactive TV will be very important to marketers within 48 months. Based on in-

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Cam Drew
CKAY Radio
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Duncan BC V9L 5C7

field trials, he said, *"the channels (based on click-through rates per eyeball) with the highest rate of interactivity today are the cable channels, including ESPN, The Weather Channel, MTV, SciFi Channel, Court TV and Nickelodeon"...* **Alliance Atlantis Communications** will team with Germany's **TV-Loonland** in \$110-million deal to produce nine children's and animation TV series over the next three years. The partnership includes production, distribution, merchandising and Internet commitments. Other programs from Alliance Atlantis' children's library will be licensed to TV-Loonland (TVL) for an additional \$20 million.

GENERAL: At the **National Association of Broadcasters** convention in Las Vegas this week, delegates heard that the road to digital TV remains pothole-filled and that there's little agreement on who's responsible for fixing them. The manufacturers say broadcasters must create more HDTV content to spur sales, while broadcasters say the manufacturers must develop better TVs and make them compatible with cable boxes. Still, US regulators are anxious for progress. The FCC is pressuring set makers and cablecos to iron out disputes over how to make digital TV sets compatible with cable boxes. Both are promising cable-ready digital TV sets will be available before the end of 2001. In Canada, a commercial digital signal is expected by late 2001 or early 2002. **CDTV Inc.**, a public-private task force, is deliberately following the US by 18 months to two years, letting them work out the bugs first... Still at the **NAB**, broadcasters went on the offensive against critics who predict the death of traditional radio and TV by Internet-age attackers. Instead, says NAB President/CEO **Eddie Fitz**, *"broadcasting stands before a door that is opening ... not one that is closing."* He said the so-called "dot-commandoes" and even "dot-communists" who, some fear, would send traditional TV and radio the way of the dinosaurs are exaggerated: *"The future for broadcasting is quite promising; radio is currently very hot."* **Viacom Inc.** Chairman/CEO **Sumner Redstone** backs Fitz, saying that not only would traditional broadcasters survive, but they would be the ones to benefit from the convergence of the Internet and media companies because they have the content. *"Technology paves the way, but make no mistake, content is the fuel that drives this industry forward. Broadcasting makes money! When did business stop being about making money? Far from sounding the death knell of traditional media, (the broadband revolution) actually means that broadcasters and cable networks with established brand strength will reap disproportionate gains . . . How ironic is it that an 80-year-old technology (radio) would play such a key role in helping to launch the dot-com gold rush? Radio is reaping enormous rewards as young companies realize how cost-effective it is -- in 100% of homes, 100% of cars, 100% of workplaces"...* British

media group **Pearson PLC** plans to merge its TV operations with the European broadcaster **CLT-UFA**. The combined company would have the broadest reach of any TV or radio broadcaster in Europe and annual revenue of about \$US3.8 billion and be worth an estimated \$US19.2 billion. CLT-UFA is majority-owned by Germany's **Bertelsmann AG** and **Group Bruxelles Lambert SA** of Belgium. Under the deal, Pearson and Bertelsmann would merge their broadcasting and TV production operations into **Audiofina**, a Luxembourg-based holding company that also has a stake in CLT-UFA. **Paul Desmarais'** Montreal-based **Power Corp.** has landed a \$1-billion stake in the new European broadcasting powerhouse... **Cancom** sold its 24% stake in **ROBtv** to **WIC Television** (\$8.5-million), which then passed it on to **CanWest Global**. That makes **Thomson Corp.** and CanWest Global Communications 50-50 partners in **Report on Business Television**. The sale by Cancom complies with a **CRTC** directive when it approved the merger of Cancom and **Star Choice** last year... **Rogers Communications** has been working to start negotiations with **Quebecor**, its rival in a \$5.6-billion bid to take over **Groupe Videotron**, Quebec's biggest cable company. But Rogers, Canada's largest cableco, has yet to make any headway with the **Caisse de Depot**. It is the Caisse, a formidable Videotron shareholder, that is backing Quebecor's unofficial bid. The Caisse, Quebec's provincial pension fund manager and a powerful financial presence in Quebec, is using a 1995 shareholders' agreement with Videotron to block the Rogers-Videotron deal. The pressure is increasing, as an April 18 court hearing looms, that could invalidate Rogers' bid. The **Quebec Superior Court** hearing is about a temporary injunction that blocked Rogers' friendly takeover of Videotron. At first, Videotron officials were outwardly dismayed by the action but in the last few days Videotron CEO **Claude Chagnon** has seemingly changed his tune, issuing statements to the effect that he would consider other offers if the court blocks Rogers... New legislation about to be passed in Saskatchewan will restrict information on how badly someone has been injured in an accident and the person's identity. Naturally, the media will then have new rules under the Health Information Protection Act. When proclaimed, the act will dictate that information on the status of an accident victim can only be made public if the person or a family member allows it... **Rogers Communications** has raised its stake in **Cogeco Inc.** 17%, buying 900,000 subordinate voting shares. In addition, Rogers owns 12.7% of **Cogeco Cable**.

RADIO: The **Radio Marketing Bureau** and **BBM** have announced that they will make permanent their up-until-now exploratory consumer purchase behaviour data, conducted in Vancouver, Toronto and Victoria. The new and ongoing countrywide study – called **RTS Canada** – will begin with the field work this fall.

Results will be available in the spring of next year. RTS Canada promises to provide consumer purchase behaviour data for a wide variety of goods and services categories integrated with media usage and lifestyle information. Information from the study will be provided at no charge to agencies and advertisers. Updates will be published every six months... The **CRTC** has approved the sale of six **Blackburn Radio** stations to **Affinity Radio Group**. They are: **CHYR FM Leamington**, **CKNX/CKNX-FM Wingham**, and **CHOK/CFGX-FM/CHKS-FM Sarnia**... **Peace River Broadcasting Corporation** has won **CRTC** approval for a new pop/rock FM'er at Lloydminster. Peace River currently operates **CKHL-FM High Valley** and **CKYL/CKKX-FM Peace River**... **CBC National Radio News, Winnipeg**, has won the 1999 Michener Award for meritorious public service journalism for its reporting on a vote-splitting scheme in the 1995 Manitoba General Election. The Michener-Deacon Fellowship was presented to Catherine Cano, executive producer with Radio-Canada Television, Montreal, providing \$20,000 to support a four-month study leave.

REVOLVING DOOR: Effective May 1, **Stephen Tapp** becomes VP/GM at **Citytv Toronto** and **CablePulse24**. Tapp was promoted from his duties as VP/GM at **ChumCity International** (developing an international export strategy for programming and station formats)... **CJOB Winnipeg** morning Host **Roger Currie** has resigned, effective May 12... **Blair Daggett** is no longer GM of **Newcap's** Western Newfoundland radio properties. He may be reached at (709) 639-1776... **Brad Edwards**, PD at **Peace River Broadcasting (CKYL/CKKX-FM/CFKX-FM/CKHL-FM)** leaves that post May 12 and will take up new duties at **Central Island Broadcasting** in Nanaimo as PD/Ops Mgr... **680News (CFTR) Toronto** has appointed veteran business journalist

Ron Adams as its new Business Editor. Adams is known for his work on **CBC**... **Nancy Smith's** Toronto-based **NextMedia** has **Diane Davy** as its new President. Davy is in from her previous endeavours as President/Publisher of **Greey de Pencier Books** and Publisher of **Owl Communications**... **Premiere Radio Networks** says **Art Bell** will be replaced on overnights April 27 by **Mike Siegel**, a veteran talker based in Seattle... **Naamua Delaney** is leaving **VTV Vancouver** to join **WFXT Boston** as Entertainment Reporter. Delaney was part of VTV's original on-air news team when the station signed on in 1997.

SIGN-OFFS: **Robert Hoyt**, who had been a producer and interviewer on **CBC-TV's This Hour Has Seven Days**, and who later moved to **PBS** in Washington and **National Public Radio**, has died in Phoenix at 76... **James Gordon Parr**, a former head of **TVOntario**, has died in Toronto at 72. **CBC Radio** listeners knew him as *The Mad Metallurgist*... **Ian Robertson**, former GM/GSM at **CKBI AM/TV Prince Albert**, passed away April 8 after a brief illness.

LOOKING: **CKAY Duncan**, about to flip to FM, seeks a Morning Show Host. See the ad on Page 1... **SUN-FM (CFGP) Grande Prairie** is looking for a News person... **Conestoga College's** School of Communication and Media in Kitchener is looking for Station Manager... **CJOB Winnipeg** is looking for a morning host.

SUPPLYLINES: **Sony of Canada** says it has outfitted the first full Sony high-definition post-production facility in Canada: **Stonehenge** in Toronto. Stonehenge launches its new 10,000-square-foot post-production studio in July.

*Remember, when you want something known in the Canadian Broadcast community
– and you want it known quickly – there's really only one choice...*

BROADCAST DIALOGUE

The Weekly Newsletter
The 10-time a year glossy Magazine, or
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We may be reached at (416) 782-6482

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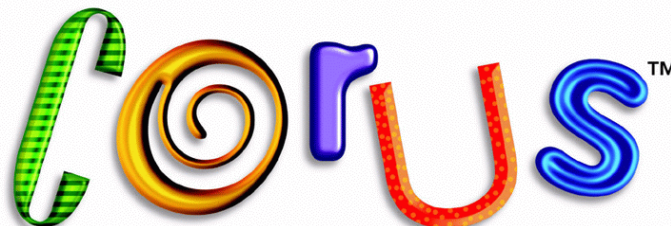
Thursday, April 20, 2000

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EDITOR'S NOTE: I am absolutely thrilled to announce that *Broadcast Dialogue* magazine Senior Writer **Daphne Lavers** was honoured at the *Eighth Annual Andersen Consulting Business Journalism Awards*, recognizing excellence in Canadian business journalism. Lavers won first *Honourable Mention* in the *Trade Publication* category (second to the overall winning entry [of over 300 submissions]) for her presentation of *DAB Launch* in the July/August 1999 edition of *Broadcast Dialogue*. The story may be found at www.broadcastdialogue.com. *Broadcast Dialogue* is indeed fortunate to have a person of Daphne Lavers' capabilities and charm. She brings a marvelous capacity to make her feature articles "sing" and, as a result, to make them enjoyable and readable for the entire broadcast community.

REVOLVING DOOR: Some big changes at *Global Television*: **Gerry Noble** becomes new President/CEO of *Global Communications Limited* May 1, and **Kevin Shea** becomes President of the *Global Television Network*, effective immediately. **Jim Sward**, who held the post about to be taken by Noble, will be leaving the company when his contract expires August 31. Sward has held the job since 1993... **Michael Martin** is new President of *Comlink Systems*, Oshawa, having been promoted from VP, Broadcast/Telecom/Utility Groups... **Ron Hutchinson**, ex of *Urban Outdoor TransAds*, is **Joe Mulvihill's** successor as President of *Integrated Media Sales* in Toronto... Three of the *Okanagan Skeena* old guard have been dismissed from *Telemidia (West)*. Gone are **Sharon Taylor** and **Tim MacLean** from the Terrace office, and **Dari Gilham** from the Vancouver office... **Ira Basen**, Exec Producer at *CBC Radio's This morning* for the past three years, is leaving the show this summer. **Judy McAlpine**, a veteran CBC current affairs programmer, succeeds him. Her appointment is effective immediately... **Mike Sinel** is moving from his Promotion Director's job at *CJFM (MIX 96) Montreal* to *Global Quebec*, as Promotions Manager... At *TVB (Television Bureau)*, **David MacLeod** has been promoted to Manager, Marketing & Communications, and **Jillian Ernst** to Research Analyst... *Calgary 7 (CICT-TV Calgary)* anchor **Chris Gailus** is moving to *WFAA-TV Dallas* to co-anchor the *ABC* affiliate's morning and noon programs. Gailus' wife, **Jane Carrigan**, anchors the 11 PM newscast on rival *CFCN-TV*. She will eventually join Gailus in Dallas, but so far doesn't have a US work permit... The *Canadian Broadcast Standards Council* (CBSC) has appointed **Mark Oldfield**, Manager of News and Information Programming at *MCTV Sudbury*, to its Ontario Regional Council.



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LOOKING: **CHUM** is looking for talent at its new London FM station. See the ad on Page 2... **SUN-FM/The Bullet Kelowna** is looking for a hockey play-by-play announcer/sportscaster... **CTV News** in Toronto is looking for a couple of experienced researchers for work in July and August.

GENERAL: **Nielsen Media Research** has signed an agreement in principle with **ReplayTV, Inc.** to develop, test and implement software systems for use in providing audience measurement for ReplayTV's personal video recorders and related services. For those who already participate in People Meter Samples, the new deal will enable Nielsen's software metering technology to reside as part of the ReplayTV service and to measure the new time-shifting, digital technology... The **RCMP** has laid charges alleging that **Cinar Corp.** received nearly \$8-million in provincial tax credits for productions that were written by American scriptwriters. Documents filed Friday at the Quebec Court in Montreal state that Cinar used numerous American writers for four of its productions dating back to 1992 but falsely attributed the scripts to Canadian writers so as to get provincial tax credits as well as **Telefilm Canada** funding... Monday's **Globe & Mail** opined that the **CRTC's** power to dictate behaviour is evaporating. It said that when TV signals are digitalized it will mean a melting away of the limits on the number of channels a carrier can offer. As the limit fades, so will the ability of the Commission to control which channels viewers can easily see and what those channels may offer. Some questions posed: Will networks survive because of their economies of scale and capacity to produce expensive programs that viewers will want to watch? Will advertisers continue to see commercial-driven TV as a good use of their promotional dollars? If they drift away as the audience fragments, will we think in future not of channels but of individual programs offered by any number of suppliers, with an entirely new calculation of who pays when for what? Will we still watch them on TV?... **Rogers Communications** and **Groupe**

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Andy Ross, Program Director
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Winnipeg, MB R3T 5C2

Videotron saw the **Caisse de depot** in court Tuesday, the powerful pension fund manager fighting to block a friendly \$5.6 billion takeover of Videotron by Rogers. The Caisse owns 19% - the Chagnon family own 81% of Videotron's multiple voting stock. But the court extended the injunction against the merger by three months, with Videotron approval - further confusing the takeover battle. Some investors interpreted the legal move as a negative for Rogers... **Cogeco Cable** earnings flopped - falling by 63% to \$2.9 million -- in the second quarter ended Feb. 29. That's nine cents a share, from \$7.7 million, or 26 cents. However, revenues rose by 13% to \$91 million... Second quarter results from **Corus Entertainment** show the **Programming** division (**YTV**, **Treehouse TV** and Corus' 80% interest in **CMT** [Country Music Television] as well as Corus' 80% interest in **DMX Residential** increased revenues by 15% to \$22.5 million from \$19.4 million last year. On a year to date basis, Programming revenues increased 16% to \$51.8 million. **Radio** revenues increased by 13% to \$13.2 million from \$11.7 million last year. Year to date, Radio revenues increased 14% to \$29.6 million. Overall, national ad revenues continued to be soft throughout the second quarter. Corus' **Digital ADventure** business, providing local cable advertising, showed revenues for the second quarter \$4.0 million, up 20% from the same period last year. Year to date, revenues

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increased 19% to \$7.8 million... **Cable Regina** is now **Access Communications**, in Regina, Estevan, Weyburn and Yorkton. The new name reflects the cableco purchases made in those centres outside Regina... The Toronto chapter of **Canadian Women in Communications** is presenting a panel discussion on the impact of the Internet and e-commerce on traditional media next Wednesday, April 26, at the Crowne Plaza Toronto Centre. Moderated by **CBC Midday's Tina Srebotnjak**, speakers include: **Isme Bennie (Bravo! & Space)**, **Liz Janik (Media Mix Inc.)**, **Paul Jones (McLeans)**, and **Wendy Muller (Double Click Canada)**. For info, contact CWC at 416/363-1880... Next Friday, April 28, the **B.C.I.T.** (British Columbia Institute of Technology) stages its Reunion 2000. For info, call **Jan Wadsworth** at 604/432-8863.

RADIO: The **Radio-Television News Directors Association** reports most Canadian radio stations (65%) put more news on the air last year than in 1998, an average of about 110 minutes daily - Monday through Friday... Last week we told you of **CJOB Winnipeg** Morning Host **Roger Currie's** imminent departure (May 12). Turns out he and his family are moving to the Lake of the Woods region of Northwestern Ontario and that Currie has already signed to do morning news at **CJRL Kenora**... BC Finance Minister **Paul Ramsey** was in court Monday suing **CKPG Prince George** for libel, upset over comments made by Host **Ben Meisner** during a recall campaign against Ramsey in his riding of Prince George-North... A scholarship has been established in memory of the late **CFRB Toronto** Commentator, **Bob Hesketh**, and will be awarded to a student in the Communications Program at Toronto's **Seneca College**... **The Montreal Expos**, shut out from striking a play-by-play radio broadcast deal, have decided to take their English-market "broadcasts" to the World Wide Web. **Marc Griffin**, Expos' director of broadcasts and Web site editor, says, "We're hoping to make it interactive, at least during the home games." Plans call for **Dave Van Horne** to provide play by play at

www.montrealexpos.com, with broadcast partner **Joe Cannon** handling pregame and postgame shows. **CJAD Montreal** Sports Director **Ted Blackman** says talks with the Expos are at a stalemate. Scuttlebutt suggests CJAD doesn't want to pay for rights, but instead suggested a plan that would have the baseball team foot the entire bill for air time, broadcasters salaries and technical support -- approximately \$650,000. Further, that CJAD had ad agreements in principle that would have seen \$200,000 funnelled back to the club... Hockey playoffs, and radio is taking full advantage. **The MIX (CKFM-FM) Toronto's** morning show, for example, is following an **NHL** tradition -- nobody, including co-host **Donna Saker**, will shave; at least, not until the **Maple Leafs** are eliminated.

TV/FILM: A new survey shows TV viewers are increasingly dissatisfied with local TV newscasts. **Insite Media Research** found reveal that viewer dissatisfaction is so strong that it is making a serious impact on audience behavior, causing 22% of the adult population to completely avoid local evening news. Viewers cited story repetition, sensationalism, and misleading news promotions to be at the core of their discontent. The survey, available at www.tvsurveys.com, showed "The public's attitude . . . has reached a crisis point. The trends are alarming - avoidance of local news has doubled during the past ten years, and complaints among those still watching are at an all-time high, suggesting that even more audience erosion is possible. Avoidance among younger viewers has climbed even higher than the adult 22% mark, topping 40%." Insite is a broadcast industry research and consulting firm based in Malibu and Dallas... **CJNT-TV Montreal**, the multilingual commercial TV service, filed for bankruptcy after **CW Shareholdings Inc.** - an affiliate of **CanWest Global Communications** - said it had failed to reach an agreement with co-shareholder, **Placements St-Mathieu Inc.** Since early 1998, **WIC** and its affiliates have been the sole funders of ongoing operations, up to approximately \$4



53rd Annual General Meeting & Convention

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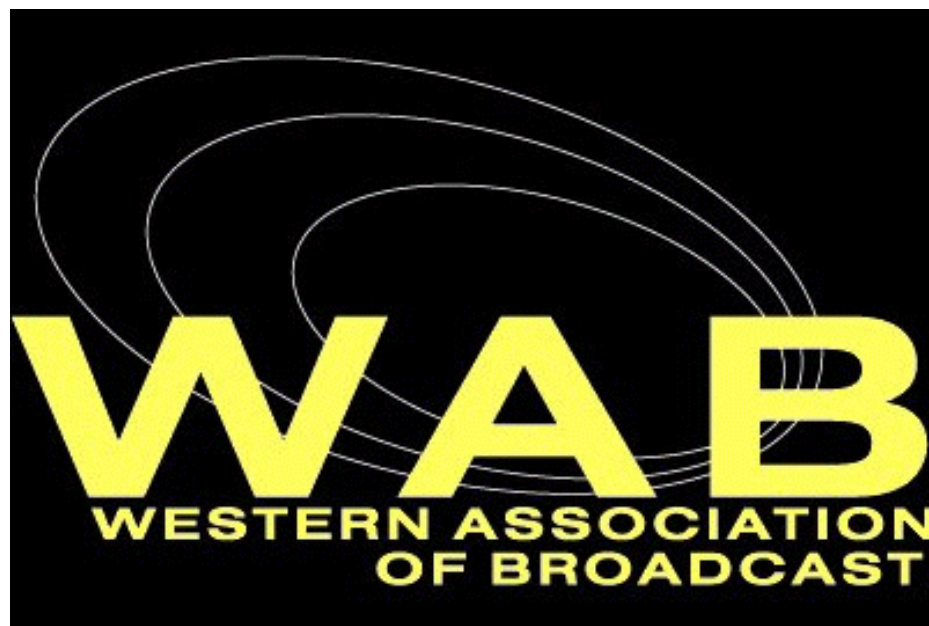
Convention Chair: Kim Hesketh, CIOC/CJVI Victoria

million. Also in 1998, WIC began initiating efforts to develop an alternative programming format for CJNT-TV that would guarantee its viability. Those efforts were apparently blocked by disagreements and on-going litigation among various shareholders. In the interim, CanWest is exploring ways in which it can support the Trustee's efforts to keep CJNT-TV on the air... Russia and the United States are planning to launch the first space-based TV studio. Attached to the **International Space Station**, the studio will be no bigger than a bus and will broadcast programs over its own channels rather than repeat signals from Earth. Launching is scheduled for 2002. Completion of the station itself is set for November, 2004... Vancouver-based **Mainframe Entertainment** has signed an agreement with **SONY Pictures Entertainment** subsidiary **Adelaide Productions** to produce up to 40 episodes of its new CG animated half-hour TV series **Heavy Gear**. Production begins immediately... Not just another cyber-babe, **Ananova** has green hair, big eyes, slightly jerky movements and a vaguely American accent, and she says she's the face of the future. Her developers hope she's a gold mine. Ananova is the world's first cyber-anchor. She will deliver customized news over the Web and will eventually be accessible through cell phones. Click www.ananova.com for a look-see...

SUPPLYLINES: First to market with HDTV in Canada is the satellite sector. No broadcaster has yet announced or launched. That was one of the emerging trends reviewed at an Interactive Digital Television session at **Thomson Consumer Electronics Canada**. While the feds adopted the A53 DTV standard and allocated frequency some time ago, there has still been no response to the **DTV Task Force**. By comparison, 122

US TV stations are broadcasting in digital and reaching over 62% of that market. **Bell ExpressVu** started satellite broadcasts in HD last October and plans a second HD channel by this fall... **The Order of the Iron Test Pattern**, an organization formed to recognize "technical survivors" in the TV industry, has announced its 1999 winners. They are: **Crusty Engineer Award - Brigadier John H. Battison, PE**, for being the oldest engineer (85) still earning a living in the TV industry and having done so for the longest time (55 years). Battison, among other endeavours, built the first TV station in Calgary; **The Iron Desk Award - Brigadier Joseph Barath** for keeping the same job as a TV engineer at the Johnson Space Center Television Systems for over 34 years while being employed successively by 5 different organizations; **The Rusty Doc Award - Dr. Byron St. Clair**, for sticking to low power transmitters for 43 years; and, **The Rust Collector Award - Brigadier Chuck Pharis**, for collecting 70 ancient, broadcast television cameras, repairing, operating and storing them in his personal museum. Created just prior to the 1979 **NAB convention** the Order of the Iron Test Pattern has filled a real need for television's technical slaves – recognition for their contributions. The first annual meeting during NAB 1980 honored the longest sufferers of the lot and started a tradition that was scheduled to last 5 years, or forever, whichever came first. For some reason, this is the 20th anniversary of the first NAB meeting and it is presently sponsored by **Itelco-USA, Inc.**

NEW SUBSCRIBERS THIS WEEK INCLUDE: **June Brooks, Brooks Media Services**, Toronto; **Laura Walker, Catalyst Entertainment**, Toronto; and, **Steve Young, Youngradio Management**, Seattle. Welcome!



June 9 - 11
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The Age of Prosperity

Contact Bruce Hamstead
at 403/292-0492

BROADCAST Dialogue

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Thursday, April 27, 2000

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GENERAL: **CBC** President **Robert Rabinovitch** is set to announce a makeover, returning the corporation to its roots as a public-service broadcaster. Look for less English TV advertising, more home-grown public affairs and cultural programming, and embracement of the Internet. First step is expected to be fewer spots on network news programming. Also look for commercializing CBC buildings, rentals of land-based transmission towers, and the dropping of local supper-time news shows. Rabinovitch says he won't ask for any restoration of federal monies until he is operating a more focused and effective CBC... **Cogeco Cable** has acquired three cable systems, two in Quebec and one in Ontario. With the addition of Lindsay CATV Systems, Câblodistribution G inc. and Télécâble Provincial inc., Cogeco bumps subscribers by roughly 30,900 basic cable customers... **Rogers Communications** profit dropped 59% in the first quarter, to \$19.27 million despite higher revenue. That amounts to five cents a share and compares with a profit of \$46.94 million or 23 cents a share a year earlier. Revenue rose 13.9% to \$807.7 million... The **Videotron** deal is apparently not dead yet. **Quebecor's** CEO, **Pierre Karl Peladeau**, says there's still a chance for a negotiated settlement with **Rogers Communications** over the fate of Groupe Videotron. There is the chance, Peladeau said, that a compromise might be reached before Videotron goes to a June court date to dispute the **Caisse de depot et placement du Quebec** claim that it has the right to veto a \$5.6 billion stock merger bid proposed by Rogers. The Caisse supports a \$5.9 billion cash-and-share proposal by Quebecor... **SaskTel** has acquired 29.9% of **Craig Wireless International** (wireless broadcast TV and high-speed Internet). The subsidiary of **Craig Broadcast Systems** operates SkyCable, a wireless broadband carrier in Manitoba and Palm Springs, California... The **Western Association of Broadcast Engineers**, which will join the **Canadian Association of Broadcasters** at this year's annual convention in Calgary (Nov. 12-14), has issued a formal *Call for Papers*. WABE 2000 will feature separate Television and Radio Papers sessions. Should you, or someone you know, be interested in presenting a TV paper, contact **Wayne Watson** at 403/284-7079. If a radio paper, contact **John Bruins** at 403/264-6798.

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The ideal candidate will have at least five years industry experience, demonstrate community involvement, leadership abilities, people management skills, good organizational skills and be self-motivated. If you are interested please call or send resume by May 15th, 2000 to:

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Bag 300
Peace River, Alberta T8S 1T5

Email: sdent@peacelink.net
Fax: 780-624-5424

Only candidates who are short-listed will be contacted.

TV/FILM: Tuesday, the **CRTC** began hearings in Vancouver into the deal reached last year between **CanWest Global** and **Shaw Communications** to split up **WIC**. CanWest is proposing to own WIC's nine conventional TV stations and other assets while Shaw and its Corus Entertainment arm want WIC's 12 radio stations along with stakes in specialty TV channels and satellite operations. Arguments made against the deal include **CTV**



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Television's and *Friends of Canadian Broadcasting* who say CanWest could end up with too much muscle in key markets, particularly in Ontario. Friends say if the deal is approved unconditionally, it would contravene rules of one broadcaster per market. CanWest wants to keep **BCTV (CHAN-TV) Vancouver** and **CHEK-TV Victoria**. It would sell its **Global Vancouver** station. In Ontario it proposes to keep **ONTv (CHCH-TV) Hamilton**. In Quebec, it would shed **CFCF-TV Montreal**. CanWest President/CEO Leonard Asper told the hearing that his company won't use ONtv as a means to expand Global's access to Toronto. He said the company would treat Hamilton as a market in its own right; that spots would not be sold to customers hoping to reach Toronto viewers. Craig Broadcasting Systems is demanding CanWest be forced to sell CHCH if the overall purchase goes through. CTV wants CanWest to sell both ONtv and CHEK if the sale gets a green light. The hearings wrap up tomorrow (Friday), and the CRTC is expected make a decision by summer... A Public Service Announcement on drinking and driving – a tribute to **A-Channel Edmonton's Erika Linder**, killed in a car accident (the driver has since been charged with drunk driving) last summer – has won the **Alberta Recording Industry Association's** award for best PSA. The don't-drink-and-drive PSA made by A-Channel was produced with Linder's parents' blessing... A second independent review of Canadian TV funding says **Telefilm Canada** should get out of the business. The report, commissioned by the **Canadian Television Fund**, calls the current situation "inherently inefficient" and accuses the federal agency of meddling in private-sector decisions. Written by consultant **David Silcox**, the report says the Canadian TVFund should take over sole responsibility for TV funding. Telefilm now administers a \$107 million a year fund while the CTF runs its own \$102.5 million fund separately.

RADIO: The **CRTC** has approved **CKRY-FM Calgary's** application for an FM repeater at Banff. It will operate at 93.3 MHz with 92 watts... The winner of **CHFI-FM Toronto's** \$98,000 winter getaway

contest - **Harrison Mercer** - is a part-time techie at competing **Q107 (CILQ-FM) Toronto**. The winner's picture can be found at CHFI's Web site and wearing the station's T-shirt. Seems he was told to change in advance of the pic being snapped because he came to pick up his prize dressed in Q107 Rock Wear... **Variety 104.5/BLAZE 101.9 FM Cornwall** has launched a new Web site: seawayvalley.com. Station management says it shows confidence in web commerce... **1410 CIGO Port Hawkesbury** will shut down May 1, now a redundancy with the station's successful flip to FM: **101.5 FM The Hawk** (April 3). Call letters remain CIGO.

OPS: **CJAD Montreal** GM **Rob Braide** says an item here last week was in error. In fact, the **Montreal Expos** and CJAD have not reached an agreement for the station to broadcast games because, Braide explains, "They came to us and said 'you sell all of the air time and give us 90% of the revenue'. And that came about a month before the season began. Then they came back and said, 'We'll give you the rights for free. You keep the air time but pay for the production costs'. We didn't want that download . . . a \$400,000 loss." CJAD and the Expos couldn't come to an agreement because the station couldn't justify taking on the cost of the broadcasts, a sum always paid by teams.

REVOLVING DOOR: Phyllis Platt, Exec. Dir. of **CBC-TV** arts and entertainment programming, says she is leaving the network at week's end. For the past seven years, Platt has directed the development of CBC movies, miniseries and drama series... **BCE Inc.'s** Board of Directors has appointed **Jean C. Monty** as Chairman of the Board. He remains CEO... **Andrew Eddy** is new VP, Affiliate Relations, for **Corus Television**. **Sean Luxton** is new Manager, Digital Services, at Corus. Eddy had been **YTV's** Director of Affiliate Relations and Luxton went to Corus from **Alliance Atlantis**... **Larry Silver**, who had been filling in as Morning Host at **Talk 640 (CFYI) Toronto** since the departure of **Michael Coren** in January, has now been named the "official" successor... An odd item in this week's Revolving Door: A News Director to become a policeman and a policeman to succeed him. **KIXX 105 (CJLB-FM) Thunder Bay ND John Haley** leaves his job tomorrow (Friday) to become an **Ontario Provincial Police** constable. Succeeding him in the News Reader/Co-Host job is Acting Sergeant **Gary Cooper**, retiring from the OPP at May's end (after 36 years).

LOOKING: **KIX 106/YL Country Peace River** is looking for both a GSM and a PD. See their ad on Page 1... **Life 100.3 Barrie** is looking for a Music Director. See the ad on Page 2... **Variety 104.5 Cornwall** is looking for a morning co-host and newscaster... **CHOW-FM (Spirit 91.7) Welland** is looking for on-air talent.

SIGN-OFFS: **Tony Scapillati**, 44, Executive Director of the **Canadian Broadcasters Rights Agency** and former **CAB** legal counsel, died of a heart attack last Thursday. The funeral was Monday in Ottawa... **CJAD Montreal** afternoon host **Mark Rennie** has died at 28 after a long illness. He came to the attention of the CJAD Newsroom in 1990 during the Oka crisis when as a teenager he offered to cover some of it.

SUPPLYLINES: **Miranda Technologies** (Lachine) has signed an agreement to license **Nortel Networks'** broadband video technology. The agreement will allow Miranda access to Nortel's broadband video technology, providing transition into the MPEG-2 and video transport markets.

EDITOR'S NOTE: The **Broadcast Dialogue** Web site, particularly in the Directory section, has been out of service for a while. It's now back up. It's important to note that if the listing for your station needs to be updated – **you've got to do it yourself**. A caution, however: When you make your request for editing privileges, DO NOT use your station ID (AVR, MIX99, ROCK101, and so on). The request must be based on the official call letters (CKEN, CKFM, CFMI, etc.). Otherwise your request just goes into Internet limbo. Site is www.broadcastdialogue.com.



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